



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA-INTERNATIONAL BUSINESS - III SEMESTER (2021-2023)**

**MBAI301C ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI301C	AECC	Advanced Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

**Examination Scheme**

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

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## COURSE CONTENT

### Unit I: Inculcating Values at Workplace

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers

### Unit II: Professional Ethics

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership

### Unit III: Indian Ethos and Management Style

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

### Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

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#### Unit V: Spirituality and Corporate World

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

#### Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai

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#### MBAI302C PROJECT MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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MBAI302C	CC	Project Management	60	20	20	-	-	3		-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objectives

The course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

#### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### Course Outcomes

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects, and risks involved.

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**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

## COURSE CONTENT

### Unit I: Concept of Project

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project feasibility: project identification, market and demand analysis, technical analysis, and technology selection

### Unit II: Project Feasibility and Investment Evaluation

1. Project cost estimate
2. Project appraisal: time value of money, project cash flows, payback period, cost of capital, project rate of return
3. Sources of financing
4. Optimum capital structure and its theories
5. Investment decision rule

### Unit III: Project Implementation

1. Project planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: types of contracts in projects, steps in project contracting

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#### Unit IV: Human and Social Aspects of Managing Projects

1. Project organization
2. Project leadership: motivation, communication, conflict handling in projects
3. Social cost-benefit analysis, UNIDO approach

#### Unit V: Project Review and Administrative Aspects

1. Project monitoring and control, variance analysis, performance analysis
2. Abandonment analysis
3. Computer based project management & PMIS

#### Suggested Readings

1. Chandra, P. (2011). *Project Planning: Analysis, selection, implementation and review*. New Delhi: Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai: McGraw Hill Education (I) Pvt. Ltd.
3. Singh, N. (2003). *Project Management and Control*. New Delhi: Himalaya Publishing House.
4. Nicholas, J.M. (2008). *Project Management for Business and Technology: Principles and practice*. Pearson Publication.
5. Gray, C.F., Larson, E.W. and Desai, G.V. (2010). *Project Management: The managerial process*. New Delhi; Tata McGraw Hill.
6. Pinto, J. (2010). *Project Management: Achieving Competitive Advantage*. New Jersey: Pearson.
7. Abrol, S. (2010). *Cases in Project Management*. New Delhi: Excel Books
8. Maylor, H. (2017). *Project Management*. New Jersey: Pearson.

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### MBA-INTERNATIONAL BUSINESS - III SEMESTER (2021-2023)

#### MIB303 EXPORT IMPORT MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
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MIB303	DSE	Export Import Management	60	20	20	-	-	3		-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objective

The main objective of this course is to provide insight into Import and Export Management in a developing economy, objectives of import policy, Export Policy, foreign exchange budgeting, global procurement, conceptual framework, import procurement

#### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### Course Outcomes

- 1 Familiarize the students with an understanding of Import Management and Import trade Organizations.
- 2 To understanding procedure of Import Licensing.

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## COURSE CONTENT

### Unit I: Import Management

- Objectives of Import Policy
- Import trade Organizations
- Liberalization of Imports in India
- Selection of Import Commodity.
- Exim Policy
- Supplier -Selection and evaluation
- Role of Overseas suppliers Agents in India

### Unit II: Terms of Imports

- RBI's Regulation for Import Payment
- Finalizing the terms of imports
- Mode of settlement of payment
- Import Finance- Bank Finance
- Finance from Exim Bank
- Finance through letter of credit

### Unit III: Registration of Importers

- Imports of Gifts, Auto Mobiles, Gold, Silver, Life Saving Drugs
- Fees Condition, Validity, Authorization & Licensing period
- Shipping -Types and freight structure, Indian Shipping- Challenges and Opportunities

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Unit IV: Registration of Exporters

1. Registration of Exporters with Regional Licensing authorities, Sales Tax Authorities
2. Various types of Exports: Free samples, Baggage, Gifts Spares
3. Third Party, Repaired Goods
4. Application for Grant of Export License

#### Unit V: Shipping

1. Types and freight structure.
2. Indian Shipping- Challenges and Opportunities, Problems,
3. Recent Trends (Tonnage Tax Impact)
4. 100% Export Oriented/SEZ Units
5. Counter Trade Arrangement, Export Procedure

#### Suggested Readings

1. Jain, NabhiKumar(1999).*New import export policy and handbook of procedures*. New Delhi; Nabhi Publication.
2. Mahajan, M. I. (2015).*Import, do it yourself*. Mumbai; Snow White Publications Pvt. Ltd
3. RammaGopal, C. (2008).*Export Import – Procedures (Document and Logistics)*. New Delhi; New Age Publications.

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### Choice Based Credit System (CBCS) in Light of NEP-2020

#### MBA-INTERNATIONAL BUSINESS - III SEMESTER (2021-2023)

#### MBAIEF304 FINANCIAL SERVICES

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
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MBAIEF304	DSE	Financial Services	60	20	20	-	-	3		-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objective

To understand theories of value, risk and return, capital investment decisions, financing decisions, dividend policy, Mutual fund etc. Also, to study leasing, corporate takeovers, and managerial compensation.

#### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### Course Outcomes

1. Familiarize the students with the role, scope and growing contribution of financial services in the service sector of the economy.
2. Know the impact and role of Credit rating in the corporate world.
3. Analyze the contribution of merchant banks and venture capital in the promotion of the business.
4. Understand the benefits of Plastic Money, Factoring and forfeiting and debt Securitization.

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

## COURSE CONTENT

### Unit I: Introduction

1. Overview of Financial systems In India – Structure, Regulation Role and Functions of Financial Systems
2. Financial Instruments, Financial Markets – Capital Markets & Money Markets
3. Characteristics of Financial Markets
4. Functions of Stock Exchange and RBI

### Unit II: Financial Services

1. Financial Services Objectives of financial services
2. Types of financial services – capital market services & money market services
3. Banking financial corporations, non banking financial corporation's
4. Financial services sector problems and reforms

### Unit III: Venture Capital and Leasing

1. Venture capital: financing pattern – legal aspects and guidelines for venture capital
2. Leasing- types of leases – leasing vs borrowing
3. Credit rating: CRISIL, ICRA
4. Factoring, forfeiting
5. Bill discounting
6. Types of factoring arrangements

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#### Unit IV: Mutual Funds

1. Mutual funds: concepts and objectives
2. Functions and portfolio classification
3. Guidelines for mutual funds – working of public and private mutual funds in India
4. Debt securitization

#### Unit V: Merchant Banking

1. Hire Purchase
2. E-banking
3. Asset Reconstruction Companies
4. Micro/ Macro finance
5. Behavioral Finance
6. Merchant Banking

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#### Suggested Readings

1. Khan, M.Y. (2009). *Financial Services*. New Delhi: Tata McGraw Hill.
2. Pathak, Bharti (2010). *Indian Financial System*. India: Pearson.
3. Srivastava, R. M. (2010). *Dynamics of Financial Markets and Institutions in India*. New Delhi: Excel Books.
4. Shanmugham (2009). *Financial Services*. New Delhi: Wiley.
5. Bhole, L. M. (2009). *Financial Institutions and Markets*. New Delhi: Tata McGraw Hill.
6. Gurusamy, S. (2008). *Financial Markets and Institutions*. New Delhi: Tata McGraw Hill.
7. Gopalswamy, N. (2008). *Capital Market*. New Delhi: Macmillan Publishers
8. Chary (2008). *Venture Capital: Concepts and Application*. New Delhi: Macmillan Publishers
9. Jadhav, Narendra (2007). *Monetary Policy, financial Stability and Central Banking in India*. New Delhi: Macmillan Publishers

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**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**MBA-INTERNATIONAL BUSINESS - III SEMESTER (2021-2023)**

**MIB304 GLOBAL INSURANCE AND RISK MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MIB304	DSE	Global Insurance and Risk Management	60	20	20	-	-	3		-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DSE- Discipline Specific Elective

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of this course is to learn basic principles of insurance and risk management and contemporary issues related to insurance.

**Examination Scheme**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

Familiarize the students with an understanding of linkages between market and products and design business strategies with global perspective.

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### COURSE CONTENT

#### Unit I: Introduction

1. Nature and History of Insurance Business
2. Insurance Business in India Europe, UK and USA
3. insurance Act 1938
4. General insurance business – Nationalization
5. Insurance as a social security tool
6. Insurance and economic development
7. IRDA
8. Entry of private players into Insurance business
9. Global Trends and developments in Insurance Business.

#### Unit II: Principles

1. Principles of Legal aspects of Insurance
2. Principles of Insurable Interest
3. Principles of Utmost Good Faith
4. Principles of Indemnity
5. Principles of Subrogation
6. Doctrine of Proximate Cause
7. Tariff Advisory Committee
8. Legal Aspects of Life Assurance
9. Global Insurance Regulatory Frame work.

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#### Unit III: Life insurance – Features

1. LIC of India – Products ,Calculation of Premiums
2. Surrender Value ,Mathematics of life insurance
3. Mortality Tables, Risk Premium, Interest Table
4. Premium Calculations ,Factors determining premium
5. Group insurance and Pension plans
6. Health related insurance – Claims settlement
7. Life insurance products & Services in Europe, UK & USA

#### Unit IV: Global Non-life Insurance:

1. Principles & Practices Fire insurance – Standard fire policy
2. Marine – Cargo and Hull insurance – Types
3. Motor insurance – Liability insurance
4. Types of policies; Engineering insurance – Electronic equipment insurance
5. Burglary insurance – Underwriting Practices
6. Claims settlement in International Perspectives

#### Unit V: Risk management process

1. Risk identifications: perception of risk
2. Threat analysis, Even analysis, Safety Audit
3. Risk Management Methods – Contingency Planning
4. Risk Transfer – Captive Insurance agreements
5. Legal Aspects of Reinsurance – Reinsurance Markets
6. Risk Management techniques for global insurance market players

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#### Suggested Readings

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2. Arunajatesan, S.&Viswanathan, T. R. (2009). **Risk Management &Insurance**. Noida;Macmillan Publishers India Ltd.
3. Rejda, George E. (2010). *Principles of Risk Management and Insurance*. Boston; Pearson
4. Mishra, M.V. (2008). *Insurance Principles and Practice*. New Delhi; S.Chand

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### Choice Based Credit System (CBCS) in Light of NEP-2020

### MBA-INTERNATIONAL BUSINESS - III SEMESTER (2021-2023)

#### MIB305 CROSS CULTURAL MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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MIB305	DSE	Cross Cultural Management	60	20	20	-	-	3		-	3

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\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objective

1. Develop a cognitive framework to appreciate the impact of culture on managerial behavior and business processes.
2. Develop behavioral and cognitive skills to operate in the cultures of key countries

#### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### Course Outcomes

1. Present an overview and analyze different meanings and dimensions of culture.
2. Describe and analyze the impact of culture on business practices.
3. Explain and analyze the impact of national culture on organizational cultures.

#### COURSE CONTENT

##### Unit I: Introduction

1. Definition, Importance of Culture, Cultural differences
2. Introduction to the Global Business Environment and Cross Cultural Management
3. What disciplines study culture
4. What does culture have to do with business

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#### Unit II: Definitions and Models of Culture

1. Definitions and Models of Culture
2. Ways of describing cultural differences
3. The historical origins of beliefs and values

#### Unit III: Corporate and Professional Cultures

1. The Role of Regional, Industry, Corporate and Professional Cultures
2. Culture dimensions - Dimensions relating to people
3. Dimensions relating to time
4. Dimensions relating to the world

#### Unit IV: Culture and communication

1. Managing Knowledge across Borders
2. Culture and communication
3. How native language is influencing our way of communication
4. Non-linguistic communication
5. Use of Cross Cultural Management in Mergers and Acquisition

#### Unit V: Leadership and Cross-Cultural Teams

1. Leadership and Cross-Cultural Teams
2. Cross Cultural Communication & Negotiation
3. Corporate Social Responsibility in MNCs
4. Organizational culture, corporate culture
5. Models of corporate cultures, the role of corporate culture

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