



SEMESTER – IV

Core Subjects:

- International Business Management
- Management Control System



Subject: International Business Management								
Program: MBA				Subject Code:			Semester : IV	
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:

- Apply theories, tools, and insights found in the field of international management to common real world scenarios.
- Demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management.
- Discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior.
- Discuss the managerial issues related to strategic planning, human resource management, financial management, motivation, and leadership which arise in an international context.

Course Content:

UNIT-I

Introduction:

Globalization; National Difference in Political Economy; Difference in Culture ;Ethics in International Business

UNIT-II

The Global trade and Investment Environment:

International Trade Theory; Political Economy of International Trade; FDI; Political Economy of FDI; Regional Economic Integration

UNIT-III

The Global Monetary System:

Foreign Exchange Market: Introduction , Nature and Function; International Monetary System ; Crisis Management by IMF

UNIT-IV



Strategy and Structure of International Business:

Strategy of International Business; Organization Of International Business; Entry Strategy and Strategic Alliances

UNIT-V

Business Operations:

Exporting; Importing and Countertrade; Global Production, Outsourcing and Logistics; Global Marketing and R&D; Global HRM; Accounting in International Business

Course Outcome:

- To make the students understand the different dimension of International Business and inculcate the spirit of cross border business in the era of globalization.

Text Books:

1. Hill, Charles W. L., Arun K Jain, *International Business*, McGraw Hill Publication
2. Francis Cherulinam, *International Business*

Reference Books:

1. Griffin, Ricky W. and Pustay, Michael W- Addison Wesley, *International Business: A Managerial Perspective*, Readings, 1999
2. Bhattacharya. B; *Going International: Response Strategies of the Indian Sector*, Wheeler Publishing, New Delhi, 1996.
3. Rao and Rangachari, *International Business*

Web resources:

MOOCs:



Subject: Management Control System								
Program: MBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
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Course Objectives:

To inculcate the awareness about control systems in the business management environment

Course Content:

UNIT-I

Boundaries of management control, formal and informal, control system, functions of the controller, responsibility centre, revenue centre expense centre administration and R & D centres and marketing centres

UNIT-II

- Business unit as profit centre, other profit centre and measuring profitability
- Transfer pricing methods and their objectives, Pricing Corporate services administration of transfer prices

UNIT-III

- EVA v/s ROI
- Budget preparation nature and budget preparation process
- Variance analysis and limitation of variance analysis

UNIT-IV

- Performance measurement and interactive control
- Organizational incentives, incentive compensation plans. Incentives for corporate Officers and Business units managers
- Professional , Financial Services organization , Health care Organization Non-profit organizations

UNIT-V

- Multinational Organizations, Transfer Pricing Exchange rates



- Nature of project , Project planning execution and evaluation

Course Outcome :

Upon successful completion of this course the students should be able to:

- demonstrate a thorough knowledge of what kind of management control systems that management may use running the business, including operational and risk management and internal control.
- demonstrate a understanding of the role of the board, the audit committee, the internal and external auditors play in the business community.
- discuss how management control systems can function differently in different organizations and how management control systems can have unintended implications.
- critically evaluate various financial management systems and their use in organisations, including a critical assessment of the cost / benefit of management control systems
- identify and evaluate organisational challenges associated with implementing the new control systems and /or major changes to existing systems.
- identify and reflect on ethical issues related to different management control systems and implementation strategies.

Text Books :

1. Robert N. Anthony, Vijay Govindrajan, *Management Control Systems*, Tata M/c raw Hill , Special Indian 12 edition

Reference Books :

1. Pro.Mahesh S. Halale, *Management control systems*, Everest Publishing House, First edition, 2006
2. N. Ghosh, *Management Control Systems*, Prentice hall of India Pvt Ltd, New Delhi Second Printing, 2006
3. Subhash Sharma, *Management Control systems- text and cases*, Tata McgrawHill, 1988

Web resources :

MOOCs :



**SILVER OAK
UNIVERSITY**
EDUCATION TO INNOVATION

(Established under Gujarat Private Universities Act, 2009)

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

SEMESTER – IV

- **Open University Elective**



SEMESTER – IV

Specialization Subjects:

Functional Specialization 1 to 5:

Marketing

- **Product and Brand Management**
- **Services Marketing**
- **International Marketing**
- **Marketing Research**
- **Contemporary Issues in Marketing**
- **Marketing Specialization Project – II**
(Separate Guidelines)



Subject: Product and Brand Management								
Program: MBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
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Course Objectives:

- To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications.
- To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating strong brands.
- To increase the understanding of the important issues in planning, implementing, and evaluating brand strategies.
- To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
- To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximize brand equity.

Course Content:

UNIT-I

Introduction to Product Management, Category Attractiveness, Market Competition and Competitor Analysis, Product Strategy and New Product Development

UNIT-II

Customer and Market Potential Analysis, , Managing a Product during various stages of PLC. Product Market Analysis for different products, Emerging panorama of the Indian market, New challenges for marketers in India (Practical Studies)

UNIT-III

Branding & Brand Management, The concepts of Brand Equity, Creating brands in a competitive market. Brand Positioning and Brand Associations. Using Brand Elements to create brand equity.



UNIT-IV

Designing Marketing Programmes to Build Brand Equity. Leveraging Secondary Brand Associations. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches.

UNIT-V

Growing and Sustaining Brand Equity: Designing and Implementing Branding Strategies, Launching Brand Extensions Products, Managing brands overtime and geographic boundaries, revitalization of brands.

Course Outcome :

- To develop in students an understanding of brand management concepts and prepare them for careers in the areas of strategic brand management
- To enable the students to be successful brand strategist & enable them to develop successful interfaces with sales, advertising & channel functions. acquire an understanding of the concept and meaning of customer relationship, the relationship process and various models of value and satisfaction.

Text Books :

1. Lehman and Winer, Product Management, Tata McGraw Hill
2. Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob ; third edition -*Strategic Brand Management*, Pearson Education
3. Kirti Dutta, *Brand Management- Principles and Practices*; first edition Oxford University Press

Reference Books :

1. Ramanuj Majumdar, Product Management in India, PHI EEE, Latest Edition
2. Harish V Verma, *Brand Management*, 2/e, Excel Books
3. Chunnawalla, *Compendium Brand Management*, HPH, 1/e, 2003
4. S Ramesh Kumar, *Managing Indian Brands*, Vikas
5. Richard Elliott & Larry Perclu, *Strategic Brand Management*, Oxford Press, 1/e
6. Chernatony, *Creating powerful brands*, Elsevier Publication, 1/e

Web resources :

MOOCs :



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



Subject: Services Marketing								
Program: MBA				Subject Code:			Semester : IV	
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Course Objectives:

This course examines the important and growing role services marketing plays in both consumer and organizational target markets. Discussing current issues in services marketing and customer service strategies, this course focuses on effective customer relationship management; key service delivery elements; and service recovery strategies that lead to the successful implementation of a customer focus in service-based businesses.

Course Content:

UNIT-I

Understanding Service Products, Consumers & Market: New Perspectives on marketing in the service economy, Consumer Behavior in a service context.

UNIT-II

Applying the 4 Ps of Marketing to services: Developing service products, Distributing Services through physical & electronic channels, Setting prices and implementing Revenue management, Promoting services and educating customers

UNIT-III

Managing the customer interface: Designing and managing service processes, Balancing demand and productive capacity

UNIT-IV

Managing the customer interface: Crafting the service environment, Managing people for service Advantage, Striving for service Leadership



UNIT-V

Implementing profitable Service strategies: Managing Relationship and building loyalty, Complaint handling and service recovery, Improving service quality and productivity.

Course Outcome :

- To develop in students a customer relationship attitude and prepare them for careers in the areas of customer facing solutions.
- To enable the students acquire an understanding of the concept and meaning of customer relationship, the relationship process and various models of value and satisfaction.
- To enhance students skills and knowledge in dealing effectively with a portfolio of services customers in either a retail or business setting.

Text Books :

1. Lovelock Christopher, Wirtz Jochen and Chatterjee Jayanta, *Services Marketing: People, Technology, Strategy*, Pearson Prentice Hall

Reference Books :

1. R. Srinivasan, *Services Marketing*, PHI
2. ApteGovind, *Services Marketing*, Oxford
3. Godson Mark, *Relationship Marketing*, Oxford
4. Fitzsimmons J.A. and Fitzsimmons M.J., *Service Management: Operations, Strategy, Information Technology*, Tata McGraw-Hill
5. Zeithaml V. A., Bitner M.J., Gremler D.D., and Pandit A., *Services Marketing: Integrating Customer Focus Across the Firm*, Tata McGraw Hill

Web resources :

MOOCs :



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Program: MBA				Subject Code:			Semester : IV	
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Course Objectives:

Several reasons have compelled companies to go international like saturated domestic market, possibility of higher profitability in international markets, opportunity in terms of huge potential, risk reduction, competition from overseas companies in local markets, etc. The purpose of this course is to educate students to meet international challenges and understand the fundamental principles/ theoretical framework associated with international activities.

Course Content:

UNIT-I

International Marketing: Nature Process and Benefits: Definition, Process of Internationalization, Benefits, Trade Theories, marketing barriers-tariff and non-tariff barriers, Organisation and control for International Marketing

UNIT-II

International Marketing and World Environment: Political Factors, legal Factors, Cultural Factors, Technological Factors, Regional Trade Areas (RTAs) and it's implication for International Marketers

UNIT-III

Research in International Marketing: Consumer Behavior, Psychological and Social aspects, Marketing Research and Information System, Market Entry Strategies

UNIT-IV

International Marketing Mix Decisions: Product Strategies, Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising Strategies, Distribution and Logistics, Documentation in International Trade

UNIT-V



Financial Decisions in International Market: Sources of Finance, Financial Institution/Govt. Agencies-World Bank, IMF, WTO, ECGC, IFC etc., Currencies and Foreign Exchange Market, Exchange Rate System

Course Outcome :

- understand and assess the challenges of turbulent business environments
- be able to evaluate and design sustainable strategies in such environments either in marketing, international business and/or technology management fields and in their intersection
- be able to apply relevant business skills
- be able to acquire and develop relevant additional knowledge and skills to support subject-based expertise and international readiness and personal development
- be able to conduct and report on an independent scientific research project
- be able to utilise strong analytical skills and apply tools required for professional practices
- be able to show a market oriented, global, entrepreneurial and sustainable mindset

Text Books :

- Sak Onkvisit John J. Shaw, International marketing, PHI, Latest Edition
- Philip R. Cateora, Graham, Prashant Salwan, International Marketing, McGraw Hill, Latest Edition
- Michael R. Czinkota, Iikka A.. Ronkainen, International marketing, Cengage, Latest Edition

Reference Books :

- Rakesh Mohan Joshi, International Marketing Management, Oxford, Latest Edition
- Justin Paul, Ramneek Kapoor International Marketing Tata McGraw Hill Latest Edition
- Warren J. Keegan, Naval K. Bhargava Global Marketing Management Pearson Latest Edition

Web resources :

MOOCs :



Subject: Marketing Research								
Program: MBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
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Course Objectives:

- To enable students understand the fundamentals of marketing research process,
- To develop understanding of Sources of data for research
- To enable application of appropriate research designs to Specific Marketing problems
- To develop understanding of sampling techniques, research tool design esp. Questionnaire
- Introduce to basics of report writing.

Course Content:

UNIT-I

- Introduction,
- Evolution and Emerging Issues
- Marketing Research Process

UNIT-II

- Research Methods and Design
- Questionnaire Design
- Sampling Methods, Field Procedures

UNIT-III

- Planning and Data Analysis:
- Simple Tabulation & Cross Tabulation
- ANOVA and Design of Experiments
- Correlation & Regression: Explaining Association and Causation

UNIT-IV



- Industrial Marketing Research
- Sales Analysis and Forecasting

UNIT-V

- New product Development and Test marketing
- Advertising Research
- Export Marketing Research

Course Outcome :

- To make students aware that decision making for marketing managers requires understanding the buyers, the internal and external forces operating in the enterprise and in the environment that are relevant for marketing decisions.
- To familiarize concepts of developing product management product life cycles, pricing, promotion and channel decisions.

Text Books :

1. Beri G. C., *Marketing Research*, Tata McGraw-Hill, New Delhi
2. NargundkarRajendra, *Marketing Research*, Tata McGraw-Hill, New Delhi

Reference Books :

1. Naresh K. malhotra, *Marketing Research: an Applied Orientation*, Pearson Education Inc.
2. SunandaEashwaran, Sharmila J. Singh, *Marketing Research, Concept Practices and Cases*, Oxford Higher Education
3. Zikmund and Babin, *Essentials of marketing Research*, South Western Cengage Learning

Web resources :

MOOCs :



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Course Objectives:

To make students aware of the current marketing practices and issues in the field of marketing

Course Content:

UNIT-I

Contemporary issues/ practices – part I

UNIT-II

Contemporary issues/ practices – part II

UNIT-III

Contemporary issues/ practices – part III

UNIT-IV

Contemporary issues/ practices – part IV

UNIT-V

Contemporary issues/ practices – part V

Course Outcome:

Text Books: None

Reference Books: None

Web resources:

MOOCs: