

# M.B.A. Syllabus

Specialization: Finance

Course code: FNCE - 645

## **International Financial Management**

<b>Sr. No.</b>	<b>Content of Units</b>
1	<b>International Finance Management : An Overview</b> <ol style="list-style-type: none"><li>1. Introduction:<ul style="list-style-type: none"><li>• MNCs and TNCs</li><li>• Scope and Nature of International Finance</li><li>• International Financial Management and Domestic Financial Management</li><li>• International Business Activities</li><li>• International Business Methods</li></ul></li><li>2. IMF<ul style="list-style-type: none"><li>• Introduction and history of IMF</li><li>• Alternative Exchange Rate System</li><li>• Evaluation of Floating Rates</li></ul></li><li>3. International Financial Institutions/Development Banks<ul style="list-style-type: none"><li>• Introduction</li><li>• IFO-IBRD,IDA,IFC</li><li>• ADB</li></ul></li><li>4. Balance of Payment</li></ol>
2	<b>Foreign Exchange Market</b> <ol style="list-style-type: none"><li>1. Derivatives</li><li>2. Foreign currency futures</li><li>3. Foreign currency options</li><li>4. Foreign currency market</li><li>5. Theories of foreign exchange rate- PPP &amp; IFE (International Fisher Effect)</li></ol>
3	<b>Managing Foreign Exchange Exposure</b> <ol style="list-style-type: none"><li>1. Management of Foreign Exchange Risk</li><li>2. Types of Exposure of Foreign Exchange</li><li>3. Tools and techniques of Risk Management</li></ol>
4	<b>Financial Management of Multinational Firms</b> <ol style="list-style-type: none"><li>1. FDI</li><li>2. Cost of Capital and Capital structure of Multinational firms</li><li>3. Multinational Capital Budgeting</li><li>4. International Taxation</li></ol>
5	<b>International Financial Reporting Standards (IFRS)</b> <ol style="list-style-type: none"><li>1. Concepts of IFRS</li><li>2. Indian Accounting standards on foreign transactions.</li></ol>
	<b>Total</b>

Recommended Books:

1. International Financial Management by MADHU VIJ – EB Publication
2. Foreign exchange, International finance, Risk management by A.V. Rajwade
3. Currency exposures and derivatives by A. V. Rajwade

\*\*\*\*\*

SPICER ADVENTIST UNIVERSITY  
MASTER OF BUSINESS ADMINISTRATION  
**MKTG644: INTERNATIONAL MARKETING**  
**Marketing Spl - 3 Credits**  
**Third semester 2017-18**

**Course Instructor: Dr. Sujata**  
**Telephone: 8698991722**

**Email: [sujata.rt@gmail.com](mailto:sujata.rt@gmail.com)**  
**Office: Business Department**

**Required Textbooks:**

1. Advertising and Promotions – Belch & Belch, Tata McGraw Hill
2. Advertising Management – Rajeev Batra, John G. Myers & David A Aaker-PHI
3. Otto Kleepner’s advertising Procedure – PH
4. International Edition – Contemporary Advertising Irwin/McGraw -Hill
5. Integrated Marketing Communications – Duncon- TMH
6. Foundations of Advertising Theory & Practice

**Course description:**

This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. Student will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies

**Course Outcomes and Objectives:**

By the end of the semester, students should be able to:

To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues

- To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization)
- To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing
- To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class

## **Course Outline:**

### **Unit 1**

#### **Introduction to Integrated Marketing Communication**

Meaning, Evolution of IMC, Reasons for growth and Features

Promotional tools for IMC, IMC Planning Process, Role of IMC in Marketing.

Communication process, Traditional & Alternative Response Hierarchy models.  
Establishing Objectives and Budgeting: Determining Promotional

Objectives, Sales v/s communication objectives, DAGMAR, Problems  
in Setting Objectives, Setting objectives for the IMC Program

### **Unit 2**

#### **Elements of IMC:**

Sales promotion-Different types of Sales Promotion advantages & disadvantages.

Public Relation & Publicity- Types of PR, Process, advantages & disadvantages.  
Types of Publicity - Direct Marketing- Features, advantages & disadvantages.

### **Unit 3**

Personal Selling-

Features, advantages & disadvantages.

Advertising-Features, advantages & disadvantages. New Trends in IMC, International Media

### **Unit 4**

#### **Budget & Measuring effectiveness**

Definition of Ad Budget

Definition of Ad Appropriation

Methods of Budgeting

Measuring Effectiveness of Advertisement, Measuring Effectiveness  
of the Promotional Program & Evaluating Social, Ethical and  
Economic Aspects: Arguments for & Against

Advertising Research- What, When, Where & How, Testing Process.

Advertising and Promotion Ethics, Advertising and Children, Social  
and Cultural Consequences – Stereotypes, Economic Effects of

Advertising

\*\*\*

SPICER ADVENTIST UNIVERSITY  
MASTER OF BUSINESS ADMINISTRATION  
**MKTG 639: ADVERTISEMENT AND SALES PROMOTION**  
**Marketing Spl - 3 Credits**  
**Third semester 2016-17**

**Course Instructor: Dr. Sujatha**  
**Telephone: 8698991722**

**Email: [sujata.rt@gmail.com](mailto:sujata.rt@gmail.com)**  
**Office: Business Department**

**Required Textbooks:**

1. *Arun Kumar - Marketing Management, Vikas Pulication*
2. *S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.*
3. *George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 1998*

*Cases – Corporate insight – New Trends in Advertising in India*  
*Coke Vs.Pepsi, rejoice vs. Livon, Voltas vs. LG*  
*Corporate insight – Cigarette and Tabacco Industry*  
*Scorpio – Developing a World class product for the India Market*

**Course description:**

The course is designed to integrated marketing communications, includes advertising principles and practices. Emphasizes multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints

**Course Outcomes and Objectives:**

By the end of the semester, students should be able to:

To understand the principles, practices, and the use of multi-media in persuasive communication.

To explain the environmental factors which influence consumer and organizational decision making process.

To identify the marketing mix components in relation to market segmentation.

**Course Outline:**

**Unit I - *Overview of Advertising Management:*** Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency

**Unit II - *The exciting world of Indian Advertising:*** Introduction, Emerging Areas of Growth, Shifting patterns of consumption; Factors that Affect Marketing and Advertising.

**Unit III - *Setting Advertising objectives:*** Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioural objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives

**Unit IV - *Rural Advertising:*** Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth

**Unit V - *Ethics in Advertising:*** Introduction, Perceived Role of Advertising; The Advertising Standards Council of India (ASCI); Forms of Ethical Violations; Misleading advertising; Advertising to children, Product endorsements, Stereotyping, Cultural, religious and racial sensitivity in advertising, Obscenity in advertising

**Unit VI - *Laws for Protection against Malpractices:*** Introduction, Civil and Penal Codes Applicable to Advertising; Laws Relating to Intellectual Property Rights; Consumer Protection and Consumer Protection Act, 1986;

**Unit VII - *Sales Promotion:*** Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organising Sales Promotion Campaigns.

\*\*\*