

# SYLLABUS

**POST-GRADUATE DIPLOMA  
IN INTERNATIONAL BUSINESS AND FINANCE  
(One Year Course) 2015**



**JAI NARAIN VYAS UNIVERSITY  
JODHPUR**

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## NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR  
(Academic)



**JAI NARAIN VYAS UNIVERSITY  
JODHPUR**

**DEPARTMENT OF BUSINESS FINANCE AND ECONOMICS  
FACULTY OF COMMERCE AND MANAGEMENT STUDIES  
JAI NARAYAN VYAS UNIVERSITY, JODHPUR**

**LIST OF STAFF MEMBERS**

**HEAD OF THE DEPARTMENT**

- 1 Dr. Sumnesh Nath Modi, Professor and Head

**PROFESSORS**

- 2 Dr. Amrit Lal Jingar  
3 Dr. Mahendra Singh Rathore  
4 Dr. Raman Kumar Dave

**ASSOCIATE PROFESSORS**

- 5 Dr. Mohammed Abdul Hai  
6 Dr. Triloki Nath Verma  
7 Shri Jugal Kishore Singhal  
8 Mrs. Padma Singhal  
9 Dr.(Mrs.) Jatan Kanwar Jain  
10 Dr. Narendra Kothari  
11 Dr. Ram Singh Meena  
12 Dr. Sunil Mehta  
13 Dr. Dungar Singh Kheechee  
14. Dr.(Mrs.) Navneeta Singh  
15. Dr.Krishn Awatar Goyal

**ASSISTANT PROFESSORS**

16. Shri Mahendra Kumar  
17. Mrs. Anju Agarwal  
18. Dr.Kshitiz Maharshi  
19. Mr.Rajendra Prasad Meena

***Contents***

GENERAL INFORMATION FOR STUDENTS	1
COURSE CONTENTS	3

**POST -GRADUATE DIPLOMA IN  
INTERNATIONAL BUSINESS AND FINANCE  
(One Year Part-Time Course)**

**GENERAL INFORMATION FOR STUDENTS**

*Course Structure*

1. International Business
2. Global Trade Environment
3. Export-Import Procedure and Documentation
4. International Marketing

*Eligibility for Admission*

Graduate/Post-graduates from any discipline securing a minimum of 45% marks at Degree or Post-graduate Examination are eligible for admission.

*Admission Procedure*

Admission will be based on merit.

*Duration*

The duration of the courses will be of one academic year.

*Numbers of Seats*

Not more than 80 candidates will be admitted to the course. This number will include reserve seats for candidates belonging to SC/ST as per rules provided for qualify in the admission test.

*Medium*

English or Hindi Medium will be used for teaching and Examination.

*Fee*

Tuition Fee Rs. 8000/- as fee by Bank Draft and University in cash fee will be payable in one installment at the time of admission out of which Rs. 500/- will be exclusively spent on study/course material and books. Besides this University Fee, 'the Examination Fee' prescribed by the University will be payable by the students

PGDIBF. 2

SCHEME OF EXAMINATION

The Examination for the award of Diploma in I.B. And F. will consist of the following :

1. Written Examination of three hours duration in the following papers :

S.No.	Papers	Periods	Max.	Min.
		Per week	Marks	Marks
1.	International Business	4	100	36
2.	Global Trade Environment	4	100	36
3.	Export-Import Procedure and Documentation	4	100	36
4.	International Marketing	4	100	36
5.	Project Report	50	} 100	36%
	Viva Voce	50		
In P.R./V.V.				

Candidates will have to obtain a minimum of 36% marks in each paper and 40% in the aggregate for the award of Diploma. The Division will be awarded as follows :

- I Division : 60% and above of the aggregate marks
- II Division : 48% marks and above but less than 60% of the aggregate marks
- III : 40% marks and above but less than 48% of the aggregate marks

*Award of Diploma*

Diploma will be awarded on successful completion of the Course as per the scheme and on production of a certificate of work experience in a firm or organisation duly recognised by the University for this purpose. The certificate will be issued by the concerned authority/proprietor of the said organisation in respect of the candidate's work experience for a minimum period of four weeks. It be submitted within 15 days of the last date of the written examination or Viva-Voce whichever is later.

*All Examinations*

Written and Viva-Voce examination will be conducted in the English or Hindi. There will be Supplementary Examination in one paper if a candidate fails in one paper only (See No. JNVU : Aca/S/11087 dated 22-11-93 Academic Council Meeting 21-10-93 vide Resolution No.62/93) Candidate who fail at the examination but obtain 60% mark in Project and Viva-Voce will not again be required to submit Project Report and re-appear at the Viva-Voce while appearing again for the theory papers.

## Format of Question Paper

Duration 3 Hours

Max. Marks: 100

### Section-A

Two questions from each Unit.

10 very small question. Each question carry 2 marks.

- a
- b
- c
- d
- e
- f
- g
- h
- i
- j

Answer of each question shall be limited upto 30 words.

### Section-B

10 Question (Two questions from each Unit) Students will answer one question from each Unit. Each question will carry 7 marks.

Unit - 1

- 1 Question A or B

Unit - 2

- 2 Question A or B

Unit - 3

- 3 Question A or B

Unit - 4

- 4 Question A or B

Unit - 5

- 5 Question A or B

Answer of each question shall be limited upto 250 words.

### Section-C

This section will include 05 questions (One question from each unit). Student will answer any 03 questions. Each question will carry 15 marks.

- 1 Unit 1
- 2 Unit 2
- 3 Unit 3
- 4 Unit 4
- 5 Unit 5

Answer of each question shall be limited up to 500 words.

Note :- In case Numerical, Figures, chart, Diagrams and Graph the above limit of words shall not apply

PAPER I  
INTERNATIONAL BUSINESS

*Objective*

To provide exposure of theoretical foundations of international business/international marketing.

International Business : Concept, importance, International Business Environment, Trends in World Trade and Problems of developing countries, Modes of entering Overseas Market, Planning, International Marketing operations, Product Policies, Distribution Channels, Pricing Decisions, Advertising and Promotions.

Balance of Payment : Concept, importance, structure and adjustment mechanism.

Commercial Policy : Meaning, importance, instruments,

India's Exim Policy : Past and Present.

International Marketing Process, Direct Exporting and Indirect Exporting, Organization of International Marketing operations.

Export Promotion : Infrastructure and Institutional set up, Importance. Policy measures : 100% EOU, Export Houses and Trading Houses, EPZs, SEZs.

Foreign Exchange Market : Concept, Foreign rate, types, mechanism of determination.

Foreign Exchange Control : Objective, Methods and Documents; International Payments.

Foreign Exchange Control in India, Main provision of FEMA 1999.

International Business Environment and WTO-Globalisation : Dimensions, Indian Scenario.

GATT, WTO : Important Agreements; AOA, ATC, GATS, TRIMS, TRIPS, Agreement on Anti Dumping; Agreement on Rules of Origin

FDI : Brief study of Working, objectives, Progress of IBRD, IMF, IFC, IDA and UNCTAD.

Foreign Exchange Risk Management : Foreign Exchange Risk-Nature, types of Exposures; Translation and Economic Exposure.

Management of Exposure : Techniques, Internal Techniques, Netting, Matching, Leads and Lags, Pricing Policy, Asset and Liability Management.

External Techniques : Factoring, Discounting, Arbitrage Operations.

Derivates : SWAPs, Futures, Options and Forward Contracts.

## REFERENCES

Jain, Subhash, C. : International Marketing Management, CBS Publishers and Distributors, New Delhi

IIFT : Cases in International Marketing-Indian Experience, New Delhi

Sindhwani : The Global Business Game, Macmillan India Ltd., New Delhi.

Cherunilam, Francis : International Trade and Export Management, Himalaya Publishing House, Delhi.

Varshey, R.L. and Bhattacharya, B. : International Marketing Management (An Indian Perspective), Sultan Chand and Sons, New Delhi

Thakur : International Business, International Book House, Delhi.

PAPER II  
GLOBAL TRADE ENVIRONMENT

*Objective*

To make students aware of the overall global environment affecting international business.

Meaning, nature, advantages and disadvantages of International Trade, Terms of Trade; Balances of Trade and Balance of Payment : Concept, Causes of Disequilibria and Measures for correction.

Foreign Exchange Rates : Meaning and determination; Mint par Parity Theory; Purchasing Power Parity Theory; Demand and Supply Theory. Fixed, Flexible and Floating Exchange Rate : Meaning and their advantages and disadvantages. Fluctuations in exchange rates, causes, effects and methods of controlling the fluctuations. Exchange Control : Meaning, objectives, methods, Exchange Control in India.

Methods of International Payment and Settlements, Documentary credit as method of payment. Export Finance, Import Finance.

Commercial Policy. Export promotion and Import substitution, ECGC, Exim Bank : Functions and Role.

Euro Currency Markets and EURO. Foreign exchange market : Management of risk in International payment. International liquidity : Meaning, comparison, sources and role of SDRs

## SUGGESTED READINGS

Swami, K.D. : International Trade  
 Singhai : International Trade  
 Vaish, M.C. : Macro Economics  
 Daniels and Radebaugh : International Business  
 Chenunilam : International Business

## PAPER III

## EXPORT-IMPORT PROCEDURES AND DOCUMENTATION

*Objective*

To give exposure to the procedures and documents involved in export - import activities

Registration of Exporters with Regional Licencing authorities, export Promotion Councils, Sales Tax Authorities. Application for Allotment of Importer/Exporter Code (IEC) Number, Modification in existing IEC Number Holder. Various types of Exports : Free samples, Baggage, Gifts Spares, Third Party, Repaired Goods, by post, Application for Grant of Export License.

Project Exports, Export of Services, Garment, Diamond, Gem & Jewellery Exports and their promotion schemes, 100% Export Oriented/SEZ Units, Counter Trade Arrangement, Export Procedure, Deemed Exports, Agricultural Export Zones.

Quality Control and Pre-shipment Inspection, ISO 9000/BIS 14000, Import Procedures, Import Licensing Policy. Actual user license, Duty Drawback Duty Entitlement Pass Book Scheme

Packing and Packing of Export Consignments, Central Excise Rules, Cargo Insurance and Claim Procedures, Declaration of Exports and forms GR/SDF/PP/SOFTEX, Custom Clearance of Export Cargo

Preparing Export Documents : Transport Documents, Invoices, Bill of Exchange, Preshment Export Documents, Letter of Credit, Documents relating to it, Export Incentives, Export Houses

**REFERENCE**

Cherian and Parab : Export Marketing, Himalaya Publishing Houses, Delhi.  
 Government of India, Handbook of Procedures, Import and Export Promotion, New Delhi  
 Rathod, Rathore and Jani : International Marketing, Himalaya Publishing House, Delhi

Export-Import Manual, Nabhi Publication, New Delhi.  
 Government of India : Export-Import Policy, Procedure, etc. (Volumes I,II, and III), New Delhi  
 Varshney, R.L. and Bhashyam, S. : International Financial Management - An Indian Perspective, Sultan & Co., New Delhi.

## PAPER IV INTERNATIONAL

## MARKETING

International Marketing : Trends in Global Marketing, International Marketing Decisions, Economic Environment : World Economy and Foreign Economics; The Political Framework, Concept of International Marketing

International Marketing Management : Global Marketing Strategy, International Marketing Intelligence and Information System, Product Policy, Foreign Market System, Product Policy, Foreign Market : Selection and entry, Market Channels, Advertising, Promotion methods, Pricing

Export Finance and risk in India : Payment and settlements, Institutional finance for Export, Role of EXIM Bank, Expert Risk Insurance, ECGC and Export Credit Insurance.

Co-ordinating International Marketing : Planning, Organizing and control of International Marketing, Export Promotion : Policy measures

EXIM Policy of India, An evaluation of latest EXIM Policy, Regulation and Promotion of Foreign Trade, Import Substitution : Need and methods, the future of International Marketing

**REFERENCES**

Cherunilam Francis : International Marketing

**AUDIT COURSES ON COMPUTER APPLICATION**

Basics. A certificate to this effect will be submitted by the student.

**PROJECT REPORT AND VIVA**

Maximum Marks :	Project Report	50
	Comprehensive	50
		<hr/>
		100

Minimum Marks :

25% combined in Project Report and Comprehensive Viva.