

BUSINESS, GOVERNMENT AND SOCIETY

Subject Code	: 14MBA14	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To enable students to understand the challenges and complexities faced by businesses and their leaders as they endeavor maximize returns while responsibly managing their duties to stakeholders and society.
2. To help students to understand the rationale for government interventions in market systems.
3. To help students develop an understanding of Social Responsibility and make their own judgments as to the proper balance of attention to multiple bottom lines.
4. To help students develop the skills needed to work through ethical dilemmas

Module 1:

(8 Hours)

The Study of Business, Government and Society (BGS): 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 2:

(8 Hours)

Corporate Governance: 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 3:

(4 Hours)

Public Policies: 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 and levels of public policy.

Module 4:

(8 Hours)

Environmental concerns and corporations: 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 5:

(8 Hours)

Business Ethics: 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 behaviour, ethical decision making, some unethical issues, benefits from managing ethics at workplace, ethical organizations

Module 6:

(6 Hours)

Corporate Social Responsibility: 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 in Indian perspective, Indian examples.

Module 7:

(14 Hours)

Business Law: Law of contract - meaning of contract, agreement, essential elements of a valid contract. Law of agency- meaning, creation and termination of agency. Bailment and Pledge - meaning, rights and duties of bailor and bailee.

Negotiable Instruments Act 1881: Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments – Promissory Notes, Bills of Exchange and Cheques. Discharge and Dishonour of Negotiable Instruments.

Sale of Goods Act 1930: Definition of Sale, Sale v/s Agreement to Sell, Goods, Condition and Warranties, Express and Implied Condition, “Doctrine of Caveat Emptor”, Right and duties of Unpaid Seller.

Meaning, scope and objectives of - Intellectual property law, law relating to patents, law relating to copyrights, law relating to trade mark.

Practical Components:

1. Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
2. 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.
3. 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

Subject Code	: 14MBA MM412	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To introduce students to the international marketing management process, design and theories
2. To develop skills relating to the design of international marketing strategy.
3. To familiarize the essential ingredients of developing international marketing strategy
4. To provide basic knowledge about export – import business and countrywide implications

Module 1: (8 hours)

International Marketing – Definition and Scope – Reasons and Motivations – Global Vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India's foreign trade: an overview – Institutional framework for exports in India.

Module 2: (8 hours)

International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications
Global marketing environment – cultural Environment Political and Legal Environment
Economic Environment.- Modes of entry in to foreign business

Module 3: (8 hours)

India's Export – Import policy – procedure and Documentation - INCO terms - balance of trade and payments

Module 4: (8 hours)

International Product Policy and Planning – Pricing for exports and logistics – International Promotion: Advertising, other forms & Sales force – Selection of Channels and Distribution.

Module 5: (8 hours)

International Market selection – International Marketing Research – International marketing Planning and control.

Module 6: (8 hours)

International product decisions- International pricing decisions-International promotional decisions-Evaluation of international marketing performance- coordination of international marketing performance

Module 7: (8 hours)

International distribution strategy: International Channels – Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision – International Retailing – Role of Logistics

Practical Component:

You are required to develop a comprehensive international Marketing plan in this group project. Form groups of 4 members and follow the steps discussed below.

1. Pick a leading company-product combination of your choice.
2. Decide upon a country where your company-product combination will be marketed. The country selection decision would involve making a non-trivial comparison of the international marketing opportunities in at least two (or more) countries of the world where the chosen company currently does not have operations.
3. Select the best method of entry for doing business in this country and decide on the relevant market segments to target in the selected country and overall marketing approach.
4. Finally, develop a comprehensive international marketing plan and discuss upon decisions related to the 4Ps of marketing.
5. Review detailed guidelines for developing an international marketing plan
6. Analyse international marketing environment to understand opportunities and threats that a company underlying the behaviors of international consumers and business associates.
7. Conduct international marketing research to generate information on consumers, competitors and other aspects of the international marketing environment.
8. Select countries for international expansion and an appropriate method of entry for international markets ranging from indirect export to joint venture to foreign direct investment.
9. Market segmentation, targeting, and positioning strategy for international markets
10. Collect data to study globalization versus adaptation of marketing mix for international markets including product, pricing, distribution and promotion decisions.
11. Dealing with international associates, employees and partners including topics such as international business negotiations, personal management etc.

RECOMMENDED BOOKS:

1. Varshney and Bhattacharya, International marketing Management – An Indian Perspective, Sultan Chand & Sons, New Delhi.
2. Keegan, Global Marketing Management, Prentice Hall of India, New Delhi.
3. Philip Cateora and John Graham, International Marketing, Tata Mc Graw Hill, New Delhi.
4. D.C.Kapoor, Export Management, Vikas Publishing House, New Delhi.

REFERENCE BOOKS:

1. Essentials of International Marketing, Donald L. Brady, Jaico Publishing House, 1st Edition, 2011
2. Para Ram, Export: What, Where, How, Anupam Publishers, Delhi.

WORKPLACE ETHICS AND VALUE SYSTEMS

Subject Code	: 14MBA HR408	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To make students understand the meaning of good ethics, doing things right and the obstacles to making good ethical decisions
2. To enable students to identify and critically assess the principles and values they personally embrace and use in addressing the ethical issues which arise in their working lives.
3. To acquaint students with some of the major kinds of ethical problems encountered while performing work assignments and some possible ways of responding to them.

Module 1: (8 Hours)

Workplace Ethics: Introduction, Needs, Principals, Development of Personal Ethics, Workplace Ethics for Employees-Ethical behaviour in workplace- Professionalism, Ethical violations by employees, Employee Attitude and Ethics, Employee Etiquettes. Benefits of ethics in Workplace- employee commitment, investor loyalty, customer satisfaction, profits

Module 2: (8 Hours)

Conducting Professionalism at Workplace: Unethical Conduct for employees and employers. Factors leading to Unethical Behaviours. Different unethical behaviours. Measures to control unethical behaviours. Rewarding ethical behaviour

Module 3: (10 Hours)

Business Ethics and Corporate Governance: Overview of Business Ethics, Corporate Governance, Ethical issues in human resource management- The principal of ethical hiring, Firing, worker safety, whistle blowing, Equality of opportunity, Discrimination, Ethics and remuneration, Ethics in retrenchment. Ethical Dilemmas at workplace, Ethical issues in global business, corporate responsibility of employers.

Module 4: (8 Hours)

Workplace Privacy & Ethics: Watching what you say and what you do in the workplace, Hardware, Software and Spyware, Plagiarism and Computer Crimes, Convenience and Death of Privacy, Defence of employee privacy rights.

Module 5: (8 Hours)

Teamwork in the Workplace & Ethics: Teams, Elements of team, Stages of team development, team meetings, team rules, and teams work and professional responsibility, rules of professional responsibility, ASME code of ethics.

Module 6: (8 Hours)

Managing Change in Workplace through Ethics: Introduction to Change Management, Models of change, the Ethics of Managing Change, the role of ethics and responsibilities in

leading innovation and change, ethics based model for change management, ethics and risks of change management

Module 7:

(6 Hours)

Ethics, Discrimination and Harassment at Workplace: Discrimination, sexual harassment, Creating awareness about workplace harassment, Vishaka Dutta vs. State of Rajasthan – Supreme Court directions. Compulsory workplace guidelines.

Practical Components:

1. To solve case studies on Workplace Ethics
2. To visit organizations and find out the problems and causes for unethical behavior at workplace.
3. To visit organizations and find out the measures adopted to control unethical behavior of employees.
4. To compare and contrast the various ethical codes of conduct practiced in organizations.
5. To study the recent cases on breach of workplace privacy.

RECOMMENDED BOOKS:

1. Ethical Theory and Business, 8th Edition, Tom L. Beauchamp, Norman E. Bowie and Denis Arnold
2. Business Ethics, 9th Edition, O.C. Ferrell, John Fraedrich, and Linda Ferrell, Cengage Learning.
3. How technology is compromising Workplace Privacy, Fredrick S Lane 111, AMACOM Div American Mgmt Assn, 2003
4. Ethics in the Workplace, Dean Bredeson, Keith Goree, Cengage Learning, 2011.
5. Ethics in 21st Century, Mary Alice Trent, Oral Roberts University, Longman.
6. Ethics in workplace, Elizabeth P Tierney, Oak tree press
7. Ethics in Workplace: System Perspective, William F Roth, Pearson, 2014.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Subject Code	: 14MBA HR409	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. Critically analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices in multinational organizations
2. Compare, contrast and explain a variety of strategic approaches to the management of Human Resources in multinational organizations.
3. Apply concepts and knowledge about the range of Human Resource functions to the deployment of expatriate employees and expatriate failures on international assignments.
4. Critically evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational international organisations operating in various regions of the world.

Module 1:

(10 Hours)

Introduction to IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. SHRM: Evolution of MNE's, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture. Culture and employee management issues/ impact of Country culture on IHRM.

Module 2:

(7 Hours)

Strategies for International Growth: Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Becoming locally responsive: The roots of responsiveness, understanding diversity, responding to diversity, the challenges of localization. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.

Module 3:

(10 Hours)

International Workforce planning and staffing: International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.

Module 4:

(7 Hours)

Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training &

development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Module 5: (6 Hours)

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Module 6: (10 Hours)

International Compensation and International Employment Laws: International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, The International framework of Ethics and Labour standards, Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's, Non-Union worker representation.

Module 7: (6 Hours)

International Workforce and International HRIS: Working with multicultural and ethnic groups, Health and safety and International Assignees, Crisis Management, Global HR Shared Services, Managing HR in virtual organization, HRIS: Meaning, Role of IT in HR, Designing of HRIS, Applications of HRIS in Employee Management, Limitation of HRIS.

Practical Component:

1. Study the Socio-Political-Economic System in U.S, U.K, Japan and India and prepare a comparative analysis.
2. Visit an MNE organization and study the HR shared services operations performed.
3. Solve a case study to understand the challenges faced by organizations in evaluating the performance of international assignees.
4. Study and compare Recruitment, Selection and Training practices in various countries.
5. Study Indian and US legal aspects involved when deploying an employee on an International Assignment.

RECOMMENDED BOOKS:

1. International Human Resource Management - Monir H. Tayeb, Oxford University Press, 2005.
2. International Human Resource Management - Peter J. Dowling, Denise E. Welch, Cengage Learning
3. Human Resource Information Systems: Basics, Applications, and Future Directions: Basics, Applications, and Future Directions, Michael J. Kavanagh, Mohan Thite, Richard D. Johnson SAGE, 2011, 2/e
4. International Human Resource Management: Text and Cases By P. L. Rao, Excel Books, Reprint
5. International Human Resource Management: Policies and Practices By Dennis Briscoe, Randall Schuler, Ibraiz Tarique, Taylor & Francis, 2012, 4/e