

UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

934E906: Specialization Courses in Export Import Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906A	Export Business Environment	Elective	2	-	-	1	3	3	25	75	100
934E906B	Export–Import Procedures, Documentation and Logistics	Elective	2	-	1	-	3	3	25	75	100
934E906C	International Economics and Trade theories	Elective	2	-	1	-	3	3	25	75	100
934E906D	International Marketing Management	Elective	2	-	-	1	3	3	25	75	100
934E906E	International Financial Management	Elective	2	-	1	-	3	3	25	75	100
934E906F	FOREX Management	Elective	2	-	1	-	3	3	25	75	100
934E906G	Export Finance and Promotion	Elective	2	-	1	-	3	3	25	75	100
934E906H	Global Logistics and Supply Chain Management	Elective	2	-	-	1	3	3	25	75	100
934E906I	International Trade Finance and Risk Management	Elective	2	-	1	-	3	3	25	75	100
934E906J	Regulatory Framework for International Trade	Elective	2	-	1	-	3	3	25	75	100

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Subject Code	Subject Name	Category					Credits	Inst. Hours	Marks		
			L	T	P	O			CIA	External	Total
934E906A	Export Business Environment	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To know the origins and pattern of International Trade and concepts of terms of trade										
C2	To understand contemporaneous export procedure, pertinent documents and tariff										
C3	To acquaint the aspect of international finance and forex markets.										
C4	To enable the students to take decisions using management skills.										
C5	To enable the students to conduct international business										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	International Business - Meaning – Definition - Difference between domestic and international business - Concepts of environmental analysis – Importance – Techniques – Process - Limitation							9	C1		
II	Demographic and Geographic environment – Population growth – causes and consequences – urbanization – impact on business – Geographic factors – topography – climate – Role of infrastructure on international business – Transportation – Energy – Communication - Need for proficiency foreign language.							9	C2		
III	Cultural Environment – Elements – religion and religious groups – language and linguistic groups – Types of social organization (social structure) - Impact of foreign culture on business							9	C3		
IV	Political and Legal environment – Functions - Economic roles of government – Need for government intervention in business – Legal systems – Bases – Dispute settlement – Jurisdiction and forms of settlement. Government and							9	C4		

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	regulatory environment – Environmental Pollution – Causes and consequences and legislative measures.		
V	Technological and Financial Environment- Meaning of technological environment – governing factors – Importance – Indicators of technological progress – Financial environment – Role of financial institution – International financial institutions – World Bank – IMF – Structure and Functions.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Get in depth knowledge about export procedure and documents.	PO4, PO6, PO8	
CO2	Describe the aspects of export marketing and pricing methods.	PO1, PO2	
CO3	Know the facet of export & import finance	PO5, PO6, PO7	
CO4	Analyze complexities in export pricing.	PO4, PO5	
CO5	Compare Exim financial services that suits business needs.	PO3, PO8	
Reading List			
1.	https://www.mastersportal.com/studies/899/business-administration-international-business-export-management.html		
2.	https://apply.baltic-center.eu/hu_HU/courses/course/483-msc-international-business-and-export-management		
3.	https://www.searchmba.com/business-school/ventspils-university-of-applied-sciences/international-business-and-export-management-1484059		
4.	https://www.lu.lv/en/admission/study-programmes/masters-study-programmes/international-business-with-specialization-in-export-management/		
References Books			
1.	International Marketing By Philip Cateora and John Graham and Mary Gilly and Bruce Money, mcgraw hill,2020		
2.	Business Environment : C.B. Gupta Sultan Chand & Sons, 2022.		
3.	Ashwathappa.K., <i>International Business</i> ,3 rd edition,TataMcGrawHill,New Delhi,2007.		
4.	Balagopal.T.A.S., <i>Export Management</i> ,HimalayaPublishingHouse,Mumbai,2011		
5.	Cherunilam, Francis., International Trade and Export Management, HimalayaPublishingHouse,Mumbai,2010.		
6.	JamesH.TaggartandMichaelC.McDermott,TheEssenceofInternational Business,PrenticeHall of India, New Delhi, 2003.		

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2		2
CO 2	2	3						
CO 3					2	2	2	
CO 4				3	3			
CO 5			3					3

3-Strong

2-Medium

1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906B	Export–Import Procedures, Documentation and Logistics	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To acquaint students with knowledge of export–import procedures										
C2	To train students in export and import documentation										
C3	To expose knowledge of World Logistics.										
C4	To train students on the Insurance, Banking and Foreign Exchange system										
C5	To make them understand international business										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance Export Order – Processing of Export Order – EXIM Documentation – International Business Contracts – Dispute – Methods of Financing Exports – Letter of Credit – Other Methods of Payment for Export – Packing and Post Shipment Finance – Other Long-term Methods of Payment – Discrepancies in Export Documents – Negotiations of Documents with Commercial Banks –Uniform custom and practices(UCP).							9	C1		
II	Insurance, Foreign Exchange Risk and Forwarding Agents Business Risk – Cargo and Foreign Exchange Risk, Foreign Exchange – Cargo Insurance, ECGC – Foreign Exchange Regulations – Quality Control, Inspection and Procedures and Role of Clearing and Forwarding Agents.							9	C2		
III	Cargo Shipment, Custom Clearance, Export-Import Licenses and Other Export Incentives Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty draw backs - Export license –Import License and other export incentives from government of India							9	C3		

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	and from Institutions.		
IV	WorldShipping, Structure, Liners, andTramps, ConferenceSystemandFreight–Containerization–ContainerCorporationofIndia-ConferencesonSeaTransport.	9	C4
V	IndianShipping, ConceptofDryPort, AirTransport, Freightratestructure-ExportProceduresinAirportandSeaPort–TariffandNon-tariffforexporters.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the Export and Import procedures in International Trade.	PO1, PO2, PO6, PO7	
CO2	Analyze the challenges of the International Environment	PO4, PO6	
CO3	KnowingtheInsurance, BankingandForeignExchangesysteminInternational trade.	PO4, PO6	
CO4	Handle the Cargo shipment, Customs clearance in doing Trade practices	PO4, PO6	
CO5	Understand the challenges of National and International Business	PO4, PO6	
Reading List			
1.	https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf		
2.	https://www.pdfdrive.com/export-import-procedures-documentation-and-logistics-e184293173.html		
3.	https://www.studocu.com/in/document/indian-institute-of-management-ranchi/business-statistics/export-import-procedures-documentation-and-logistics/27036095		
4.	https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india		

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References Books	
1.	Bhalla, V.K. and S. Ramu, <i>International Business Environment and Management</i> , 5 th ed., Anmol Pub.(P) Ltd., New Delhi, 2001.
2.	Francis Cherullin, <i>International Business</i> , Wheeler Publication, New Delhi, 2000.
3.	<i>Government of India Handbook of Import-Export Procedures</i> , Anupam Publishers, New Delhi, 2002
4.	Nair, S.K., <i>Contract Management</i> , Vrinda Publication, New Delhi, 2005.
5.	Paras Ram, <i>Export: What, Where and How</i> , Anupam Pub., New Delhi, 1995.
6.	TAS Balagopal, <i>Export Management</i> , Himalaya Publishing House, Mumbai, 2013.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3				3	3	
CO 2				3		3		
CO 3				2		3		
CO 4				2		2		
CO 5				3		3		

3-Strong

2-Medium

1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906C	International Economics and Trade theories	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students about trade theories.										
C2	To understand about the Emerging pattern of services trade and their determinants										
C3	To learn better idea and understanding about protectionism and market structure										
C4	To understand better insights about integration and Emerging issues in SAFTA, ASEAN and EU.										
C5	To understand Terms of Trade and UDCs.										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	Neo-technological trade theories- Kravis theory of Availability, Linder’s theory of Volume of Trade and Demand pattern, Posner’s Imitation gap, Vernon’s Product Cycle Theory. Intra industry Trade Models- Krugman’s Model (1979), Brander-Krugman Model (1983). Empirical work on Intra-industry trade- Strategic Trade Theory Models: Krugman’s Model (1984), Brander and Spencer’s Model (1985)- Neo –Heckscher –Ohlin Theory, Monopolistic Competition and International trade, Oligopoly and International trade.							9	C1		
II	Emerging pattern of services trade- The scope and potential of Services trade in Developing Countries-GATS. Trade in Factors of Production and in Intermediate Good- Capital inflow and welfare- Emigration versus capital inflow- Fragmentation, Outsourcing and trade. Traded vs non-traded goods.							9	C2		
III	The political economy of protectionism-Non-tariff barriers- Voluntary Export restraints and Import Expansion- Subsidies, Administered and Contingent Protection and fair trade: Dumping and Antidumping- Countervailing							9	C3		

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	duty, Safeguard actions-Neo Protectionism.		
IV	Types of integration-Customs union: Partial and general equilibrium analysis-Trade creation and Trade Diversion-Free trade areas, Emerging issues in SAFTA, ASEAN and EU.	9	C4
V	Terms of Trade and UDCs - Theory of Immiserating growth-Dutch disease-Rybenzynski theorem – Technical progress and trade-Structural changes in trade and Economic development - Global and National scenario.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the basic concepts of trade theories that helps the firm in decision making process.	PO4	
CO2	Be familiar about the Emerging pattern of services trade and their determinants	PO3, PO6	
CO3	Have better idea and understanding about protectionism and market structure	PO2, PO4, PO5	
CO4	Have better insights about integration and Emerging issues in SAFTA, ASEAN and EU.	PO5	
CO5	Terms of Trade and UDCs.	PO6, PO8	
Reading List			
1.	https://saylordotorg.github.io/text_international-business/s06-01-what-is-international-trade-th.html		
2.	http://www.jiwaji.edu/pdf/ecourse/political_science/MBA%20FA%20IV%20SEM%20404%20THEORIES%20OF%20INTERNATIONAL%20TRADE-converted.pdf		
3.	https://data-flair.training/blogs/international-trade-theories/		
4.	https://opentext.wsu.edu/cpim/chapter/2-1-international-trade/		
References Books			
1.	Bhagwati,N, Panagariya, A. and T.N. Srinivasan.(1998). Lectures on International Trade, MITPress, 1998.		
2.	Feenstra Robert C (2004), Advanced International Trade- Theory and Evidence, Princeton University Press, Princeton.		
3.	Brander James & Spencer Barbara (1985) – “Export subsidy and International Market share rivalry”– Journal of International Economics, Vol. 18, Nos. 1 – 2, pp. 83 – 100.		
4.	Brander James (1981) – “Intra-Industry Trade in Identical Commodities” – Journal of International Economics, Vol. 11, No. 1, pp. 1 – 14.		
5.	Dixit A. K. &Stiglitz J. (1977) – “Monopolistic competition & Optimum Product Variety” – American Economic Review, Vol. 67, No. 3, pp. 297 -308. Economics		

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CO 1				2				
CO 2			3			3		
CO 3		3		3	3			
CO 4					3			
CO 5						3		2

3-Strong

2-Medium

1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906D	International Marketing Management	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	To enrich the students’ knowledge with challenges and dynamic environments of global marketing.										
C2	To educate them about cultural dynamics in assessing international markets.										
C3	To impart the skills to assess market opportunities and global strategies										
C4	To educate students on International marketing										
C5	To educate students on recent trends in business management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	GlobalPerspective:Global–InternationalMarketing–TheInternationalMarketing–Marketing Decision – Aspects of the Domestic and foreign environments – Developing Global awareness – Stages of International Marketing – Strategic Orientation – Domestic Market Extension –Multi domestic Market Orientation. Trade Barriers – The Twentieth to the Twenty-first Century – Multinationals – Balance of Payments – Protectionism – Trade Barriers – Easing Trade Restrictions – Competitiveness Act – General Agreement of Tariffs and Trade (WTO) – The International Monetary Fund and World Bank–Protests against Global Institutions							9	C1		
II	Global Perspective: Equities and eBay – Culture gets in the way – Culture’s Pervasive Impact – Definition and Origins and Culture – Elements of Culture – Cultural Values –Rituals – Symbols – Beliefs – Thought Processes – Cultural Knowledge – Factual versus Interpretive Knowledge – Cultural Sensitivity and Tolerance – Culture, Management Style,andBusinessSystems–TheImpactofAmericanCultureonManagementStyl e–Management Styles around the World – Authority and Decision Making – Management Objectives and Aspirations – Communication Styles –							9	C2		

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	Formality and Tempo – P-Time versus M-Time – Negotiations Emphasis – Gender Bias in International Business – Business Ethics – Corruption Defined – the Western Focus on Bribery – Ethically and Socially Responsible Decision– Culture’s Influence on Strategic Thinking.		
III	The Sovereignty of Nations - Political Risks of Global Business – Economic risks political and social activity – World of Politics – Global Perspective. Emerging Markets: Marketing and Economic Development – Objectives of developing countries – Marketing a developing country Developing countries and Emerging Markets – Strategic Implementation of Marketing.	9	C3
IV	Planning for Global Markets – Alternative Market Entry Strategies – Organizing for Global Competition – Products and Services for Consumers – Products and Culture Analyzing Product Components for Adaptation – Marketing Consumer Services Globally – Brands in International Markets. Geography and Global Markets – Climate and topography – Geography, Nature and Economic Growth – Social responsibility and Environmental Management.	9	C4
V	Breadth and Scope of International Marketing Research – Problems of gathering Primary data – Research in the Internet. Multinational Market Regions and Market Groups: Global Markets and Multinational – Market Groups – European Union – North America Free Trade Agreement – Asian – Pacific Rim – Regional Trading Groups and Emerging Markets. International Marketing Channels: Channel of Distribution Structure – Import Oriented Distribution Structures – Channel Control – Modern Channel Structure – Distribution. Implementing Global Marketing Strategies: Negotiation with International Customers, Partners and Regulation – The Pervasive impact on culture	9	C5

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	on Negotiation Behavior –Negotiation terms and preliminaries–After Negotiation.		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Critically think about the Challenges and Dynamic Environments of International Marketing.	PO6	
CO2	Cultivating and enhance the knowledge about the effect of globalised business world.	PO1, PO2, PO4, PO6, PO7	
CO3	Have the ability to work and demonstrate the planning of marketing activities on foreign markets and domestic markets.	PO1, PO2, PO3, PO6, PO7	
CO4	Understand the application of marketing research in international aspects to identify the new markets.	PO1, PO2, PO6, PO7	
CO5	Analyse and design strategies for international business environments that firms utilize when marketing their products in foreign countries.	PO2, PO3, PO4, PO6, PO7, PO8	
Reading List			
1.	https://exceedcollege.com/blog/international-marketing-management-process-and-challenges/		
2.	https://courses.leeds.ac.uk/7652/international-marketing-management-msc		
3.	https://edgy.app/international-marketing		
4.	https://michiganross.umich.edu/courses/international-marketing-management-4881		
References Books			
1.	Aswathappa, K., <i>International Business</i> , The Tata McGraw Hill Ltd., 2 nd ed., 2006.		
2.	Bhattacharya B, Varshney R L., sultan chand & Sons., 26 th Revised Edision., 2022		
3.	Cateora and Philip, <i>International Marketing</i> , The Tata McGraw Hill Companies, 13 th ed., New Delhi, 2008.		
4.	Kumar, <i>International Marketing Research</i> , Prentice Hall of India (P) Ltd., New Delhi, 209.		
5.	Srinivasan, R., <i>Internattional Marketing</i> , Prentice Hall of India, 3 rd ed., New Delhi, 2002.		
6.	Bhalla, V. K., <i>International Business Environment and Management</i> , Anmol Publications Pvt. Ltd., 9 th ed., New Delhi, 2007		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						2		2
CO 2	3	3		3		3	2	
CO 3	3	3	3			3	2	
CO 4	3	3				3	3	
CO 5		3	3	3		3	2	2

3-Strong

2-Medium

1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906E	International Financial Management	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To make them to understand about the concept, importance and boundary of international finance										
C2	To educate the students about FOREX, FDI and sensitivity analysis.										
C3	To provide an in depth insights about working capital management, international equities and bonds										
C4	To educate students on International Finance										
C5	To educate students on recent trends in finance management										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		
I	International Finance – Importance, Nature and Scope of IFM – IFM versus DomesticFinancialManagement– InternationalFinanceflows–Introduction–Sources– Consequencesandremedialmeasures.							9	C1		
II	Foreign Exchange Markets – International Stock Exchanges – Distinctive Features –Major Participants – Spot market – Forward market – Market for currency futures – Currency futures market – Market for currency options – option pricing – Speculation with options -International Portfolio Investment – Concept of Optimal Portfolio: Benefits of international port folio on investment.							9	C2		
III	International Investment Decision – Foreign Direct Investment – Theories of FDI. Costs and Benefits of FDI, Country Risk Analysis – Mergers and Acquisition. International Capital Budgeting – Evaluation Criteria – Computation of Cash Flow – Cost of Capital – Adjusted Present Value Approach–Sensitivity Analysis.							9	C3		
IV	ManagementofShorttermfunds– InternationalWorkingcapitalManagement – WorkingcapitalPolicy– StepsinManagementofCashandNear–CashAssets–							9	C4		

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	ManagementofReceivable– ManagementofInventory.		
V	International Financial Market Instruments – International Equities – International Bonds – Short term and Medium term Instruments. Evaluation and Management of Risks –Meaning and forms of political Risk – Evaluation of Political Risk – Management of Political Risk-International Taxations –Bases of International tax system–Types of taxes.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Incorporate the significant changes that have taken place in the field of International Finance.	PO2, PO4	
CO2	Identify various theories and techniques used in Foreign Exchange Risk Management	PO4, PO6, PO7	
CO3	International investment opportunity to elaborate the scope of investment under fast changing globalized economy	PO6, PO7	
CO4	To know the risk and return from foreign equity investment, equity financing in international markets and its mechanism.	PO8	
CO5	Understand the rationale for political and economic risk analysis as a pre-requisite for foreign investment	PO7	
Reading List			
1.	https://www.surrey.ac.uk/postgraduate/international-financial-management-msc		
2.	https://talentedge.com/articles/objective-concepts-international-financial- management-india/		
3.	https://www.investopedia.com/terms/i/international-finance.asp		
4.	https://www.qmul.ac.uk/postgraduate/taught/coursefinder/courses/international- financial-management-msc/		
References Books			
1.	Abdhullah, F.A., <i>Financial Management for the Multinational Firm</i> , Engle Word Cliffs, NewJersey,PrenticeHallInc. 1987.		
2.	Apte,P.G., <i>InternationalFinancialManagement</i> ,4 th Edition,TataMcGrawHill PublishingCompanyLtd.,NewDelhi,2010		
3.	Bhalla, <i>International FinancialManagement</i> ,2 nd Edition,Anmol.,2001		
4.	MadhuVij, <i>InternationalFinancialManagement</i> ,3 rd Edition,ExcelBooks, 2010		
5.	MilindSathye, <i>InternationalFinancialManagement</i> ,1 st Edition,WileyStude ntEdition,2006.		

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		3				
CO 2				3		2	2	
CO 3						3	3	
CO 4								2
CO 5							2	

3-Strong 2-Medium 1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906F	Forex Management	Elective	2	-	1	-	3	4 5	25	75	100
Course Objectives											
C1	To know the origins and patterns of International Trade and concepts of foreign exchange.										
C2	To understand contemporaneous Import export procedure, pertinent documents and tariff related to FOREX.s										
C3	To acquaint the aspect of forex markets.										
C4	To enable the students to take decisions using management skills.										
C5	To enable the students to conduct international business.										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	Nature significance &scope of forex management-foreign exchange rate-foreign exchange market-types of foreign exchange – determinants of foreign exchange-exchange rate quotations-BOT-BOP-Funding of vostra account-multinational banking							9	C1		
II	Foreign exchange market-Spot and forward transactions –TT selling and buying rate Forward exchange contract-features of forward exchange contract							9	C2		
III	Risk management- Basis of risk management-concepts and objectives-Risks in foreign exchange-Spot and forward-Basic issues in interest rate risks-risk management process—techniques-measurement-monitoring exchange control							9	C3		
IV	Inter bank deals-cover deals trading-swap deals-arbitrage operations-managing foreign exchange reserves-devaluation-pros and cons							9	C4		
V	Sources of forex funds –debt short term, supplier’s credit, buyers credit, medium and long term, ECB; s-Present status of foreign exchange markets in India							9	C5		
	Total							45			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understanding patterns of International Trade and concepts of foreign exchange.	PO4, PO7
CO2	Understand contemporaneous Import export procedure, pertinent documents and tariff related to FOREX.s	PO7, PO8
CO3	Familiarizing the aspects of forex markets.	PO6, PO7
CO4	Enabling the students to take decisions using management skills.	PO7, PO8
CO5	Enabling the students to conduct international business.	PO7, PO8
Reading List		
1.	https://www.shiksha.com/banking-finance-insurance/forex-management-chp#:~:text=Forex%20Management%20or%20Foreign%20Exchange,markets%20on%20the%20world%20economy.	
2.	https://dor.gov.in/foreign-exchange-management-list	
3.	https://www.icsi.edu/media/webmodules/publications/FTFM_Final.pdf	
4.	https://www.cuchd.in/management/bba-Forex-Management.php	
References Books		
1.	International Financial Management 8th Edition Paperback – 20 July 2020.P.G.Apte, Mcgraw hill.	
2.	All Candlestick Patterns in FOREX: Forex Revision Book for Traders (Forex Investing Strategy Book to Read), Nabil roshi, 2021.	
3.	Forex Trading Money Management System: Crush the Forex Market with Bigger Profits and Smaller Losses, creade space publication. 2017.	
4.	Introduction to Financial Accounting Eleventh Edition Byby T. HorngrenCharles Pearson,2017.	
5.	Foreign Exchange Management Paperback – 1 January 2015,eshasharma,laxmi publication.	
6.	Foreign Exchange & Risk Management Paperback – 1 January 2016,jeevanandham,sultan and chand.	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3			3	
CO 2							3	2
CO 3						2	3	
CO 4							3	2
CO 5							3	3

3-Strong 2-Medium 1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906G	Export Finance and Promotion	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To Understand the concept structural. Export organizational										
C2	❖ To equip the students with the updated information on various methods and Procedures of foreign trade financing, Export Promotion for exports and the various institutions involved in export finance										
C3	The aim of as well as to cover the Concept and Significance of Export Promotion.										
C4	To examine and interpret challenges in export finance.										
C5	To make them understand international business.										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	Meaning and Definition of Export Finance-Need and Importance of Export Finance-Methods and Sources of Export Finance- Pre-shipment and Post-shipment Finance-Letters of Credit- Export Factoring and Forfaiting- Risk and Challenges in Export Finance-Role of export/import bank of India in export finance							9	C1		
II	Emergence, Organization Structure, Objectives and Functions of EXIM Bank. Stages of Export Financing. Financing Programs of EXIM Bank for Domestic Companies, Foreign Companies, Govts & Financial Institutions, ECGC-SIDBI-RBI and Commercial Banks in India-Import Licensing-Financing Methods for Import of Capital Goods..							9	C2		
III	Introduction of Export Promotion-Role of Export in Economic Development. Problems and Challenges of Exports-Concept and Significance of Export Promotion-Structure of Export Promotion in India –List of Export Promotion Council –Commodity Boards-The Board of Trade-Chambers of Commerce and Industry-- A Brief Outline.							9	C3		
IV	Export Performance-Highlights of Trade Performance-Sectorial Performance-Import and Export Promotion Measures-Capital Goods Schemes-Duty Exemption Schemes-EOUs/EPZs/EHTP/STP-Sector specific								C4		

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	measures-Market development assistance Grand-in-aid-to Export promotion and market development organization-Directorate general of foreign trade-ITPO-IIFT-NCTI-IIP Mumbai.	9	
V	Institutional framework-Export promotion measures-Functional divisions-Autonomous bodies-Advisory boards-Ministry of textiles-List of organizations/Bodies under the ministry of textiles-Boards-Attached offices-Subordinate offices-Development councils	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Students should be able to impart basic knowledge on Export Finance, Export Import and various kinds of Export Promotion.	PO4, PO6	
CO2	Plan and execute export and Finance operations	PO4, PO6	
CO3	Evaluate challenges and opportunities in performance and schemes	PO4, PO6	
CO4	To be able to foresee and define the risks that could be encountered in the field of trade and finance	PO4, PO6	
CO5	To take decisions to manage such risks	PO4, PO6	
References Books			
1.	D C Kapoor (2005)”Export Management” VIKAS publishing house Pvt Ltd.		
2.	International Finance : Maurice D.Levi		
3.	.International Marketing : M.L. Varma&Agarwal		
4.	Export Import Finance : Parasram		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong 2-Medium 1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906H	Global Logistics And Supply Chain Management	Elective	2	-	-	1	3	45	25	75	100
Course Objectives											
C1	The students to gain deeper insights into logistics and supply chain management.										
C2	To highlight the integrated nature of working in logistics and supply chain industry										
C3	To prepare students to work in logistics and allied industries.										
C4	To make student understand International business from logistics perspective										
C5	To make student understand Supply chain management practices.										
SYLLABUS											
UNIT	Details						No. of Hours	Course Objectives			
I	Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management-Competitive advantages of Logistics – Functions of Logistics management – Principles – Logistics Network-Integrated Logistics system, Supply chain management – Nature and Concepts – Value chain- Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.						9	C1			
II	Elements of Logistics and Supply chain management – Inventory carrying – Ware housing, Technology in the ware house: Computerization, Barcoding, RFID and WMS – Material handling , Concepts and Equipments: Automated Storage and Retrieval Systems – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain Management- Performance measurements.						9	C2			
III	Transportation – Position of Transportation in Logistics and Supply chain management-Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships – shipping information, Air, Transport Multi model transport – containerization – CFS – ICDSCross Docking- Selection of transportation mode – Transportation Network and Decision – Insurance aspects of logistics.						9	C3			
IV	Logistical Information System (LIS) - Operations – Integrated IT solution for Logistics and supply chain						9	C4			

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	management- Emerging technologies in Logistics and Supply chain management. Components of a logistic system-transportation-Inventory carrying-ware housing order processing –Distribution channels- Difference between warehouse and distribution centre.		
V	Performance- Bench marking for supply chain improvement- Dimensions and achieving excellence- Supply Chain Measures – SCOR model- Logistics score board- Activity Based Costing - Economic Value Added Analysis- Balance Score card approach-Lean thinking and six sigma approach in Supply Chain.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Gaining deeper insights into logistics and supply chain management.	PO4, PO7	
CO2	To Understand the integrated nature of working in logistics and supply chain industry	PO7, PO8	
CO3	To make students to work in logistics and allied industries.	PO6, PO7	
CO4	Understanding International business from logistics perspective	PO7, PO8	
CO5	Understanding Supply chain management practices.	PO7, PO8	
Reading List			
1.	http://www.managementstudyguide.com/		
2.	https://www.tutorialspoint.com/supply_chain_management/supply_chain_management		
3.	https://www.camcode.com/asset-tags/supply-chain-management-guide/		
4.	https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Magement%20andOrganisation/fundamentals-of-supply-chain-management.pdf		
References Books			
1.	Agarwal, D.K., ‘Textbook of Logistics and Supply Chain Management’, Mac Millan India Ltd, 2003.		
2.	Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and Supply Chain Management’, McGraw Hill Publications, 13th edition, 2018.		
3.	Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, Pearson Education India, 6th edition, 2016.		
4.	KrishnaveniMuthiah, ‘Logistics Management and Seaborne Trade’, Himalaya Publishing House, 2010.		
5.	Martin Christopher, ’Logistics and Supply Chain Management’ Pearson Education, 2003.		
6.	Ronald H. Ballou, ’Business Logistics and Supply Chain Management’ Pearson Education 2004.		

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CO 1				3			3	
CO 2							3	2
CO 3						2	3	
CO 4							3	2
CO 5							3	3

3-Strong

2-Medium

1-Low

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906I	International Trade Finance and Risk Management	Elective	3	-	1	-	4	60	25	75	100
Course Objectives											
C1	To know the origins and patterns of International Trade and concepts of Finance										
C2	To understand contemporaneous International trade procedure, pertinent documents.										
C3	To acquaint the students in the he aspects of Finance and risk management										
C4	To enable the students to take decisions using financial management skills.										
C5	To enable the students to understand international finance.										
	SYLLABUS										
UNIT	Details							No. of Hours	Course Objectives		
I	Concept of Working Capital; Important financial ratios; Computation of permissible bank finance – 1 st & 2 nd method of lending							9	C1		
II	Type of pre and post – shipment finance – fund and non-fund based; Provisions relating to sanction, disbursal, quantum, interest rate, repayment; Factoring.; For faiting; Financing deemed exports; Export finance in foreign currency.							9	C2		
III	Types of import finance including LC’s, supplier’s credit, buyer’s credit, Trust Receipt; Term Loan & Cash credit; Provisions relating to sanction, disbursal, quantum, interest rate, repayment; Foreign Currency Loans.							9	C3		
IV	Areas to be covered, e.g. marketing, finance, operations, etc.; Annexures relations to financials; Checklist of documents to be enclosed.							9	C4		
V	Factors determining exchange rate; Central banks’ policy of currency management; Direct & indirect quotes; Spot & forward rates, premium & discount, relation between forex and money market; Merchant rates quoted by banks – methods of computation.							9	C5		
	Total							45			

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Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding origins and patterns of International Trade and concepts of Finance	PO4, PO6	
CO2	Understanding contemporaneous International trade procedure, pertinent documents.	PO4, PO6	
CO3	Understanding aspects of Finance and risk management	PO4, PO6	
CO4	Understanding to take decisions using financial management skills.	PO4, PO6	
CO5	Able to understand international finance.	PO4, PO6	
Reading List			
1.	https://www.tradefinanceglobal.com/trade-finance/risks-challenges/		
2.	https://www.nordea.com/en/doc/2014-trade-finance-risk-management-fact-sheet-v1.pdf		
3.	https://icc.academy/trade-finance-risks/		
4.	https://www.coface.co.in/News-Publications-Events/News/what-is-trade-finance-and-how-do-you-minimize-trade-finance-risks		
References Books			
1.	International Management - Managing Across Borders & Cultures, Text & Cases Ninth Edition By Pearson Paperback, Deresky Helen,2017.		
2.	International Business: Concept, Environment and Strategy, 3e Paperback – 1 January 2010,bysharan, pearson publication.		
3.	The Handbook of International Trade and Finance: The Complete Guide to Risk Management, International Payments and Currency Management, Bonds and Guarantees, Credit Insurance and Trade Finance Paperback – Import, 3 June 2008,andersgrath, kogan page.		
4.	Trade and Receivables Finance: A Practical Guide to Risk Evaluation and Structuring Hardcover – Import, 23 November 2018 by Stephen A. Jones, palgravemcmillan.		
5.	Risk Management and Regulation in Banking: Proceedings of the International Conference on Risk Management and Regulation in Banking (1997) Paperback – Import, 6 October 209 by Dan Galai, springer publication.		

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CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
934E906J	Regulatory Framework for International Trade	Elective	2	-	1	-	3	45	25	75	100
Course Objectives											
C1	To familiarize the students about International trade theories.										
C2	To understand about the Emerging pattern of International services trade and their determinants										
C3	To learn better idea and understanding about protectionism and International market structure										
C4	To understand better insights about integration of EDI system										
C5	To understand General guidelines issued by the RBI.										
SYLLABUS											
UNIT	Details						No. of Hours	Course Objectives			
I	Introduction, evolution of India’s trade policy; Economic scenario in India; India’s external sector - an overview ; Trends in India’s exports and imports, trade balance, degree of openness to trade, composition and direction of India’s trade etc will be discussed; Institutional framework for export promotion in India;						9	C1			
II	Understanding registration procedure for ECC; Understanding procedure for excise clearance therein under various schemes; Studying documentary procedure for excise clearance of export cargo ;Central excise clearance procedures; Procedure for excise clearance in case of exempted units & un-exempted units; Excise clearance with or without examination of goods; Documentary requirement for clearance of excise.						9	C2			
III	Studying the role and responsibilities of customs in India; Studying customs clearance of export & import cargo; Understanding role of EDI initiatives and facilities therein for customs clearance; Legal framework: Customs Act 1962 and Customs Tariff Act 1975; Customs clearance – documentary requirements; Custom clearance for shipment through air, ship, ICDs,						9	C3			

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	post parcel, and courier; EDI and customs operations; Shipping & port formalities for export and import.		
IV	Are duty drawbacks required and reasons therein; Understanding the procedure for duty drawback in India; Studying duty drawback through EDI system; concept and rationale; Monitoring authority; Types and rate; Mechanism of rate fixation; Settlement of claims - including under EDI; Procedure and documentation	9	C4
V	General guidelines issued by the RBI for importers; Form A-1; Import licenses; Obligation of purchaser of foreign exchange; Time limit for settlement of import payments; Advance remittance; Interest on import bills – limits set by RBI; Remittances against replacement imports Guarantee for replacement import; Receipt of import bills/documents; Evidence of import and issue of acknowledgement; Verification and preservation of evidence of import ; Follow up for import evidence; Issue of bank guarantee; Import factoring; Merchanting trade	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Able to understand about International trade theories.	PO4, PO6	
CO2	Able to understand Emerging pattern of International services trade and their determinants	PO4, PO6	
CO3	Able to understand about protectionism and International market structure	PO4, PO6	
CO4	Able to understand better insights about integration of EDI system	PO4, PO6	
CO5	Able to understand General guidelines issued by the RBI.	PO4, PO6	
Reading List			
1.	https://www.woah.org/app/uploads/2021/03/oie-technical-item-part-i.pdf		
2.	https://www.cambridge.org/core/books/abs/reclaiming-development-in-the-world-trading-system/current-regulatory-framework-for-international-trade-the-wto-system/553732E08C21425D6798A5068F399FA0		
3.	https://www.wto.org/english/tratop_e/devel_e/framework.htm		
4.	https://trustedstream.life/space-robot/?pl=U8DXgIe3mUaLKra-edbTIw&sm=space-robot&hash=kUBxXe0Dus6GfV9J7os2GA&exp=1668259662#		
References Books			

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1.	IIBF International Trade Finance Systematic and Comprehensive Overview of the International Trade Finance Practices with Emphasis on the Procedures, Documentation, and Regulatory Framework [Paperback] Indian Institute of Banking & Finance Paperback – 25 June 2021 by Indian Institute of Banking & Finance, Taxmann publication
2.	Sustainable Trade, Investment and Finance: Toward Responsible and Coherent Regulatory Frameworks Hardcover – Import, 26 July 2019 by Clair Gammage, Edward elgar publication.
3.	Sustainable Commodity Use: Its Governance, Legal Framework, and Future Regulatory Instruments: 21 (European Yearbook of International Economic Law) Paperback – Import, 8 December 2021 by Maximilian Eduard Oehl
4.	Business Regulatory Framework For B.Com Classes of Various Universities Paperback by Dr. G.K. Vashney, sahityabhawan publication.
5.	International Economics: Trade and Finance, 11ed, ISV Paperback – 1 January 2014 by Dominick Salvatore, wiley publication.

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CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong

2-Medium

1-Low