

SEMESTER II

BUSINESS, GOVERNMENT AND SOCIETY

Sub Code: 12MBA21	IA Marks : 50
No.of Lecture Hrs/week : 04	Exam Hrs. : 03 Hours
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Module I: The Study of Business, Government and Society (BGS) **(4 Hours)**

Importance of BGS to Managers – Models of BGS relationships – Market Capitalism Model, Dominance Model, Countervailing Forces Model and Stakeholder Model – Global perspective – Historical Perspective

Module II: The Dynamic Environment **(4 Hours)**

Historical Forces changing the Business Environment – Key environments of Business – Power dimensions of Business – Theoretical perspective – Sociological perspective

Module III: Corporate Governance **(8 Hours)**

Introduction, Definition, Market model and control model, OECD on corporate governance, A historical perspective of corporate governance, Issues in corporate governance, relevance of corporate governance, need and importance of corporate governance, benefits of good corporate governance, the concept of corporate, the concept of governance, theoretical basis for corporate governance, obligation to society, obligation to investors, obligation to employees, obligation to customers, managerial obligation, Indian cases

Module IV: Public Policies **(8 Hours)**

The role of public policies in governing business, Government and public policy, classification of public policy, areas of public policy, need for public policy in business, levels of public policy, elements of public policy, the corporation and public policy, framing of public policy, business and politics-levels of involvement, business, government, society and media relationship

government regulations in business, justification of regulation, types of regulation, problems of regulation

Module V: Environmental concerns and corporations (6 Hours)

History of environmentalism, environmental preservation-role of stakeholders, international issues, sustainable development, costs and benefits of environmental regulation, industrial pollution, role of corporate in environmental management, waste management and pollution control, key strategies for prevention of pollution, environmental audit, Laws governing environment

Module VI: Business Ethics (6 Hours)

Meaning of ethics, business ethics, relation between ethics and business ethics, evolution of business ethics, nature of business ethics, scope, need and purpose, importance, approaches to business ethics, sources of ethical knowledge for business roots of unethical behavior, ethical decision making, some unethical issues, benefits from managing ethics at workplace, ethical organizations

Module VII: Corporate Social Responsibility (6 Hours)

Types and nature of social responsibilities, CSR principles and strategies, models of CSR, Best practices of CSR, Need of CSR, Arguments for and against CSR, CSR Indian perspective, Indian examples

Module VIII: Business Law (14 Hours)

Law of contract, meaning of contract, agreement, essential elements of a valid contract, classification of contracts, proposal and acceptance, free consent, void agreements

Negotiable instruments act 1881: Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments – Promissory Notes, Bills of Exchange and Cheques. Parties to Negotiable Instruments, Negotiation, Presentment, Discharge and Dishonor of Negotiable Instrument, Law of agency, Bailment & Pledge:

Sale of goods act 1930: Definition of Sale, Sale v/s Agreement to Sell, Goods, price and Time, Condition and Warranties, Express and Implied Condition, “Doctrine of Caveat Emptor”, Performance of Contract of sale, Right of Unpaid Seller.

Intellectual property law, law relating to patents, law relating to copyrights, law relating to trade mark

Practical Component:

- Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
- A group assignment on “The relationship between Business, Government and Society in Indian Context and relating the same with respect the models studied in module 1.
- Case studies/Role plays related ethical issues in business with respect to Indian context.

RECOMMENDED BOOKS:

1. Business, Government, and Society: A Managerial Perspective, Text and Cases – John F. Steiner, 12/e, McGraw-Hill, 2011.
2. Business and Government – Francis Cherunilam, HPH.
3. Corporate Governance: principles, policies and practices – Fernando A. C, 2/e, Pearson, 2011.
4. Business Ethics and Corporate Governance - Ghosh B. N, Tata McGraw-Hill, 2012.
5. Business Law for Managers, Goel P. K, Biztantra, 2012.
6. Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Baxi C. V & Rupamanjari Sinha Ray, Vikas Publishing House, 2012.

REFERENCE BOOKS:

1. Business and Society - Lawrence and Weber, 12/e, Tata McGraw-Hill, 2010.
2. Business Ethics - Bajaj P. S & Raj Agarwal, Biztantra, 2012.
3. Corporate Governance - Keshoo Prasad, 2/e, PHI.
4. Corporate Governance, Ethics and social responsibility - Balachandran V, & Chandrashekharan V, 2/e, PHI, 2011.
5. Corporate Governance – Machiraju H. R, HPH.
6. Business Ethics and Corporate Governance – Prabakaran S, Excel Books.
7. Corporate Governance – Badi N. V, Vrinda Publications, 2012.
8. Civic Sense – Prakash Pillappa, Excel Books, 2012.

INTERNATIONAL MARKETING MANAGEMENT

Sub Code: 12MBAMM418	IA Marks : 50
No.of Lecture Hrs/week : 04	Exam Hrs. : 03 Hours
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Module I (7 Hours)

Framework of international marketing: Definition – scope and challenges – difference between international marketing and domestic marketing – the dynamic environment of international trade – transition from domestic to international markets – orientation of management and companies

Global e-marketing: The Death of Distance, communications, Targeting the individual customers, relationship marketing, interactivity, Speed to market, living in an age of technical discontinuities, new technologies change the rules of competition, components of the electronic value chain.

Module II (8 Hours)

Developing a global vision through marketing research: Breadth and scope of international marketing research – problems in availability and use of secondary data – problems in gathering primary data – multicultural research – a special problem – research on internet – a new opportunity – estimating market demand – problems in analyzing and interpreting research information – responsibility for conducting marketing research – communicating with decision makers. Identifying foreign markets – classification based on demand – based on the stage of development – other bases for division of world markets

Social and Cultural Environment: Basic aspects of society and culture, Approaches to cultural factors, Impact of Social and Cultural Environment on Marketing Industrial and Consumer Products

Module III (7 Hours)

Global marketing management – planning and organization: Global perspective – global gateways – global marketing management – an old

debate and a new view – planning for global markets – alternative market entry strategies – organizing for global competition

Module IV

(6 Hours)

Products and services for consumers: Quality – Green marketing and product development, products and culture – analyzing product components for adaptation– products for consumers in global markets, product development, product adaptation, product standardization, marketing consumer services globally – marketing of services, brands in international markets

Products and services for businesses

Demand in global business to business markets – quality and global standards – business services – trade shows' crucial part of business to business marketing – relationship markets in business to business context

Module V

(8 Hours)

Licensing, Strategic Alliances, FDI: Introduction, Licensing, Strategic Alliances, Manufacturing Subsidiaries, Entry Modes and Marketing Control, Optimal Entry Strategies.

Global Distribution

Introduction, Distribution as Competitive advantage, Rationalizing Local Channels, Wholesaling, Retailing, Global Logistics, Parallel Distribution, Global Channel Design

International retailing

International expansion of retailers – international retailing defined – retail format – variations in different markets – general merchandise: retailing – issues in international retailing

Module VI

(7 Hours)

Pricing decisions: Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and Positioning, price quotation – INCO terms – preparation of quotations.

Promotion Decisions

Promotions – international advertising – sales promotion in international markets – international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing

Module VII

(6 Hours)

Recent trends in India's foreign trade: Institutional infrastructure for exports promotions in India – India's trade policy – exports assistance – exports documentation and procedures including different stages of documentation

Globalization in India, Opportunities, Constraints and Initiatives

India - A Hub for Globalization, Globalization in India - Post Liberalization, India's Strengths, Strategies for Sustainable Competitive Advantage, Potential for Made in India, Major Globalization Initiatives from Indian Companies, WTO Regulations and their implications for India, Undesirable effects of globalization, Government Initiatives needed to foster globalization

Module VIII

(2 Hours)

The future of global marketing: Six major changes in global marketing

Case studies

(5 Hours)

Practical Components:

- Go to the web sites of companies like Coca Cola, Toyota, Nike etc: study their practices in India as well as their home country in the areas of technology, pricing, service, warranty, advertising etc.
- A toy manufacturer in Channapatna wants to export his toys to Bangladesh and USA. Based on internet research, what would you advise them regarding the 4 P's of marketing? If he is willing to change his designs too, what would you recommend?
- Study the progress of foreign MNC's who entered India alone (Yamaha, Ford, Hyundai etc) and those who went for a Indian partner (Toyota, Honda, Suzuki etc) and study their progress. Did it make any difference to have an Indian partner?
- Students can visit international franchises operating in India like Mc Donald, KFC, Pizza hut and so forth to get an insight about modes of internalisations covering challenges and prospectus for franchising.