



UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS


Faculty of Commerce

Master of International Business

Semester Scheme

IInd Semester Exam. June 2017

(1)


उप-कुलसचिव
(शैक्षणिक)
राजस्थान विश्वविद्यालय
जयपुर

UNIVERSITY OF RAJASTHAN JAIPUR

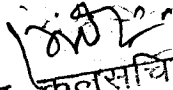
SYLLABUS OF

MASTER OF INTERNATIONAL BUSINESS (MIB)

(SEMESTER SCHEME)

(SECOND SEMESTER 2016-17)

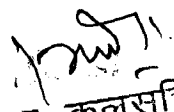
1. Eligibility: It is given in the Prospectus of the University of Rajasthan.
2. Scheme of Examination: There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each unit with an internal choice (either/ or).
3. Semester Structure: The details of the courses with code, title and the credits assigned are given below.


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Syllabus of MIB (Business Administration)

Second Semester

S. No.	Subject Code	Course Title	Credit	Contact Hours Per Week	
				L	T
1	MIB 201	STRATEGIC MANAGEMENT	6	4	2
2	MIB 202	BUSINESS RESERCH METHODS	6	4	2
3	MIB 203	PRESENTATION IN SEMINAR AND VIVA VOCE	6	4	2
		ELECTIVE PAPERS (Any Three)			
4	MIB 204	SERVICES MARKETING	6	4	2
5	MIB 205	ADVERTISING AND SALES PROMOTION	6	4	2
6	MIB 206	CONSUMER BEHAVIOUR	6	4	2
7	MIB 207	RETAIL MANAGEMENT	6	4	2


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MIB 201- Strategic Management

UNIT I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organizational Mission, Vision and Objectives , Strategy & Structure, 7s Framework.

UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core competence.

UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.

UNIT IV

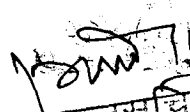
Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

UNIT V

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic Evaluation and Control.

Books Recommended:

1. Azhar Kazmi : Strategic Management
2. P. Rao : Strategic Management
3. L.M. Prasad : Strategic Management
4. Ravi Kumar : Strategic Management


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MIB 202 - Business Research Methods

Unit I

Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Social Science Research, Identification of Research Problem.

Unit II

Framing of Hypothesis. Research Design - Important Concepts. Sampling Design-Steps. Collection of Data: Primary and Secondary Sources.

Unit III

Questionnaire and Schedule, Interviews, Observation. Scaling: Importance and Techniques, Editing, Coding, Classification and Tabulation.

Unit IV

Hypothesis Testing : Parametric and Non-parametric Methods. Interpretation and Report Writing.

Unit V

Probability and Probability Distribution, Business Forecasting, Time Series, Decision Theory.

Books Recommended:

1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, Tata M_cGraw-Hill.
2. Timothy J. Ross: Fuzzy Logic with Engineering Applications, Wiley Publications.
3. Simulated annealing: Theory and applications, Timothy J. Ross, Wiley Publications.
4. P.J. Van Laarhoven and E.H. Aarts: Simulated Annealing: Theory and Applications (Mathematics and its Applications).
5. C.R. Kothari: Research Methodology, Wiley Eastern Ltd.
6. Richard Levina: Statistics of Management, Prentice Hall of India Pvt. Ltd.
7. Goode & Hatt: Methods in Social Research, M_cGraw-Hill.

MIB 203 - Presentation in Seminar and viva voce

1. Presentation in Seminar: 50 Marks
2. Viva-Voce based on presentation: 50 Marks

The Department/College shall organise Seminar in Second Semester and announce topics (at least ten). Students can make presentations on topic of his/her choice. The presentation shall be evaluated by internal examiner appointed by Head of the Deptt. and external examiner appointed by the university.

The Viva-voce examination will be based on the presentation made by the student. The Department shall maintain record of the presentation made with a photograph pasted on the copy of the presentation made with signature, date of presentation etc.

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MIB 204 - SERVICES MARKETING

UNIT- I

Introduction –Goods and Services: A comparative analysis, concept of services marketing, Significance of service marketing, Emerging key services, Need of Services in International Market.

UNIT- II

Marketing Mix in Services Marketing: Product Mix, Promotion mix, price mix, place mix, people, process and physical evidence. Total quality Management: Service quality, measurement of service quality, TQM Dimensions, EffectS of TQM, Quality Circles.

UNIT- III

Bank Marketing: Concept of Bank Marketing, Ground of Banking in International Market, Need of Marketing the banking services, Marketing mix for banking services, marketing by foreign banking in India, marketing in Banks.

Tourism Marketing: Concept of tourism marketing; Benefits of tourism marketing, Product planning and development, marketing mix for tourism- Product mix-place mix, people, Tourism marketing in Indian perspective.

UNIT- IV

Insurance Marketing: Concept of Insurance service marketing, use of Insurance services, Marketing Information System in International Marketing, Market Segmentation, Marketing Mix for Insurance Organizations, Marketing by foreign insurance companies in India.

Courier services marketing: Rationale behind courier marketing- International courier services, Types, benefits, Marketing mix for courier organizations, Courier marketing in Indian perspective, Foreign couriers in India, future of courier service.

UNIT- V


Marketing of education service, marketing mix, Market segment, challenges of service marketing, Future of Services marketing in India, Global service marketing, Recent Issues in Services marketing.



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Books Recommended:

1. Mehta, Khivasara- Marketing of Service (RBD, Jaipur)
2. Ravi Shankar- Services Marketing: The Indian Perspective (Excel Book)
3. K. Rana , Mohana Rao- Services Marketing (Pearson)
4. C Bhattacharjee- Services Marketing: Concepts and Planning (Excel Book)
5. Harsh V. Verma- Service Marketing: Text and Cases (Person)
6. Govind Apte- Service Marketing: Oxford University Press
7. Mohana Rao, Maisto, Misra- Services Marketing: Pearson Education
8. Bahuguna- Services Marketing: Centrum Press
9. Rajesh Bhatt- Services Marketing: Commonwealth Publishers
10. Zeithamal- Services Marketing: McGraw- Hill Education India Pvt. Ltd.


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MIB 205 - ADVERTISING AND SALES PROMOTION

UNIT- I

Meaning, Needs and Types of Advertising, Social and Economic effects of Advertising , Advertising decision. Advertising in the marketing process, Personal Selling Vs advertising.

UNIT- II

Various advertising media, Media Selection, Copy writing, Creativity in advertising, measurement of advertising effectiveness.

UNIT- III

Advertising agencies: Role and organisation, principles of agencies-client and media relationship, social advertising, Industry advertising, recent trends in advertising in India.

UNIT- IV

Nature and importance of sales promotion, Its role in marketing, Forms of sales promotion-consumer oriented sales promotions, trade oriented sales promotions, sales force oriented sales promotion and quality of good salesman.

UNIT- V

Developing sales promotion programme: pretesting, implementing and evaluating the results and making necessary modifications.

Book Recommended

1. G.S. Sudha: Advertising and Sales Management, Ramesh Book Depot, Jaipur.
2. S. Shyam Prasad: Advertising Management, Ramesh Book Depot, Jaipur.
3. Dr. S.H. Gupta & Dr. V.V. Ratna: Advertising and Sales Promotion, Sultan Chand and Sons, New Delhi.
4. S. A. Chunawalla & K.S. Sethia: Foundation of Advertising, Himalya Publishing House New Delhi.
5. S.H. Kazmi & Satish K. Batra: Advertising and Sales Promotion, Excel Books New Delhi.

11/11/2020
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MIB 206 - CONSUMER BEHAVIOR

UNIT- I

Consumer behavior and its applications, consumer research, Market segmentation and positioning concepts, consumer motivation, consumer Perception, consumer learning.

UNIT- II

Memory and Involent, Consumer attitudes, attitudes change strategy, marketing communication process, consumer and Cultural influence ,social class influence and consumer behavior group influence and consumer behavior.

UNIT- III

Household decision making, communication within group and opinion leadership innovation and diffusion process, Consumer diffusion process.

UNIT- IV

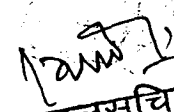
Situational influence, problem recognition, consumer decision process. Information search, consumer decision process evaluation of alternatives and selection, consumer decision process outlet, selection and purchase.

UNIT- V

Post purchase action, organization buyer behavior.

Books Recommended

1. S. Ramesh Kumar :Conceptual Issues in Consumer Behavior, Pearson Education.
2. S.L. Rao: Consumer Market Demographics.


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MIB 207 - RETAIL MANAGEMENT

UNIT -I

Introduction to Retail: Role, Relevance and Trends, Benefits, Enablers and Challenges, Types of Retail outlets- organized and unorganized.

UNIT- II

Product and Merchandise Management, Merchandise procurement, Merchandise forecasting, budgeting.

UNIT- III

Store layout, location atmosphere and space Management, Retail Market segmentation, Retail store operation.

UNIT- IV

Retail Pricing, Retail promotion strategy, Retail selling, Communication and consumer handling, stock and inventory Management.


UNIT- V

Recent trend, retail strategy and FDI, impact and execution of FDI in retail, problems and prospects of retailing in India.

Recommended Books

1. Gibson G. Vedamani: Retail Management (Jaico Publishing House)
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Shrivastava: Retail Management.
3. Gourav Ghosal: Retail Management.
4. S.C. Bhatia: Retail Management.
5. S. Sudershan, S.R. Prakash and M.S. Sharma: Retail Management.

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