

POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS (PGDIB)
PROGRAMME CURRICULUM

Semester I

1. Principles & practices of Management
2. Organizational Behavior
3. Management Accounting
4. Managerial Economics
5. Business Communication

Principles & practices of Management (PPM)

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading **Directing** | **Communicating** | **Motivating**
11. Controlling
12. Co-ordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

Organization Behaviour

1. Historical Evolution of Organisational Behaviour
2. Understanding Organisational Behaviour
3. Perception
4. Personality
5. Attitudes
6. Motivation
7. Work Motivation Theories
8. Morale
9. Work and Conditions of Work
10. Conflict Management

11. Group Dynamics
12. Stress Management
13. Leadership
14. Management of Organisational Change
15. Organisational Culture
16. Organisational Power and Politics

Management Accounting

1. Introduction
2. Basics of Financial Accounting
3. Process of Accounting
4. Cost Accountancy (Basic Concepts and Principles)
5. Elements of Costs
6. Material Costs
7. Labour Costs
8. Overhead Costs
9. Marginal Costing
10. Budgetary Control
11. Standard Costing

Managerial Economics

1. Introduction to Managerial Economics
2. Profit
3. Demand
4. Elasticity of Demand
5. Demand Forecasting
6. Supply Analysis
7. Production and Costs - I
8. Production and Costs - II
9. Pricing and Output Determination Under Perfect Competition
10. Imperfect Competition
11. Pricing Methods or Pricing Practices
12. Cost Benefit Analysis
13. Macro Economic Analysis
14. Government and Private Businesses

Business communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening

5. The Writing Process - Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Semester II

1. International Economics
2. International Business Management
3. Economic Environment & Business
4. Management Information System
5. Research Methodology & Statistical Quantitative Methods

International Economics

1. The International Economy
2. International Trade Theory
3. New Trade Theory
4. International Trade Policy
5. Trade Restrictions
6. Terms of Trade
7. Regional Trading Arrangements
8. International Monetary Fund
9. International Bank for Reconstruction and Development
10. GATT & WTO
11. The Balance of Payment
12. Foreign Exchange Rate
13. The Determination of Foreign Exchange Rate
14. Foreign Capital Movements and Multinational Corporations
15. External Sector - India

International Business Management

1. Theories of International Trade

2. Globalisation
3. Trade Barriers and Trade Block
4. Country Risk Analysis
5. Export-Import Finance
6. Balance of Payments
7. Multi-National Corporations
8. Export Promotion Schemes in India:
9. Raising Money in International Markets
10. World Trade Organization:
11. International Marketing - Entry Strategies
12. International Monetary Fund
13. World Bank

Economic Environment and Business

1. Basic Terms and Concepts
2. Economic Environment
3. Social Environment
4. Political Environment
5. Industry
6. Industrial Relations and Labour Issues
7. Infrastructure
8. Agriculture, Employment and other Indian Economic Issues
9. Finance
10. Globalisation and WTO
11. International Economic Backdrop
12. Foreign Trade
13. Media and Business

Management Information Systems

1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services
4. Management and Decision-Making
5. Information
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System
10. Data Warehousing and Data Mining
11. Information Security and Control

12. Information System and Quality
13. Functional Applications
14. Applications in Service Sector

Research Methodology and Statistical Quantitative Methods

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis
15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Semester III

1. International Commercial Law
2. International (Trade) Logistics
3. Financial Institutions & Banking
4. Strategic Management
5. Foreign Exchange Management

International Commercial Law

1. Introduction to International Commercial Law & Foreign Trade
2. Importance of Commercial Law in Foreign Trade

3. Indian Contract Act, 1872:
4. Agreement to do Impossible Acts
5. Bailee's Lien & Pledge of Mercantile
6. Marine Insurance
7. Container, Air & Sea Transport
8. Agreement in Restraint of Legal Proceedings
9. GATT Procedure of Dispute Settlement
10. Intellectual Property in Patents & Trade Marks
11. Intellectual Property in Industrial Design & Copyright
12. Arbitration and Conciliation Act, 1996
13. Recourse Against Arbitral Award
14. A Brief Perspective of Cyber Laws in Different Countries
15. Cyber Laws in India

International Trade logistics

1. Marketing Logistics: An Introduction:
2. International Commercial Terms (Incoterms): 3. Organisation of Overseas Transport Services
4. Liner Shipping Services:
5. Chartering Principles and Practices:
6. Containerisation and Multi-modal Transportation of Goods 7. Ports System and its Role in India's Foreign Trade 8. Air Transport:
9. Transport Intermediaries
10. Carriage of Goods by Sea and Multimodal Transport - Legal Aspects
11. Maritime Fraud

Financial Institutions and Banking

1. Overview of the Financial Markets - Meaning and Scope :
2. Reserve Bank of India
3. Financial Institutions (FIs) (Industrial Sector)
4. Financial Institutions (Agriculture)
5. Financial Institutions - Others
6. Securitisation
7. Financial Institutions (Area Specific)
8. Bank and Banking
9. Indian Money Market
10. Financial Intermediaries
11. International Monetary Fund (IMF)

Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies : I
6. Corporate Level Strategies : II
7. Tools for Strategic Analysis and Choice : I
8. Tools for Strategic Analysis and Choice : II
9. Implementing Strategy : I
10. Implementing Strategy : II
11. Implementing Strategy : III
12. Strategic Evaluation and Control

Foreign Exchange Markets

1. Foreign Exchange Markets
2. The International Monetary System
3. Exchange Rate Determination
4. Regulatory Framework in India
5. Imports
6. Exports
7. Financing Exports
8. Methods of Payments
9. Facilities for Non-Residents
10. Export Credit Guarantee Corporation and Exim Bank

Semester IV

1. International Marketing
2. Marketing Research
3. Exim Policy & procedures
4. International Finance
5. Corporate Governance

International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing

5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. e-Marketing and e-Commerce
14. Future Trends

Marketing Research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire - Design Development.
5. Scaling Methods
6. Data Collection Primary / Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialised Techniques in Market Research
12. Market and Sales Analysis Research
13. New Product Development & Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

Exim Policy & procedures

1. Foreign Trade Policy
2. Export and Import Procedures
3. Documents Related to Export and Import
4. Instruments and Terms of Payment in Export - Import
5. Methods of Export - Import Financing
6. Letter of Credit and Bill of Exchange
7. Foreign Exchange Regulations and Formalities
8. Cargo Insurance
9. International Commercial Terms
10. Procedure and Documentation for Availing Export Incentives

International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalization and Corporate Governance
9. Regulatory Framework and Investor Protection - An Overview of existing Measures for Investor Protection
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement