



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-INTERNATIONAL BUSINESS - IV SEMESTER (2024-2026)

MIB403 SERVICE MARKETING AND CRM

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*				
MIB403	DSE	Service Marketing and CRM	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 Objectives

The objectives of the course are to expose students to the nature of retail and service markets and develop abilities to help them apply marketing concepts in these markets.

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. To familiarize the students with services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.
2. Understanding of those aspects of marketing that are of particular relevance to service producing organizations.

COURSE CONTENT

Unit I: Introduction

1. Services: Service Sector and Economic Growth
2. Service Concept
3. Characteristics and Classification of Service
4. Challenges and Strategic Issues in Service Marketing
5. Segmentation, Differentiation and Positioning of Services

Unit II Marketing Mix

1. Marketing Mix in Services Marketing
2. Product, Price, Place, Promotion, People
3. Physical Evidences and Process Decisions

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Unit III: Strategic Issues in Service Marketing

1. Service Differentiation and Positioning
2. Managing Service Quality
3. Productivity in Services

Unit IV: Customer Relationship Management Introduction

1. Meaning and Definition of CRM
2. Importance of CRM
3. Concept and Growth of Relationship Marketing
4. Scope of Relationship Marketing
5. concept of Lifetime Customer and Customer Loyalty
6. Benefits and difficulties of CRM

Unit V: CRM Process and Implementation

1. Introduction
2. Customer Development Process
3. Customer Retention
4. Customer satisfaction
5. Customer Retention Strategies
6. Customer Life Time Value
7. CRM process for B2B markets

Suggested Readings

1. Christopher, H. Lovelock (1996).*Service Marketing*. New Delhi; Prentice Hall of India
2. Shankar Ravi (1998).*Services Marketing*. New Delhi, Global press.
3. Reeder, Robert R., Brierty Edward G. and Reeder Betty H. (1998).*Industrial Marketing, Analysis, planning and Control*. New Delhi; Edward, PHI.

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MIB404 INTERNATIONAL BUSINESS LAW

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								CREDITS	
			THEORY			PRACTICAL		L	T	P		
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MIB404	DSE	International Business Law	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 provide insight into International Business Law and the legal systems of various countries. It also aims at providing learning to students about how firms' doing business between more than 185 countries are governed and regulated.

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 Outcome

Students will learn the role of international organizations in the process of regulating International business, as well as international treaties, conventions and agreements.

COURSE CONTENT

Unit I: Legal Framework

1. Foreign Trade Development and Regulations Act1992
2. The Customs Act, 1962
3. Foreign Exchange Management Act, 1999

Unit II: Contractual Relations

1. The Indian Contract Act, 1872
2. Sale of goods Act, 1930
3. The Conciliation and Arbitration Act, 1996 (special emphasis on International Arbitration conventions).

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Unit III: Intellectual Property Rights

1. The Patents Act, 1970
2. The Copyright Act, 1957
3. The Trademark and Merchandise Marks Act
4. The Designs and Trademark Ac
5. The Information Technology Act, 2000

Unit IV: Insurance

1. Marine Insurance Act
2. Carriage of goods Act

Unit V: Payments

1. Concepts like – Letter of Credit
2. Electronic transfer, provisions related to Income tax
3. sales tax, avoidance of double taxation
4. An overview of International Contracts: Licenses, Joint Ventures, Consultations, Foreign investment laws. Model: SCOR model

Suggested Readings

1. Gogna P. P. S. (2003). *A Textbook of Business and Corporate Law*. New Delhi; S. Chand and Company.
2. Bulchandani K. R. (1984). *Business Law*. New Delhi; Himalaya Publishing.
3. Singh,Avtar (2006). *Principles of Mercantile Law*. Luck now; Eastern Book Company.
4. Chandra, Bose (2008). *Business Laws*. New Delhi; Prentice Hall India.

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MIB406 COMMODITY, DERIVATIVES AND PRICE RISK MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								CREDITS	
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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MIB406	DSE	Commodity, Derivatives and Price Risk Management	60	20	20	-	-	3		-	3	

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Course Objective

The objective of this course is to explain to the student the risk return tradeoff and managing financial risk through the use of various derivatives. This also aims at making them understand operations of derivatives market including commodity derivatives.

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 various facet of overseas project management.
2. Equip students with the need, importance and application to international trade and business.

COURSE CONTENT

Unit I: Introduction to Derivatives

1. Introduction to Derivatives
2. Meaning of Forwards, Futures, Options and Swaps
3. Difference between Sport and Futures Markets
4. Difference between Futures and Forward contracts, types of orders
5. Evolution of commodity markets, Commodity markets of India

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MIB406	DSE	Commodity, Derivatives and Price Risk Management	60	20	20	-	-	3	-	3	

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Unit II: Commodity Futures in India and its Regulations

1. Commodity Futures in India and its Regulations
2. Evolution of Commodity Futures in India
3. The Kabra Committee Report
4. Commodity Futures Markets: The Economic Perspective
5. Regulatory Framework
6. Forward Contact Regulation Act, 1952
7. Forward Market Commission and its functions
8. Regulatory Measures evolved by the Commission
9. Proposed amendments to FC(R) Act, 1952

Unit III: Project Selection

1. Project Cash Flows
2. Time Value of Money
3. Cost of Capital, Appraisal Criteria and Analysis of Risk

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Unit IV: Overseas Project Appraisal

1. Techniques of Social Cost - Benefit Analysis
2. Shadow Pricing
3. Role of Documentation in International Project Selection

Unit V: Technical Analysis and Financial Analysis

1. Technical Analysis and Financial Analysis(Cost of Project, Working Capital Requirement & its Financing), Export Potential of India in Overseas Project (Sector wise analysis)
2. Financing of Overseas Project in respect of RBI Guidelines
3. Financial Analysis of a Project
4. Role of International Financial Institutions in Financing the Overseas Project

Suggested Readings

1. Chandra, Prasan (2008). **Project: Planning, Analysis, Selection, Financing Implementation & Review**. New Delhi; Tata McGraw-Hill Publishing Company Ltd.
2. Seth, A.K. (2000). **International Financial Management**. New Delhi; Galgotia Publications.
3. Gopalkrishnan P. and Rama MoorthyE. (2000). **Text book of Project Management**. New Delhi; McGraw Hill Publications.
4. Kerzner, Harold (1994). **Project Management: A Systems Approach to Planning, Scheduling and Controlling**. New Delhi; CBS Publications.
5. Anand, Rajiv (1995). **Project Profiles with Model Franchise Agency and Joint Venture Agreement**. New Delhi; Bharat Publications.

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MIB 409 NEW VENTURE PLANNING FOR ENTREPRENEURSHIP

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MIB409	DSE	New Venture Planning for Entrepreneurship	60	20	20	-	-	3	-	-	3

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Course Objective

This course aims to provide necessary input for entrepreneurial effort and planning the start of new venture to enable them to investigate, understand and internalize the process of setting up a business.

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. Understand the role of business managers.
2. Describe the interrelationship among the various functions of Management.
3. Develop a general management perspective.
4. Use analytical skills for decision-making.

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COURSE CONTENT

Unit I: Introduction

- 1 Concept of Entrepreneurship; Role of entrepreneurship in economic Development
- 2 Factors impacting emergence of entrepreneurship; Managerial vs. entrepreneurial approach
- 3 Types of Entrepreneurs, Characteristic of successful entrepreneurs
- 4 Entrepreneurship process, Women Entrepreneurs, Social entrepreneurship
- 5 Entrepreneurial challenges

Unit II: Entrepreneurship Development and Leadership

- 1 Types of startups, Entrepreneurial class Theories, Entrepreneurial training
- 2 EDP Programmes, Characteristics of entrepreneurial leadership, Components of Entrepreneurial Leadership
- 3 International Entrepreneurship- Opportunities and challenges; Entrepreneurial Challenges
- 4 Source of innovative ideas, Entrepreneurship and creativity
- 5 Techniques for generating ideas, Impediments to creativity.

Unit III: New Venture Planning

- 1 Methods to Initiate Ventures, Acquisition-Advantages of acquiring an ongoing venture and examination of key issues
- 2 Franchising- how a franchise works, franchising law, evaluating of franchising opportunities
- 3 Developing a Marketing plan-customer analysis, sales analysis and competition analysis
- 4 Steps in marketing research, Marketing Mix,
- 5 Business Plan-benefits of driver's perspectives in business plan preparation, elements of a business plan, Business plan failures.

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Unit IV: Financing Venture

- 1 Financing Stages; Sources of Finance,
- 2 Venture Capital, Criteria for evaluating new venture proposals
- 3 Evaluating Venture Capital- process
- 4 Sources of financing for Indian entrepreneurs

Unit V: Special Issues for Entrepreneurs

1. Legal issues – Forming business entity, considerations and criteria
2. Requirements for formation of a Private/Public Limited Company
3. Intellectual Property Protection- Patents, Trademarks and Copyrights
4. Importance for startups, Legal acts governing business in India
5. International entrepreneurship- opportunities and challenges
6. Intrapreneurship

Suggested Readings

- 1 Kumar, A. (2012). *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*. Pearson, India.
- 2 Hishrich, P. (1992). *Entrepreneurship: Starting, Developing and Managing a New Enterprise*. Publisher Homewood, IL: Irwin.

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