

Ordinance & Prospectus *of*

P.G. DIPLOMA IN INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT
(Distance Education)



INSTITUTE OF DISTANCE EDUCATION

**Dr. HARI SINGH GOUR VISHWAVIDYALAYA
SAGAR (M.P.) 470003**

Administrative Staff

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Registrar	:	Prof. J.D. Ahi
Director	:	Prof. J.K. Jain
Asst. Director	:	Dr. Vivek Choubey
Course Coordinator:		Ms. Shalini Choithrani

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P.G. DIPLOMA IN INTERNATIONAL BUSINESS AND
EXPORT MANAGEMENT
(CORRESPONDENCE COURSE)

OBJECTIVE :

1. To Cater Professional knowledge and imparting higher education in International Business and Export Management.
- (ii) To meet the trained man power needs of manufacturers, enterprenuers, employes and those involved in world trade.

DURATION OF THE COURSE :

The course shall be of One Year's duration.

ELIGIBILITY FOR ADMISSION :

For admission to P.G. Diploma In International Business and Export Management Course the minimum requirements are :

- (i) Bachelor's Degree

~~(ii)~~ Candidates intending to join the P.G. Diploma In International Business and Export Management course shall be submit his/her application in the prescribed form alongwith requisit enclosures so as to reach the Director, Correspondence Courses, Dr. H.S. Gour Vishwavidyalaya Sagar within the time limit and date fixed for the purpose.

(iii) The candidate shall be granted admission according to rules. However, the Deptt. of Correspondence Courses reseves the right to admit the application of the candidates or reject it without assigning and giving any reason there of.

SCHEME OF EXAMINATION :

The scope of studies in different papers shall be such as is prescribed in the prospectus by the Board of studies and the Academic Council from time in due course.

PASS PERCENTAGE AND DIVISION :

Division shall be awarded to the successful candidates on the aggregate marks obtained by him in accordance with the following scale, viz.

First Division	60% and above
Second Division	50% to less than 48%
Third Division	36% to less than 48%

ELIGIBILITY FOR SUPPLEMENTARY EXAMINATION :

- (i) Candidates securing less than 36% marks in individual papers will be treated as failed. They can reappear at the subsequent examination in the papers-concerned.
- (ii) A candidate declared eligible for supplementary shall be required to clear the same in next two subsequent attempts any attempt unavailed of shall lapse automatically and after expiry of this period he will be deemed to have failed in the examination.
- (iii) An ex-student candidate seeking permission for readmission to a subsequent examination shall submit his/her application on prescribed form to the Director Correspondence Courses by the date fixed for the purpose together with such fee and documents are required of him/her.

- (iv) The Kulpati may, if a candidate is falling at an examination or missing a division by one mark, condone deficiency of one mark where the deficiency is so condone, one mark shall be added.

MODE OF INSTRUCTION :

- (i) The method of instructions :

Mailing lessons periodically to the students enrolled for each paper of study. A set of lessons shall be mailed to the students periodically. These lessons will guide the students for effective learning.

- (ii) Personal Contact Programme :

There is a provision for personal contact programme. The programme is meant for class room lectures on important topics/media teaching through audio and video cassettes, clearing the doubts of the students. Tentative duration for theory and practical is 120 hours in each year.

- (iii) It will be essential for the students to attend the contact programme classes which will help them to improve their performance in the examinations, at his/her own cost.
- (iv) Lessons will be in Hindi/English. However the question papers shall be in Hindi and English.
- (v) The whole course in each paper will be divided into Five Units, the lessons for which shall be supplied to the students in the intervening months.

CHANGE OF ADDRESS :

Lessons and all communication will be sent to the students to the address given in the application form. Any change in the address should be intimated to the institute immediately with enrolment number. The students are advised to make arrangement in the post office for getting the lessons and other letters redirected to their new address since the Deptt. will take at least a month to incorporate the new address.

ENROLMENT NUMBER :

Fee will be paid by a Bank draft in the name of Registrar Dr. H.S. Gour Vishwavidyalaya Sagar. The annual fee of Rs. may be deposited as per date schedule declared by the Deptt. of Correspondence Course Dr. H.S. Gour University Sagar.

CONTACT PROGRAMME AND PRACTICALS :

Contact Programme may be conducted at appropriate places, or at SAGAR as the case may be. Prior information will be given to students facilitating them to attend the programmes. The venue/venues. decided for contact programme/programmes by the Director, Correspondence Courses shall be notified to students well in advance. Arrangements for boarding and lodging shall be made by the candidates for their own cost.

CORRESPONDENCE :

All Correspondence pertaining to Deptt. Correspondence must be addressed to the Director of the Deptt.

P.G. DIPLOMA IN INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT
(Correspondence Course)

Scheme of Examination

THEORY

S.No.	Name of Papers	Max Marks	Min-Pass marks
1.	Fundamentals of Management and Organizational Behaviour	100	36
2.	Principles of Marketing Management	100	36
3.	Fundamentals of International Marketing	100	36
4.	India's Foreign Trade : Export Procedures and Documentation	100	36
5.	International Business Environment & Marketing Research	100	36

PROJECT WORK

6.	Dissertation	75	} 36
	Viva-Voce	25	

Note: Dissertation and Viva-Voce, to be evaluated by one External and one Internal Examiner. In case of dispute in evaluation of the project, the decision of the external examiner will be final.

PAPER – 1
**FUNDAMENTALS OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR**

Unit – I

Definition and Concept of Management, Responsibility of Manager.
Managerial Functions, Management vs. Administration.

Unit – II

Management Thought: Evolution, Scientific Management School of thought by Taylor. Management Process School by Fayol.
Neo-Classical Theories and Modern (Systems) Theory.

Unit – III

PLANNING: The nature and purpose of planning, objectives, strategies, policies.
Decision-making – process, conditions and theories.

Unit – IV

ORGANIZING: Nature and purpose of organizing, Basic departmentation.
Span of management, Line and staff relationship, Delegation and decentralization.

Unit – V

CONTROLLING THE SYSTEM: Process of controlling, control of overall performance.

Control techniques - budgeting and reporting.

Reference Books

1. Organization and Management - R.D. Agrawal
2. Management - Concepts and Strategies - J.S. Chandan

PRINCIPLES OF MARKETING MANAGEMENT

Unit – I

MARKETING ENVIRONMENT: Tasks and philosophy of marketing management.
Marketing systems and environment.

Unit – II

BUYER BEHAVIOR: Importance of Understanding consumer behavior - cultural influence, Influence of social class.

Family buying behavior, Decision-making processes in buying.

Unit – III

MARKETING MIX ELEMENTS: Conceptual understanding of marketing mix elements.

PRODUCT: Different types of products, PHYSICAL DISTRIBUTION: types of marketing channels.

Unit – IV

PRICING: Factors influencing pricing, PROMOTION: Advertising and Sales promotion, Personal selling and publicity.

Rural Service, International Marketing & Marketing for Non Profit Organizations.

Unit – V

MARKETING INFORMATION SYSTEM: Marketing information system and research, scope and it's objective.

Planning and formulation of research project, investigation procedure, basic methods of collecting data, analysis and evaluation of data.

Reference Books

1. Principles of Marketing - Armstrong & Kotler
2. Marketing Management - Phillip Kotler.

FUNDAMENTALS OF INTERNATIONAL MARKETING

Unit – I

International Marketing – Basis of International Trade, Difference between Domestic and International Trade.

WTO, EPRG, Framework.

Unit – II

Scanning International Environment.

Factors affecting International Trade

Unit – III

Product strategies for International Market

Distribution system for International Markets

Unit – IV

Pricing – Nature & Importance, Objectives of Pricing.

Pricing strategies and Discounts.

Unit – V

Promoting product services in Overseas Markets

Multinationals and Developing Countries

Reference Books

1. International Marketing – A strategic approach to world markets - Simon Majoro
2. International Marketing - Poliwada, Stonley
3. International Marketing Management - Jain, Subhash
4. International Marketing - Onsuist & Shaw
5. Multinational Marketing Management - Warren Keegan

INDIA'S FOREIGN TRADE: EXPORT PROCEDURES AND DOCUMENTATION

Unit – I

Foreign trade control and exim policy, Organisational set up of government.

Foreign trade of Indian recent years – Direction of trade

Unit – II

Export Promotion – Export oriented zones, Export processing zones.

Private Bonded Ware house, Export House, Export promotion councils.

Unit – III

Role of Export Documentation, Regulatory requirements.

Operational requirements and significance of Export Documentation.

Unit – IV

Types of documents – Master Documents, Auxiliary documents and documents for claiming export assistance.

Documents required to be submitted by the exporter to various authorities, organisations and agencies.

Unit – V

Processing of an Export order, Parties, Acts and publications involved in processing.

Procedures required for registration for getting the export benefits.

Reference Books

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|----|---|---|-----------------------------------|
| 1. | International Marketing Management
An Indian perspective | - | R. L. Varshney
B. Bhattacharya |
| 2. | Export Marketing | - | T.A.S. Balagopal |
| 3. | Export Marketing | - | M.L. Verma |
| 4. | Export Import Policy & Handbook of Procedures- | - | Govt. of India |
| 5. | International trade | - | M.L. Verma |
| 6. | Export Marketing | - | B.S. Rathore & J.S.
Rathore |
| 7. | Export Management | - | T.A.S. Balagopal |

PAPER – 5

**INTERNATIONAL BUSINESS ENVIRONMENT AND
MARKETING RESEARCH**

Unit – I

Social Environment. Impact of socio-cultural environment on business. Influence of culture on business, communication and consumption.

Consumer behavior in international context.

Unit – II

Political Environment and government policies. Multiplicity of political environment, types of political system.

Political risks, Indicators of political risks, Management of political risk.

Unit – III

Economic Environment – Balance of payments: Nature component, disequilibrium, methods of correction.

International economic organisation, IMF, World Bank, ADB, Tariff and non Tariff barriers.

Unit – IV

Marketing Research: Conceptual Framework, Nature and Scope of M.R., Steps in Marketing Research.

Techniques and exploration, Experimental design, Exploratory & Descriptive Research, Use of experimentation in M.R.

Unit – V

Sampling concept: Frame, Unit, size, Determination methods, errors, Instrument design, Field investigation – approaches, Questionnaires & Survey Methods.

Data interpretation

Advertising research-copy test, Ad effectiveness, Aided recall

Application – segmentation research, product research, Market potential assessment.

Reference Books

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|----|--|---|------------------------|
| 1. | International Environment text and cases | - | Sunderam and Black |
| 2. | Marketing Research | - | Boyd, Wertfall, Starch |
| 3. | Marketing Research | - | G. Beri |
| 4. | Marketing Research | - | Luck, Rubin |

PAPER – 6

PROJECT WORK