



SEMESTER – III

Core Subjects:

- **Summer Internship Program – 6 weeks (Separate Guidelines)**
- **Business Policy and Strategic Management**
- **Legal Aspect of Business**



Subject: Business Policy and Strategic Management								
Program: MBA				Subject Code:			Semester : III	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	30/60	-	20/40	-	100

Course Objectives:

- To prepare for a better understanding of the dynamics of the competitive environment and organization's strategy
- To develop an insight for business focused and qualitative policy framework formulation
- To understand the development of Corporate Strategy in the conducts of the external environment, resources and stake holders expectations. (Both the Strategy formulation and implementation)

Course Content:

UNIT-I

Introduction ;

Definition of Strategy and Business Policy; Charting Company's Direction: Vision, Mission, Objective and Strategy; School of Thoughts in Strategy Management

UNIT-II

Tools of Strategy Analysis:

Exploring External environment ;Evaluating Company's Resources, Capabilities and Competitiveness; Industry Analysis ; Competitor's Analysis; Segmentation Analysis

UNIT-III

Strategy Formulations:

Building and sustaining the competitive Advantage; Strategy at Business level ; Strategy at corporate Level; Acquisition and Restructuring strategy; Strategy in competing in the international Market; Cooperative Strategy

UNIT-IV

Strategy Implementation & Leadership



Strategy & Structure; Ethics, Corporate Governance & CSR; Strategy Entrepreneurship;
Strategic Leadership

UNIT-V

Strategy Evaluation & Control:

Managing Internal Operations; Operational Control & Strategic Control; Technological Control;
Corporate Culture

Course Outcome:

On successful completion of this unit, students will be able to:

- Identify and evaluate the impact of key environmental factors, including economic, social, technological and political, on the strategic management context;
- Critically review the major models used in strategic analysis;
- Justify the applicability of strategic choices based on consideration of implementation factors and conditions;
- Evaluate designated strategic management tools in order to recommend appropriate strategic responses to business problems;
- Theorise the implications of business strategy choices on functional strategies, including marketing, operations and finance management; and
- Design a strategic plan for an organisation.

Text Books:

- *Crafting and Executing Strategy: The quest for Competitive Advantage*- Thomson & Strickland, Tata McGraw – Hill
- *Business Policy and strategic Management*- Azar Kazmi, Tata McGraw – Hill
- *Strategic Management*- Hitt, Ireland & Hoskisson-Cengage Learning

Reference Books:

1. *Contemporary Strategic Management*-Robert Grant-Blackwell Publishing
2. *Exploring Corporate Strategy*, By Gerry Johnson & Kevan Scholes, (latest edition)
3. *Business Policy and strategic Management*-G.V. Satya Shekhar
4. *Strategic Management: An Integrated Approach*-Charles W. L. Hill, Gareth R. Jones

Web resources:

MOOCs:



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Course Objectives:

- The course is designed to assist the students in understanding basic laws affecting the operations of business enterprises
- To inculcate in the students an awareness of legal framework within which the business function.
- To create awareness in respect of rules and regulations affecting various managerial functions.

Course Content:

UNIT-I

- Indian Contract Act – 1872 – Introduction, Essentials of a contract, Agreement and contract, Kinds of Agreements, Kinds of contracts, Proposal, Acceptance, Capacity to contract, Free consent, Performance of contract, Discharge of contract, and Breach of contract.

UNIT-II

- Special Contracts: Law of Indemnity & guarantee, Law of Bailment & pledge, Law of Agency
- Negotiable Instruments Act – 1881 – Instruments, Parties to negotiable instrument, Discharge of parties from liabilities, Dishonour of Cheques

UNIT-III

- Sales of Goods Act – 1930 – Contract of sales conditions & warranties, Performance of Contract, Unpaid Seller, and Breach of Contract.
- Consumer Protection Act, 1986 – Introduction, Consumer & consumer disputes, Consumer protection council, and consumer disputes redressal agencies.

UNIT-IV



Proposed Syllabus for MBA – II. Sem: III & IV (Year 20-21)

- Companies Act – 1956 or Other Act prevailing at that time – Company, Types of companies, Memorandum & Articles of Association, Prospectus, meetings, appointments & removal of directors, membership of company, and issue of capitals.

UNIT-V

- Intellectual Property Rights: Patent, Trademarks and Copyright
- Environment Protection Act – 1986
- Information Technology Act 2000

Course Outcome:

After completing this course the students would be:

- able to appreciate the importance of law and legal institutions in business
- able to have a basic understanding of the laws relating to contract, consumer protection, competition,
- companies and dispute resolution

Text Books:

1. K. R. Bulchandani, *Business Laws for management*, Latest Edition, Himalaya Publishing House, Bombay
2. Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning, Latest Edition
3. N. D. Kapoor, *Mercantile Law* –Latest Edition Sultan Chand & Company, New Delhi

Reference Books:

1. Tejpal Seth, *Legal Aspects of Business*, Pearson Publication
2. A. Pathak, *Legal Aspects of Business*, Tata-McGraw Hill Co. Ltd
4. V. Balachandran and S. Thothadri, *Legal Aspects of Business* Tata McGraw Hill Latest edition
3. S. S. Gulsan *Mercantile Law*, Excel Books. New Delhi 2nd or Latest Edition.
4. P.K. Goel, *Business Law for Managers*, Biztantra
5. M C Kuchhal & Deepa Prakash, *Business Legislation* 3rd edition, Vikas Publication

Web resources:

MOOCs:



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Proposed Syllabus For MBA In International Business 20-21

**SYLLABUS
FOR
MBA IN INTERNATIONAL BUSINESS**

SEMESTER 3 - SPECIALIZATION SUBJECTS

- 1. International Marketing Management**
- 2. Foreign Exchange**
- 3. Supply chain and Logistics Management**
- 4. International Trade Laws**
- 5. International Labour Organizations and Labour Laws.**

Subject: International Marketing Management								
Program: MBA				Subject Code:			Semester : III	
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Course Content

Unit-1 International Marketing

International Marketing – Definition and Scope – Reasons and Motivations – Global Vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India’s foreign trade: an overview – Institutional framework for exports in India.

Unit-2 International Trade Theories

International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter’s Diamond Theory- Managerial Implications Global marketing environment – cultural Environment Political and Legal Environment Economic Environment. - Modes of entry in to foreign business

Unit-3 International Product Policy and Planning

International Product Policy and Planning – Need for product planning, Product adaptation, Product Standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging, International Market selection – International Marketing Research – International marketing Planning and control.

Unit-4 International Pricing and Promotion decisions

International Pricing and Promotion decisions - International pricing decisions-International promotional decisions-Evaluation of international marketing performance- coordination of international marketing performance

Unit-5 International distribution strategy 9 hours

International distribution strategy: International Channels – Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision – International Retailing – Role of Logistics

Reference books

1. International Marketing, Francis Cherunilam, Himalaya Publishing House, Mumbai
2. International Marketing Management – An Indian Perspective, Varshney RI, Bhattacharya B , Sultan Chand & sons. New Delhi
3. International Marketing, P.K. Vasudeva, Excel Books, New Delhi
4. International Marketing (SIE), Cateora and Philip, Tata McGraw-Hill

Web Resources :

MOOCs

Subject: Foreign Exchange								
Program: MBA				Subject Code:			Semester : III	
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Course Content

Unit - 1 Introduction to Foreign Exchange Management:

Management of foreign exchange with special reference of India. India's forex scenario. BOP crisis of 1990, LERMS, convertibility. Finance function: Financial institutions in international trade. Non resident accounts: Repatriable and non repatriable, significance for the economy and bank.

Unit - 2 Methods of IN Trade settlement:

Open account, clean advances, documentary credit, and documentary collection. Documentary credit (letter of credit): Types of LC – parties, mechanism with illustration. Documents involved in international trade: Statutory documents, financial documents, transport documents, risk



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bearing documents. INCOTERMS: CIF, FOB, CIP. Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of LC limit.

Unit - 3 Export finance:

Financing export/ deemed export: Pre ship, and post shipment finance export methods, how to start export? ECGC and other formalities. Uniform customs practices of docu credits – 2006, ICC Paris publication 500: Clauses 1 to 49 with case studies/illustration. Uniform rules collection – 97 revision clauses 1 to 22 with case studies/illustration.

Unit- 4 Introduction to exchange rate mechanism:

Spot-forward rate, exchange arithmetic. Forward, swap futures and options. Guarantees in IN Trade: Performance, bid bond etc.

Web Resources :

MOOCs:



Subject: Supply Chain and Logistics Management								
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Course Content:

UNIT-1

TWENTY FIRST CENTURY SUPPLY CHAINS: The Supply Chain Revolution – Generalized Supply Chain Model– Supply chain and networks –Extended organization - Integrative Management – Responsiveness – Financial Sophistication – Globalization- Digital Business Transformation

UNIT-2

LOGISTICS: The Logistics Of Business - The Logistical Value Proposition- The Work Of Logistics-Logistical Operating Arrangements Flexible Structure –Supply Chain Synchronization
CUSTOMER ACCOMMODATION: Customer Focused Marketing Customer Services- Customer Satisfaction -Customer Success-Forecasting.

UNIT-3

PROCUREMENT AND MANUFACTURING: The Quality Imperative-Procurement – Manufacturing-Logistical Interfaces. **INFORMATION TECHNOLOGY FRAMEWORK:** Information System Functionality- Comprehensive Information System Integration- Communication Technology-Rationale For ERP Implementation-ERP System Design-Supply Chain Information System Design.
INVENTORY: Inventory Functionality and Definitions-Inventory Carrying Cost- Planning Inventory-Managing Uncertainty-Inventory Management Policies- Inventory Management Practices.



UNIT-4

TRANSPORTATION: Transport Functionality, Principles and Participants, Transportation Service - Transportation Economic And Pricing- Transport Administration –Documentation

WAREHOUSING: Strategic Warehousing-Warehousing Operations-Warehousing Ownership Arrangements- Warehouse Decisions.

PACKAGING AND MATERIALS HANDLING: Packaging Perspectives-Packaging For Materials Handling Efficiency-Materials Handling.

OPERATIONAL INTEGRATION: Why Integration Creates Value- Systems Concept And Analysis-Logistical Integration Objectives-Enterprise Integration-Supply Chain Processes-Sales and Operations Planning(S & OP)-Supply Chain Planning Considerations;Pricing

UNIT-5

GLOBAL STRATEGIC POSITIONING: Global Supply Chain Integration-Supply Chain Security-International Sourcing.

NETWORK INTEGRATION: Enterprise Facility Network- Warehouse Requirements- Total Cost Integration-Formulating Logistical Strategy

RELATIONSHIP DEVELOPMENT AND MANAGEMENT: Development and Management Of Internal Logistics Relationships-Development and Management Of Supply Chain Relationships.

E COMMERCE AND SCM: E commerce advantages and disadvantages for SCM – e-commerce as an enabler – evolution of world class supply chains – EDI Exchanges, hubs and marketplaces – ERP

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