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PUNE – 411018

CENTRE FOR ONLINE LEARNING

PIMPRI, PUNE

SYLLABUS FOR

MASTER OF BUSINESS

ADMINISTRATION

(M.B.A)

Academic Year 2025

Semester-III International Business Management Specialization

Semester	3	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-301			Type	Specialization Course
Course Title	International Trade, WTO & Trade Policy Issues (ATPC)				

Course Description:

The purpose of the ATPC is to develop participants' autonomy in conducting WTO-related work by: (i) encouraging critical thinking to explore the linkages between WTO rules and disciplines and countries' trade policies and interests in the multilateral trading system; and (ii) enhancing analytical and negotiating skills.

Course Objectives:

- 1) To sensitize the students about the importance of WTO and intellectual property in the global economy; and
- 2) To familiarize students with the policy, procedures, and documentation relating to foreign trade operations.

Course Outline:

Unit 1: Introduction to international business: Introduction, Evolution of International Business, Need for International Trade, Difference Between Domestic Trade and Foreign Trade, Nature of International Business, Challenges to International Trade.

Unit 2: International Trade Theories: Introduction, International Trade Theories, Adam Smith Theory of Absolute Advantage, Ricardo Theory Comparative Advantage, Heckscher-Ohlin Theory, The Samuelson and Jones Model, Porter's Diamond Model, Product Life Cycle Theory.

Unit 3: International Business Environment: Introduction, External (Micro) Environment, External (Macro) Environment, International Economic Environment, International Political Environment, International Legal Environment, International Cultural Environment, International Demographic Environment.

Unit 4: Globalization of International Business: Introduction, Protection policy, Free Trade policy, Barriers to International Trade, Risks in International Business, Global Competitiveness, Linearization, Privatization, Globalization, Modes of Entering into International Markets, Approaches in International

Business.

Unit 5: International Trade Blocks: Introduction, Importance of International Trade Agreements, Regional Trade Blocks, SAARC, ASEAN, European Union, NAFTA, Other Trade Blocks, Generalized System of Preferences (GSP), Global System of Trade Preferences (GSTP).

Unit 6: Foreign Trade Policy: Introduction, Objectives of FT Policy, Highlights of FT Policy, Merchandise Exports from India Scheme (MEIS), Served from India Scheme (SFIS), Export Promotion Measures, Export Promotion Councils, Assistance to States for Developing Export Infrastructure, Market Access Initiative, Special Economic Zones (SEZs), Duty Drawback Scheme, Export Promotion of Capital Goods [EPCG].

Unit 7: Overview of India's Foreign Trade: Introduction, Overview of India's Foreign Trade, Export and Import performance of India, Direction of India's Foreign Trade, Composition of India's Foreign Trade, Important Trade partners of India, India's position in World Trade, Industry wise export performance

Unit 8: Balance of Payment: Introduction, Meaning of Balance of Payment, Contents of Balance of Payment, Balance of Trade and Current Account Deficit, Capital Account, Data on Balance of Payment, Foreign Exchange Reserves.

Unit 9: International Trade Organizations: Introduction, GATT, Structure of WTO, GATT and WTO, Functions of WTO, Dispute Settlement Mechanism of WTO, Intellectual Property Rights and WTO, UNCTAD, UNIDO, International Chamber of Commerce (ICC.)

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO301.1	Remember	Learn the importance of WTO.
CO301.2	Understand	Understand the aspects of global economy.
CO301.3	Create	Prepare documents for foreign trade operations.

Suggested Reading:

1. International Business (Texts and Cases): P. Subba Rao, Himalaya Publishing House, 2014
2. Indian Economy: V.K. Puri and S.K.Mishra, Himalaya Publishing House, 2014
3. International Business: K.Aswhappa, McGraw-Hill Publications, 2014
4. International Business Environment: Francis Cherunilam, Himalaya Publishing House, 2014
5. Journal of International Trade & Economic Development

6. Global Marketing Management- Warren Keegan
7. International Business & Economics Research Journal
8. Krugman, Paul "The Narrow and Broad Arguments for Free Trade," American Economic Review, 83(2), pp. 362-366, may 1993
9. Export Import Procedure and Documentation- Khuspat S. Jain Himalaya Pub. 2010
10. Min. of Commerce, Government of India, A Handbook of Procedures 2015-20
11. Min. of Commerce, Government of India, Foreign Trade Policy 2015-20
12. Export- Policy, Procedures, and Documentation by M.I. Mahajan, Show White, 2010
13. Indian Economy: V.K. Puri and S.K. Mishra, Himalaya Publishing House, 2014
14. Export Markets and Foreign Trade Management by Pervin Wadia, Kanishka Publications, New Delhi
15. International Business, 12/E, John Daniels, Lee Radebaugh, Daniel Sullivan and Prashant Salwan

Semester	3	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-302			Type	Specialization Course
Course Title	Business Laws and Regulations (BLR)				

Course Description:

The objective of the course is to enable students understand the legal framework of business.

Course Objectives:

- 1) Law of Contract-1872 (Part-I): Nature of Contract and Essential Elements of Valid Contract, Offer and Acceptance, Consideration, Capacity to Contract and Free Consent, Legality of Object.
- 2) Law of Contract-1872 (Part-II): Unlawful and Illegal Agreements, Contingent Contracts, Performance and Discharge of Contracts, Remedies for Breach of Contract.
- 3) Special Contracts: Indemnity and Guarantee, Contract of Agency, Sale of goods Act - 1930: General Principles, Conditions & Warranties, Performance of Contract of Sale.
- 4) Indian Partnership Act-1932: Constitution of partnership- Rights, Duties and Liabilities of Partners, Dissolution of Partnership.
- 5) Negotiable Instruments Act- 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of Endorsements, Holder- Holder in due course, Discharge of Parties.
- 6) Companies Act, 1956: Steps and Procedure for Incorporation of the Company, Company Management-Appointment of Directors, Powers, Duties, & Liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.
- 7) Income Tax Act -1961 - Important Provisions of Income Tax Act: Assessment year- Assessee, Gross Total Income, Procedure for Advance Payment of Tax and Tax Deducted at Source; Assessment Procedure.
- 8) Central Excise Act-1944: Basic Concepts related to Excisable Goods, Classification of Goods, and Basic Concept of VAT.

Course Outline:

Unit 1: Introduction: Business Law, Constituents of Business, Meaning and Nature of Law, Sources of Indian Law, Concept of Artificial Legal Entity, Concept of Legal Rights, Concept of Property, Kinds of Property, Concept of Ownership and Possession, Essentials of Law.

Unit 2: Contract Law- 1: Contracts, Essentials of Valid Contract, Void, Voidable and Valid Agreements.

Unit 3: Performance of Contract, Remedies and Special Contracts: Performance of Contract, Contingent Contract, Quasi Contract, Remedies and Breach of Contract, Contracts of Agency, Contracts of Guarantee, Contracts of Indemnity, Letter of Credit Contracts, Employment Contracts, Indemnification.

Unit 4: Law on Special Contracts under Allied Laws: Partnership, Sale of Goods Act.

Unit 5: Company Law 1: Kinds of Company and Registration of Company, Memorandum of Association, Articles of Association, Prospectus, Share and Debenture and Capital.

Unit 6: Company Law II: Membership, Directors, Shareholders Meeting, Ordinary and Special Resolutions, Compromise, Arrangement and Reconstruction, Winding Up.

Unit 7: Law on Alternate Dispute Resolution: Law on Arbitration and Conciliation in India, Lok-Adalats

Unit 8: Law on Consumer Protection: Consumerism, Object, Definition, Consumer Dispute Redressal Mechanism.

Unit 9: Right to Information: Object and Evolution, Historical Background, Basic Features of the Act.

Unit 10: Information Technology Law: Introduction, Offences.

Unit 11: Intellectual Property Law: Evolution of the Patent System, Introduction to Copyright Law, Moral Rights or Droit Moral, Introduction to Trademark Law, What is a Trademark, Other Types of Intellectual Property.

Unit 12: Competition Laws: Monopolies and Restrictive Trade Practices Act, 1969, Competition Act, 2002, Anti-Competitive Agreements, Acquisition, Merger and Amalgamation, Competition Commission of India.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO302.1	Remember	Easily learn the various acts pertaining to business laws.
CO302.2	Understand	Understand the laws related to business activities.
CO302.3	Analyse	Analyse the business with government policies.
CO302.4	Create	Generate documentation to start a new project.

Suggested Reading:

- 1) The Indian Patent Act as Amended in 2005.
- 2) The Indian Patent Act 1970 (As Amended).
- 3) UK Copy Right Act.
- 4) The Copy Right Act 1957.
- 5) The Trade Marks Act 1999.
- 6) Jon Holyoak And Paul Torremans: Intellectual Property Law
- 7) Stobbs, Gregory A, Software Patent Worldwide
- 8) Coppinger, Copyright (All Volumes) 15th Edition, Landon: Tottel Publishing 2006
- 9) Anson's Law of Contract.
- 10) Prof. G.C.V. Subba Rao, Law of Contract I and II.

DPU-COL MBA SYLLABUS

Semester	3	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-303			Type	Specialization Course
Course Title	Financial Institution and Banking (FIB)				

Course Description:

This course is structured to help students master established management principles and to confront the perplexing issues of risk, regulation, technology, and competition that bankers and other financial-service managers see as their greatest challenges for the present and future. Students will be exposed to key trends and changes in the financial-services sector. In addition, student will learn about various career opportunities in the banking and financial institution field. With this relevant information students are able to grasp the rapid changes that are happening in this course area and in the real world. Content and discussion will cover both domestic and international banking activities.

Course Objectives:

- 1) To be able to familiarize the students with the concept of banking and financial institutions.
- 2) To be able to understand the functions of financial institutions.
- 3) To be able to describe the components of financial system; and
- 4) To be able to understand the concept, features, importance, and problems faced by Co-operative banks.

Course Outline:

Unit 1: Introduction to Indian Financial System: Financial system: Significance and Definition, Functions of the Financial System, Structure of the Financial System, Indian Financial System, Major Issues in the Indian Financial System: Narsimham Committee Report (1991.)

Unit 2: Introduction to Banking Sector in India: Meaning and Definition of Banking, Functions of Bank, History of Banking, Classifications of Banks, Reforms in Banking Sector, E- banking.

Unit 3: Reserve Bank of India: History of RBI, Role and Functions of Reserve Bank in India, Structure of RBI, RBI Weapons of Control, Departments of RBI.

Unit 4: Co-Operative Banking in India: Meaning and Definition of Co-operative Banks, Structure and Features of Co-operative Banks, History of Co-operative Banks in India, Types of Co-operative Banks, Problems of Co-operative Banks.

Unit 5: Commercial Banking: Meaning and Evolution of Commercial Banks, Functions and Role of Commercial Bank, Types of Commercial Banks, Commercial Banking System, Agency and General Utility Services Provided by Modern Commercial Banks.

Unit 6: Banking Systems: Unit Banking and Branch Banking, Deposit Banking, Mixed Banking and Industrial Banking, Group, Chain and Correspondent Banking Systems

Unit 7: Banking Regulation Act 1949: Need for Banking Act in India, History of Banking Legislation in India, Objectives of the Banking Regulation Act, 1949, Major Provisions of the Act, Defects in the Indian Banking Legislation.

Unit 8: Central Banking: Meaning and Definition, Evolution of Central Banks, Functions of Central Banks, Role of Central bank in a Developing Economy, Instruments of Monetary Control.

Unit 9: Retail Banking: Meaning and Definition of Retail Banking, Factors Affecting Growth of Retail Banking, Advantages and Disadvantages of Retail Banking, Challenges to Retail Banking in India, Strategies for Increasing Retail Banking Business, Emerging Issues in Retail Banking.

Unit 10: Banker and Customer Relationship: Meaning and Definition of Banker and Customer, General Relationship Between Banker and Customer, Banker as Agent and Banker as Trustee, Types of Customers, Services to Different Customer Groups.

Unit 11: Non-Banking Financial Companies: Meaning and Definition of Non-Banking Financial Companies, Classification of Non-Banking Financial Companies, Functions of Non-Banking Financial Companies, Salient Features of Non-Banking Financial Companies, Regulations of Non-Banking Financial Companies.

Unit 12: Specialized Financial Institutions: Need for and Importance of Specialized Financial Institutions (SFI), Types of Specialized Financial Institutions, Industrial Finance Corporations of India (I.F.C.I.), State Financial Corporations (SFCs), Industrial Development Bank of India (IDBI), Unit Trust of India (U.T.I), Industrial Credit and Investment Corporation of India (ICICI.)

Unit 13: Investment Institutions and Financial Services: Financial Service, Merchant Banking, Lease Financing, Merchant Banking, Housing Finance, Venture Capital, Insurance, Mutual Funds, Factoring.

Unit 14: Financial Markets and Instruments in Money Market: Financial Markets, Capital Markets, Money Market, Distinction between Capital and Money Market, Stock Exchanges.

Unit 15: International Financial Institutions: History of International Financial Institution, Types of International Financial Institution, World Bank, International Monetary Fund (IMF.)

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO303.1	Remember	Learn various functions of financial institutions.
CO303.2	Understand	Understand the basic concepts of banking and financial institutions.
CO303.3	Analyse	Exhibit the components of financial system.
CO303.4	Apply	Differentiate problems faced by co-operative banks and financial institutions.

Suggested Reading:

1. RudderDatt&K.P.M.Sundharam, Indian Economy, 40thRevised Edition, S.Chand&Co.Ltd.,
2. H.R.Machiraju, Merchant Banking, 3rdEdition, New Age InternationalPublishers.
3. Textbook of Banking and Finance by N.K.Sharma.
4. Commercial Banking in India: A Beginners Module Developed by Mr. Abhijeet Roy, International Management Institute, NewDelhi.
5. M.Y.Khan, Indian Financial System, 4th Edition, TataMcGraw-Hill.

Semester	3	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-304			Type	Specialization Course
Course Title	International Marketing (IM)				

Course Description:

International marketing is the export, franchising, joint venture, or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another location, or entry through a joint venture with another firm in the target country, or foreign direct investment into the target country.

Course Objectives:

- 1) To consider the basic concepts of international marketing;
- 2) To get an insight of the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations;
- 3) To analyze the environmental variables that influence international marketing;
- 4) To describe the strategies and tactics that can lead to a successful international marketing given the environmental constraints; and
- 5) To discuss the more typical management decisions and problems faced highlighting those peculiar to the international arena.

Course Outline:

Unit 1: Scope & Size of International Markets: Introduction, Definitions, Reasons and Motivations Underlying International Trade and International Business, Exchange Rate and Balance of Payments, Basic Modes of Entry, Nature of International Marketing, World Trade: An Overview, India's Foreign Trade.

Unit 2: Conceptual Framework: Introduction, Global and Domestic Marketing.

Unit 3: Institutional Framework: Introduction, Institutional Bodies, Advisory Bodies, Commodity Organizations, Service Information, Government Participation in Foreign Trade, States Initiatives in Promoting Exports.

Unit 4: Cultural Environment: Introduction, Definition of Culture, Elements of Culture, Cultural Analysis.

Unit 5: Political & Legal Environment: Introduction, Political Risk: A Definition, Assessing and Managing Political Risk, Management of Political Risk, International Marketing and the Legal Environment, The Development and Scope of International Law, Incoterms, World Trade Organization (WTO).

Unit 6: Economic Environment: Introduction, World Trade: A Temporal Analysis, The Debt Problem, Major Developments in the International Economic Environment, IMF and World Bank, Regional Economic Groupings.

Unit 7: India's Export-Import Policy: Introduction, India's Exim Policy: A Backdrop, The Foreign Trade Regime: Analytical Phases and Changes Over Time, India's Exim Policy: Phases of Changes, Export-Import Policy 2002-07: Objectives, General Provisions Regarding Imports and Exports, Promotional Measures, Duty Exemption/Remission Scheme, Export Promotion Capital Goods Scheme, EOUs, EPZs, EHTPs, STPs, Deemed Exports.

Unit 8: Export –Import Documentation: Introduction, Need, Kinds of Documents, Principal Export Documents, Auxiliary Documents, Documents in Import Trade, Export Documentation & Procedures—Step by Step.

Unit 9: International Product Policy and Planning: Introduction, International Product Life Cycle, International Product Policy, Standardization vs. Adaptation, Planning the International Product Mix, Branding, Labelling, Packaging and Product Warranties and Services.

Unit 10: International Advertising: Introduction, International Advertising Strategy, Standardization or Adaptation, Elements of Advertising Strategy, Media Strategy, Advertising Agency, International Advertising Scene.

Unit 11: International Pricing Policy: Introduction, Components of Price, The Process of Price Selling, Pricing in International Market, Information for Pricing Decisions, Sources of Price Information, Issues in International Pricing, Trade Finance in India

Unit 12: International Distribution & Sales Policy: Introduction, International Distribution Channels, International Distribution Policy, Selecting Distribution Channels and Channel Members, International Physical Distribution Management.

Unit 13: International Market Selection: Introduction, Factors Influencing International Market Selection, The Process of Market Selection, Some Strategies.

Unit 14: International Marketing Research: Introduction, Marketing Research: The Global Scene, The

Scope of International Marketing Research, International Marketing Research Procedure, Techniques of International Marketing Research, Survey Research, Techniques of International Marketing Research, Analysis of Filed Data, Preparation of Research Report.

Unit 15: International Marketing Planning & Control: Introduction, Developing an International Marketing Plan, Issues in Framing International Marketing Plan, Organization of international Marketing. Framework for International Marketing Planning, International Marketing Control, and Control Sequence.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO304.1	Remember	Market activities for international trade and practices.
CO304.2	Understand	Understand the basic concepts of international marketing.
CO304.3	Apply	Manage International policy and planning.
CO304.4	Analyse	Analyse environmental factors to influence international marketing.
CO304.5	Evaluate	Exhibit the strategies and tactics successfully.

Suggested Reading:

1. Theodore Levitt, 'The Globalization of Markets', Harvard Business Review, 1983, May– June.
2. Peter Buckley and Pervez Ghauri, 'Globalization, Economic Geography and Multinational Enterprises', Journal of International Business Studies, 2004
3. FiratFuat, 'Educator Insights: Globalization of Fragmentation– A Framework for Understanding Contemporary Global Markets', Journal of InternationalMarketing.
4. Borderless Management: Companies Strive to Become Truly Stateless', BusinessWeek, 23 May1994.
5. David A. Ricks, Blunders in International Business (Cambridge, Mass.: Blackwell Publishers, 1993).
6. International Marketing–By Philip R. Cateora; John L. Graham and Prashant Salwan, TATA McGraw-Hill publication, 13thEdition.

Semester	3	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-305			Type	Specialization Course
Course Title	International Finance Management (IFM)				

Course Description:

This course focuses on the international financial management and international trade. Topics in financial management, viewed primarily from the perspective of managers doing business overseas, include the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting.

Course Objectives:

1. To develop capabilities, skills, and knowledge for making sound financial decisions;
2. To develop students on how to run their own MNC and write a feasibility report; and
3. To be able to solve simple cases.

Course Outline:

Unit 1: International Financial Management: An Introduction: Introduction, Multinational Corporation (MNC), Steps in Internationalization, International Financial Management

Unit 2: International Economics: Introduction, International Financial Architecture, Origin of Developing Countries Debt Crisis, The East Asian Crisis (1997), Financial Flows to Developing Countries, International Trade Theories, Economic integration, Tariff and non-Tariff Barriers to Trade.

Unit 3: International Monetary System: Introduction, Exchange Rate Arrangement, IMF and International Liquidity.

Unit 4: International Financial Flow: Introduction, Forms of International Financial Flows, Structure of Balance of Payments, Equilibrium, Disequilibrium and Adjustment, India's Balance of Payments During the Period of Economic Reform.

Unit 5: Foreign Exchange Market: Introduction, Spot Exchange Market, Participants in the Spot Markets, Exchange Rate Quotations, Arbitrage, Forward Rate, and Forward Market

Unit 6: Parity Conditions in International Finance and Currency Forecasting: Introduction, Purchasing Power Parity Relationship, Interest Rate Parity Relationship, Exchange Rate and Foreign

Exchange Reserves, Exchange Rate and Balance of Payments (BOP), Exchange Rate and Technical Analysis.

Unit 7: Currency Futures, Options and Swaps: Introduction, Currency Futures, Currency Options, Currency Swaps.

Unit 8: Management of Accounting and Exchange Exposure: Introduction, Different Types of Exchange Rate Exposures, Exchange Risk Management.

Unit 9: Foreign Exchange Regulations and Taxation Issues: Introduction, Types of Taxes, Tax heavens, International Tax Management Strategy, The Modes of Double Taxation Relief, Indian Taxation Scenario, FEMA: An Introduction.

Unit 10: Raising Funds from International Market: Introduction, Euro Issue, Global Depository Receipts (GDRs), American Depository Receipts (ADRs), External Commercial Borrowings (ECBs), Advantages and Disadvantages of Overseas Financial Market.

Unit 11: Financing Foreign Trade: Introduction, Types of Export Credit, Pre-shipment Export Credit, Post-shipment Export Credit, Types of Letters of Credit, Export Credit in Foreign Currencies, Refinance from Reserve Bank of India, Role of Export Import Bank of India, Role of Export Credit Guarantee Corporation.

Unit 12: Cost of Capital for MNCs: Introduction, Cost of Capital for MNCs vis-a-vis Domestic Firms, Cost of Capital Across Countries, Determining Cut-Off Rate for Foreign Projects Appraisal.

Unit 13: Capital Budgeting for MNC's: Introduction, Fundamentals of Evaluating Foreign Projects, Issues in Foreign Investment Analysis, Risk Analysis in International Investment Decision.

Unit 14: Working Capital Management for Domestic: Introduction, Working Capital Management in Domestic and Multinational Enterprises, Intra Corporate Transfer of Funds, Transfer Pricing, Management of Blocked Funds, Multinational Cash Management, Multinational Receivables Management, Multinational Inventory Management.

Unit 15: Foreign Direct Investment: Introduction, Global Trends in FDI, Factors Motivating FDI, FDI and Some Subsequent Decisions, FDI and Host Government View, FOI and Taxation Issues.

Unit 16: International Portfolio Investments: Introduction, Benefits of International Investing, International Diversification, Barriers to International Diversification, Vehicles for Overcoming Capital Flow Barriers, Asset Allocation Policy and Management Style, Portfolio Hedging Strategies.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO305.1	Understand	Develop critical and analytical skills and the ability to work independently.
CO305.2	Apply	Demonstrate the understanding of international financial theory and applications.
CO305.3	Analyse	Develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international financial with or without complete information.
CO305.4	Evaluate	Demonstrate communication and written skills.

Suggested Reading:

1. International Economics,9/E, Robert Carbaugh, Cengage- SouthWestern
2. International Business,12/E, John Daniels, Lee Radebaugh, Daniel Sullivan andPrashant Salwan,Pearson

Semester	3	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-306			Type	Specialization Course
Course Title	Security Analysis and Portfolio Management (SAPM)				

Course Description:

Security analysis and portfolio management course is to help students understand the investment field for sound investment decisions making. This course is designed to emphasize both theoretical and analytical aspects of investment decisions and deal with modern investment theoretical concepts and instruments. Security Analysis is the subject to study the composition and performance of stocks in capital market. The stocks are analyzed using tools of fundamental analysis and technical analysis. Portfolio management refers to the management or administration of a portfolio of securities to protect and enhance the value of the underlying investment. It is the management of various securities (shares, bonds etc.) and other assets (e.g. real estate), to meet specified investment goals for the benefit of the investors. It helps to reduce risk without sacrificing returns.

Course Objectives:

- 1) To be familiarized with the fundamentals of security analysis and portfolio management concept.
- 2) To provide a conceptual insight to the valuation of securities.
- 3) To provide an insight about the relationship of risk and return.
- 4) To be able to measure the return according to the expectations of the investors and portfolio management practices in India.

Course Outline:

Unit 1: Nature and Scope of Investments: Introduction: Investment- Meaning and Concept, Types of Investment, Securities, Financial System and Financial Market, Security Market.

Unit 2: Risk and Return: Measures of Return, Risk, Measuring the Risk of Expected Rate of Returns, Measuring Systematic Risk.

Unit 3: Security Market in India-I: Security Markets– Introduction, New Issue Market (Primary Market), Stock Exchanges (Secondary Market), Derivative Market, Functioning of Security Market, Market Index, Regulation of Security Market in India

Unit 4: Security Market in India-II: Listing, Trading, Clearing and Settlement

Unit 5: Fundamental Analysis: Fundamental Analysis, Equity Valuation Process, Advantages of Fundamental Analysis, Disadvantages of Fundamental Analysis.

Unit 6: Technical Analysis: Technical Analysis, Technical Analysis vs. Fundamental Analysis, Types of Charts, Basic Technical Tools, Market Indicators, Dow Theory, Strengths and Weaknesses of Technical Analysis.

Unit 7: Equity Stock Valuation Models: Equity Valuation- Introduction, Approaches to Valuation of Equity Stock, Methods of Equity Stock Valuation.

Unit 8: Bond Valuation Models: Bond– Introduction, Valuation of Bond, Components of Bond Valuation.

Unit 9: Portfolio Management: Management of Investments, Portfolio Management– Basics, Portfolio Management Strategies, Portfolio Management Services.

Unit 10: Portfolio Theories and Portfolio Construction: Portfolio Theories– Introduction, Markowitz Portfolio Optimization Model, Sharpe Single Index Model, Capital Asset Pricing Model, Arbitrage Pricing Theory, Asset Allocation Strategies.

Unit 11: Portfolio Evaluation and Revision: Portfolio Evaluation, Portfolio Revision.

Unit 12: Investment Avenues: Investment Avenues, Classification of Various Financial Instruments, Real Estate, Commodities, Self-Assessment Questions.

Unit 13: Personal Financial Management: Personal Financial Management, Financial Planning Process, Personal Budget, Parameters to Choose your Financial Planner, Types of Other Financial Advisors, Asset Allocation.

Unit 14: Tax Planning: Tax planning- Introduction, Tax Avoidance vs. Tax Evasion, Tax Planning Basics, Consequences of Avoidance, Ways to do Tax planning, Income Tax, Tax Planning Benefits, Penalties Under Income Tax Act for Tax Evasion, Self-Assessment Questions.

Unit 15: Wealth Management: Wealth Management, Private Wealth Management, Discipline of Wealth, Wealth Management Customers, Market Models, Features/ Characteristics of Good Wealth Management, Importance of Wealth Management.

Course Outcome:

On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Outcomes
CO306.1	Remember	Learn the basic terms of security market in India.
CO306.2	Understand	Learn the conceptual insights of portfolio management.
CO306.3	Apply	Apply the fundamental and technical analysis terminology for valuation of securities.
CO306.4	Evaluate	Match the expectation of the investors and portfolio management practices.
CO306.5	Analyse	Analyse self-financial management for choosing financial planner.
CO306.6	Create	Design self-financial planner.

Suggested Reading:

1. Avadhani, V.A., Security Analysis & Portfolio Management, Himalaya Publishing House, New Delhi.
2. Bhalla, V.K., Security Analysis & Portfolio Management S.Chand & Co., New Delhi.
3. M. Ranganathan and R. Madhumathi: Investment Analysis and Portfolio Management, Pearson Education, New Delhi.
4. Prasanna Chandra: Investment Analysis and Portfolio Management, Tata McGraw- Hill, Delhi.
5. Avadhani, V.A., Security Analysis & Portfolio Management, Himalaya Publishing House, New Delhi.
6. Bharti V. Phatak: Indian Financial System, Pearson Education, Delhi.
7. Fischer, D.E. & Jordan, R.J. Security Analysis & Portfolio Management, Prentice Hall India, New Delhi.
8. M. Ranganathan and R. Madhumathi: Investment Analysis and Portfolio Management, Pearson Education, New Delhi.
9. Prasanna Chandra: Investment Analysis and Portfolio Management,

Semester-IV International Business Management (IBM) Specialization

Semester	4	Course Credits	4	Specialization	International Business Management
Course Code	OMBIB-401			Type	Specialization Course
Course Title	Foreign Exchange Management (FEM)				

Course Description:

This course addresses the problems faced by small business firms in handling foreign exchange (FX) transactions. The first part of the course examines the working of FX markets and the settlement systems used by small companies. The second section of the course investigates how exchange rates are determined and if changes in the exchange rate can be predicted. The third part of the course studies why firms position against exchange risk and how to measure exposure to exchange rates. In the fourth section of the course, we examine the valuation of international products and the financial risk faced with delays in foreign exchangesettlements.

Course Objectives:

- 1) To create an understanding on foreign exchange market in India and rate mechanism.
- 2) To learn about Financial Institute, Exchange Control Regulation, andFEMA.
- 3) To be able to manage foreign exchangerisk.
- 4) To explain techniques that can be used to hedge risk in foreign exchange market.
- 5) To understand the principles of currencyvaluation.

Course Outline:

Unit 1: Introduction to International Finance: Meaning and Scope of International Financial Management, Meaning and Scope of Foreign Exchange Management, International Capital Markets, International Financial System, International Monetary System, Multinational Corporations (MNCs), Overview of India's Foreign Trade.

Unit 2: International Monetary and Financial Institutes: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), Asian Development Bank (ADB), Bank for International Settlement (BIS), General Agreement on Tariffs and Trade (GATT), World Trade Organization (WTO), International Chamber of Commerce (ICC). International Finance Corporation (IFC).