

- Analyse international marketing environment to understand opportunities and threats that a company underlying the behaviors of international consumers and business associates.
- Conduct international marketing research to generate information on consumers, competitors and other aspects of the international marketing environment.
- 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.
- Market segmentation, targeting, and positioning strategy for international markets

#### RECOMMENDED BOOKS:

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

#### REFERENCE BOOKS:

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

### SEMESTER IV Finance Specialisation

*Sd/DEANE*  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR – 574 225

#### MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING

Subject Code	: 16 MBA FM401	IA Marks :20
Number of Lecture Hours/Week	: 03	Exam Hours: 03
Number of Lecture Hours	: 56	Exam Marks: 80
Practical Component	: 02 Hours/ Week	

#### Course Objectives:

- To facilitate understanding of corporate merger and acquisition activity and restructuring
- To communicate to the students the role that M&A plays in the contemporary corporate world.
- To understand how to use M & A as a strategic tool.
- To compare and contrast the various forms of corporate restructuring.
- To assess human and cultural aspects of M&A's.

#### Course Outcome:

At the end of the course, the students are able to:

- Understand corporate merger and acquisition activity
- Analyze the mergers & acquisition deals that have taken place in the recent past.
- Understand synergies of mergers & acquisition deals.
- Compute the valuation associated with M&A.
- Understand the human and cultural aspects of M&A's

**Unit 1:****(9 Hours)**

Mergers- types of merger- theories of mergers- operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders.

**Unit 2:****(7 Hours)**

M & A – A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix.

**Unit 3:****(10 Hours)**

Corporate restructuring – significance - forms of restructuring – joint ventures – sell off and spin off – divestitures – equity carve out – leveraged buy outs (LBO) – management buy outs – master limited partnership– Limited Liability Partnership (LLP) in India: Nature and 91 incorporation of LLP-De merger- strategic alliance- buyback of shares.

**Unit 4:****(8 Hours)**

Merger Process: Dynamics of M&A process - identification of targets – negotiation - closing the deal. Five-stage model – Due diligence– Types - due diligence strategy and process - due diligence challenges. Process of merger integration – organizational and human aspects – managerial challenges of M & A.

**Unit 5:****(12 Hours)**

Methods of financing mergers – cash offer, share exchange ratio – mergers as a capital budgeting decision Synergies from M&A: Operating and Financial synergy Accounting for amalgamation – amalgamation in the nature of merger and amalgamation in the nature of purchase- pooling of interest method, purchase method – procedure laid down under Indian companies act of 1956

**Unit 6:****(10 Hours)**

Takeovers, types, takeover strategies, - Takeover defences – financial defensive measures – methods of resistance – anti-takeover amendments – poison pills  
Legal aspects of Mergers/amalgamations and acquisitions/takeovers- Combination and Competition Act- Competition Commission of India (CCI), The SEBI Substantial Acquisition of Shares and Takeover code

**Practical component:**

- Pick up any latest M&A deal.
- Generate the details of the deal and then study the deal in the light of the following.
- Nature of the deal: merger, acquisition, or takeover. If it is a merger, what type of merger is it?
- Synergies likely to emerge to the combining and the combined firm(s) from the deal
- The valuation for the merger
- The basis for exchange rate determination

**RECOMMENDED BOOKS:**

- Mergers, Restructuring And Corporate Control, Fred Weston, Kwang S Chung, Susan E Hoag, 4/e, Pearson Education.
- Corporate Finance-Theory And Practice – AswathDamodaran – John Wiley & Sons.

- Takeovers, Restructuring And Corporate Governance, Weston, Mitchell And Mulherin - 4/e, Pearson Education, 2003.
- Mergers, Ramanujam et al, TMH, 2003.
- Advanced Accounts Vol. 2 – Shukla & Grewal, S.Chand & Sons.
- Mergers and Acquisitions, Rajinder S. Aurora, Kavita Shetty and Sharad R. Kale, Oxford University Press, 2011.

#### REFERENCE BOOKS:

- Value Creation from Mergers And Acquisitions, SudiSudarsanam – 1/e, Pearson Education, 2003.
- Merger Acquisitions & Corporate Restructuring – Chandrashekar Krishna Murthy & Vishwanath. S.R – Sage Publication.
- Mergers, acquisitions and Corporate Restructuring, NishikantJha, Himalaya Publishing House, 2011.
- Corporate Restructuring, Bhagaban Das, DebdasRaskhit and SathyaSwaroopDebasish, Himalaya Publishing, 2009.
- Business Legislation for Management, M.C. Kuchhal and VivekKuchhal, 4/e, Vikas Publishing House, 2013.

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### RISK MANAGEMENT AND INSURANCE

Subject Code	: 16MBA FM402	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

#### Objectives:

- To provide an understanding of different types of risk.
- To provide an understanding of the risk identification and measurement
- To give an overview of role of Insurance in risk management.
- To comprehend insurance contracts such as Life Insurance, general insurance and marine insurance.
- To provide an understanding of the management of insurance companies

#### Course Outcome:

At the end of the course, the students are able to:

- Understand the process of identifying the risk.
- Recognize the complexities involved in risk identification and measurement
- Be acquainted with the function of Insurance in risk management.
- Be aware of various types of insurance contracts.
- Understand working of insurance companies.
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#### Unit 1:

(10 Hours)

**Introduction to Risk Management and Risk Identification: Risk-Risk and Uncertainty-Types of Risk-Burden of Risk-Sources of Risk-Methods of handling Risk-Degree of Risk-Management of Risk**