

UNIVERSITY OF PUNE
FACULTY OF MANAGEMENT
POST GRADUATE DIPLOMA IN IMPORT & EXPORT MANAGEMENT (PGDIEM)
ONE YEAR, TWO SEMESTER PART TIME PROGRAMME
REVISED CURRICULUM w.e.f. A.Y. 2013-2014

1. TITLE OF THE PROGRAMME: POST GRADUATE DIPLOMA IN IMPORT & EXPORT MANAGEMENT (PGDIEM)

2. PREAMBLE: The revised curriculum for the PGDIEM programme is developed keeping in mind the changes in the practices of the industry, evolution in technology and the expectations of industry, students and faculty members at large.

3. INTRODUCTION: The Programme comprises of 2 Semesters.

3.1 Credits

The programme is a combination of:

- a) Full Credit Courses (100 Marks each) : 3 Credits each
- b) Half Credit Courses (50 Marks each) : 2 Credits each

Total Credits: 31 Credits (1000 Marks)

- a) 9 Full Credit Courses * 3 credits per course = 27 Credits
- b) 2 Half Credit Courses * 2 credits per course = 4 Credits

In terms of credits, for a period of one semester of 15 weeks:

- a) every ONE hour session per week of L amounts to 1 credit per semester
- b) a minimum of TWO hours per week of T amounts to 1 credit per semester,
- c) a minimum of TWO hours per week of P amounts to 1 credit per semester,

In the Credit system the emphasis is on the **hours put in by the learner and not on the workload of the teacher**. Each credit can be visualized as a combination of **3 components viz. Lecture (L) + Tutorials (T) + Practicals / Project Work (P) i.e. LTP Pattern**.

The effort of the learner for each Credit Point may be considered under two parts –

- a) The hours actually spent in class room / practical / field work instructions and
- b) The notional hours spent by the Learner in self-study, in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Teaching / learning sessions are to be interpreted in a broader perspective as follows:

- a) Teaching – Learning Processes: Classroom sessions, Group Exercises, Seminars, Small Group Projects, etc.
- b) Evaluation: Tutorials, Class Tests, Presentations, Field work, Assignments, etc.

3.2 Adoption of Credit and Grading System

As per national and international trends, it is proposed to adopt the Credit and Grading System for the PGDIEM programme.

Salient features of the grading system:

1. Learners are placed in ability bands that represent a range of scores. These ability bands may vary according to the number of categories for the classification of the performance of the learners. This ability range may be designated with alphabetical letters called as GRADE.
2. The system of awarding grades would provide a more realistic picture of learner's ability than the prevailing marking system.
3. Grading is a far more satisfactory method than the numerical marking system as it reflects an individual learner's performance in the form of a certain level of achievement.
4. The Grading system ensures natural classification in qualitative terms rather than quantitative terms since it expresses a range /band of scores to which a learner belongs such as O,A,B,C,D,E & F
5. The award of grades provides a permanent record of the learner's growth and development that might be helpful for institutions of higher education for allocating seats for prospective employers.
6. Grading does not require making fine distinctions in performance when no such distinctions actually exist.
7. It is based on a realistic concept of 'errors of measurement'.
8. Grades are relatively free from extraneous factors like difficulty of the examination, examiner bias, nature of the subject being examined, etc.
9. Grades can be interpreted easily and directly and can be used to prepare an accurate 'profile' of a learner'

Basics of Credit and Grading System: Grading, is a method of reporting the result of a learner's performance subsequent to his evaluation. It involves a set of alphabets which are clearly defined and designated and uniformly understood by all the stake holders. A properly introduced grading system not only provides for a comparison of the learners' performance but it also indicates the quality of performance with respect to the amount of efforts put in and the amount of knowledge acquired at the end of the course by the learners.

It is proposed to use the **Indirect and Absolute Credit and Grade Point System for the PGDIEM programme**, i.e. the assessment of individual Courses in the concerned examinations will be on the basis of marks, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the **overall evaluation shall be designated in terms of Grade.**

3.3 Session Duration: Each teaching-learning, evaluation session shall be of 60 minutes.

4. ELIGIBILITY: A student seeking admission to this course must have the following qualifications:

- 1) Bachelor's degree of any statutory University or other recognized foreign university.
- 2) Any diploma awarded by Board of Technical Education of any State Government or Central Government (post SSC three years' Diploma with 2 years post Diploma experience or post HSC two years' Diploma with one year post Diploma experience)

5. EXAMINATION: Pattern of Examination: The evaluation scheme comprises of:
a) University Evaluation (50 Marks)
b) Concurrent Evaluation (50 Marks)

5.1 University Evaluation: There shall be University evaluation for each full credit course as per the time table announced by the University. There shall be a Written Examination (subjective – concept plus case study / application oriented type) for 50 marks by the University for each Full Credit Course.

5.1.2 Instructions to External Paper Setters / Chairman / Examiners: For University evaluation (Written Examination – subjective type of 50 marks) of each full credit course the question pattern shall be as follows:

Question Paper Pattern:-

- 1) There shall be five questions each of 10 marks.
- 2) All questions shall be compulsory with internal choice within the questions.
- 3) A Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

Questions shall be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The questions setter shall ensure that questions covering all skills are set. The questions setter shall also submit model answer and a detailed scheme of evaluation along with the question paper.

The duration of written examination shall be 2 hours. Students shall be provided a single answer sheet of 16 pages. They must ensure that their responses fit within the provided answer sheet. Additional supplements shall not be provided.

5.2 Concurrent Evaluation: There shall be Concurrent evaluation for 50 marks for each full credit course. Half credit courses shall be evaluated for 50 marks through Concurrent evaluation. As a part of concurrent evaluation the students shall be *evaluated on a continuous basis* by the Institute to ensure that student learning takes place in a graded manner. *There shall be no University evaluation for half credit courses.*

Suggested components for Concurrent Evaluation (CE) are:

1. Case Study / Caselet / Situation Analysis – (Group Activity or Individual Activity)
2. Class Test
3. Open Book Test
4. Field Visit / Study tour and report of the same
5. Small Group Project & Internal Viva-Voce
6. Learning Diary
7. Scrap Book
8. Group Discussion
9. Role Play / Story Telling
10. Individual Term Paper / Thematic Presentation
11. Written Home Assignment
12. Industry Analysis – (Group Activity or Individual Activity)
13. Literature Review / Book Review
14. Model Development / Simulation Exercises – (Group Activity or Individual Activity)
15. In-depth Viva
16. Quiz

Detailed record of the Concurrent Evaluation shall be maintained by the Institute. The same shall be made available to the University, on demand.

Marks for the concurrent evaluation must be communicated by the Institute to the University before the commencement of relevant Semester Examination.

5.3 Project: During the Second Semester each student shall undertake a *Project*. The student shall submit a written structured report based on work done during this period.

Project may be research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task / assignment / project / etc. in an organization / industry.

Since most students enrolled for the PGDIEM programme are expected to be working students, such working students may complete the Project at their workplace.

The report should be well documented and supported by –

1. Executive Summary
2. Organizational profile
3. Outline of the problem/task undertaken
4. Research methodology & data analysis (in case of research projects)
5. Relevant activity charts, tables, graphs, diagrams,
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate styles.

It should reflect the nature and quantum of work undertaken by the student. *The learning outcomes and utility to the organization must be specifically highlighted.* The completion of the Project shall be certified by the Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ etc.) shall also certify the Project work.

The student shall submit **TWO hard copies & one soft copy (CD)** of the project report before 31st March in Sem IV.

In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper.

There shall be an external viva-voce for the Project for 100 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and one internal faculty member nominated by the Director.

The External viva-voce panel shall evaluate the project based on:

1. Actual work undertaken by the student
2. Student's understanding of the organization and business environment
3. Outcome of the project
4. Utility of the project to the organization
5. Basic analytical capabilities

Copies of Project report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

5.4 Standard of Passing: Every candidate must secure at least Grade E in Concurrent Evaluation as well as University Examination as separate heads of passing for each course.

Diploma Requirements:

- a) **Earned Credits:** The Diploma requirements for the PGDIEM programme is completion of 31 earned credits.
- b) **Final Grade Point Requirement:** A student must obtain the Final Grade Point of a minimum of 00.50 to be eligible for award of the PGDIEM diploma.

5.4.1 Conversion of Marks to Grade Points & Grades: The marks shall be converted to grade points and grades using Table I below.

Table I: Points Grading System

Sr. No.	Marks	Grade	Grade Point
1	100 – 75	O - Outstanding	06
2	74 – 65	A – Very Good	05
3	64 -55	B – Good	04
4	54 – 50	C – Average	03
5	49 – 45	D – Satisfactory	02
6	44 – 40	E – Pass	01
7	39 - 0	F – Fail	00

The description of the final grades shall be as follows:

O: Outstanding (Excellent Analysis of the topic - 75% and above)

Accurate knowledge of the primary material, wide range of reading, logical development of ideas, originality in approaching the subject. Neat and systematic organization of content, elegant and lucid style.

A: Very Good (Excellent Analysis of the topic - 65 to 74 %)

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

B : Good (Good Analysis and treatment of the topic - 55 to 64 %)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

C : Average (Some important points covered – 50 to 54%)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, good language or clear expression.

D: Satisfactory (Some points discussed – 45 to 49%)

Basic knowledge of the primary material, some organization of content, acceptable language or expression.

E: Pass (Any two of the above – 40 to 44%)

F: Fail (None of the above – 0 to 39%)

The performance of a student will be evaluated in terms of two indices, viz.

- Semester Grade Point Average (SGPA)* which is the Grade Point Average for a semester
- Cumulative Grade Point Average (CGPA)* which is the Grade Point Average for all the completed semesters at any point in time.

Semester Grade Point Average (SGPA): At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the student has passed, the weights being the credit values of respective courses.

SGPA = Grade Points divided by the summation of Credits of all Courses.

$$\text{SGPA} = \frac{\sum \{C * \text{GPI}\}}{\sum C} \quad \text{for a semester.}$$

Where GPI is the Grade and C is credit for the respective Course.

Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the student has passed up to the current semester.

Cumulative Grade Point Average (CGPA) for the Entire Course

$$\text{CGPA} = \frac{\sum \{C * \text{GPI}\}}{\sum C} \quad \text{for all semesters taken together.}$$

Where GPI is the Grade and C is credit for the respective Course.

IMPORTANT NOTE:

If a student secures F grade in either or both of Concurrent Evaluation or University Evaluation for a particular course his /her credits earned for that course shall be ZERO.

5.5 Scaling Down of Concurrent Evaluation Scores: The marks obtained by the student for the Concurrent Evaluation components conducted by the Institute, in the Full Credit Courses, in Sem I and Sem II, shall be scaled down, to the required extent, if such percentage of marks are more than 20% of the marks scored in the University Examination for the respective course.

The marks obtained by the student in Half Credit Courses are not subject to scaling down.

5.6 Attendance: The student must meet the requirement of 75% attendance per semester per course for granting the term. The Director shall have the right to withhold the student from appearing for examination of a specific course if the above requirement is not fulfilled.

5.7 ATKT Rules: Candidate has to earn credits for a course in not more than 4 attempts. Admission for the PGDIEM programme shall be valid for 3 Academic Years.

5.8 Award of Grade Cards: The University of Pune under its seal shall issue to the student a grade card on completion of each semester. The final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme for obtaining the degree.

Final Grades: After calculating the SGPA for an individual semester and the CGPA for entire programme, the value shall be matched with the grade in the Final Grade Points

Table (as per Table II) and expressed as a single designated GRADE such as O, A, B, C,D,E,F.

Table II: Final Grade Points

Sr. No.	Grade Points	Grade
1	05.00 to 6.00	O - Outstanding
2	04.50 to 04.99	A – Very Good
3	03.50 to 04.49	B – Good
4	02.50 to 03.49	C – Average
5	01.50 to 02.49	D – Satisfactory
6	00.50 to 01.49	E – Pass
7	00.00 to 00.49	F – Fail

A student who secures grade E or above in a course is said to have completed /earned the credits assigned to the course. A student who has completed the minimum 31 credits required for the PGDIEM programme shall be declared to have completed the programme.

NOTE:

The Grade Card for the final semester shall indicate the following, amongst other details:

- a) Grades for concurrent and university evaluation, separately, for all courses offered by the student during the entire programme along with the grade for the total score.
- b) SGPA for each semester.
- c) CGPA for final semester.
- d) Total Marks Scored out of Maximum Marks for the entire programme, with break-up of Marks Scored in Concurrent Evaluation and University Evaluation.
- e) Marks scored shall not be recorded on the Grade Card for intermediate semesters.
- f) The grade card shall also show the 7 point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.
- g) The final GPA shall not be printed unless the student earns the minimum 31 credits required for earning the PGDIEM diploma.
- h) B Grade is equivalent to atleast 55% marks.
- i) If the GPA is higher than the indicated upper limit in the three decimal digit, then the student may be awarded higher final grade e.g. a student getting a GPA of 4.492 may be awarded grade A.

5.9 External Students: There is no provision of external students.

5.10 Verification / Revaluation: Students can avail the verification / revaluation facility as per the prevailing policy, guidelines and norms of the University of Pune.

6. STRUCTURE OF THE PROGRAMME: The programme is a combination of:

- a) Full Credit Courses (100 Marks each) : 3 Credits each
- b) Half Credit Courses (50 Marks each) : 2 Credits each

Spread of Full & Half Credit Courses:

Semester	Full Credit Courses (100 Marks) (A)	Half Credit Courses (50 Marks) (B)	Total Courses (C = A + B)
I	4	2	6
II	5	0	5
Total	9	2	11

The programme has 9 Full Credit Courses (100 Marks each) and of 3 Credits each.

The programme has 2 Half Credit Courses (50 Marks each) and of 2 Credits each. Thus the entire programme has 11 Courses of 31 credits in all.

6.1 Programme Structure for Post Graduate Diploma In Import & Export Management (PGDIEM)

Semester I					
Course Code	Course	Concurrent Evaluation	University Evaluation	Total	Credits
101	Indian Economy and Trade Dependencies	50	50	100	3
102	Export & Import Procedures	50	50	100	3
103	International Marketing	50	50	100	3
104	Global Logistics & Supply Chains	50	50	100	3
105	Business Communication	50	0	50	2
106	Information Technology	50	0	50	2
	TOTAL	300	200	500	16
Semester II					
Course Code	Course	Concurrent Evaluation	University Evaluation	Total	Credits
201	International Business Environment	50	50	100	3
202	International Financial Management	50	50	100	3
203	International Marketing Research	50	50	100	3
204	WTO and Intellectual Property Rights	50	50	100	3
205	Project	00	100	100	3
	TOTAL	200	300	500	15

6.2 Medium of Instruction: The medium of Instruction & Evaluation shall be English.

7. EQUIVALENCE OF PREVIOUS SYLLABUS WITH THE REVISED SYLLABUS: The equivalence of the previous syllabus with the revised syllabus is provided below.

	Existing Pattern		Revised Pattern
	SEMESTER I		
101	Managerial Economics	101	Indian Economy and Trade Dependencies
102	Exim policy & Export Procedure Documentation	102	Export & Import Procedures
103	Marketing Management	103	International Marketing
104	Quantitative Techniques	104	Global Logistics & Supply Chains
105	Computer Awareness	106	Information Technology
106	India's Export-Import Trade Since 1951-52	102	Export & Import Procedures
	SEMESTER II		
201	International Economics	201	International Business Economics
202	International Finance & Foreign Exchange Management	202	International Financial Management
203	International Market Research	203	International Marketing Research
204	Export Management & Import Management	204	WTO and Intellectual Property Rights
205	Foreign Language	--	--
206	Project	205	Project

8. UNIVERSITY TERMS: The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. The terms can be kept only by duly admitted students. The present relevant ordinances pertaining to grant of terms will be applicable.

9. COURSE WISE DETAILED SYLLABUS: Course wise detailed syllabus along with recommended text books, reference books, websites, journals, etc. is provided in Annexure I.

Note:

- In the detailed syllabus, Number of Sessions indicated are as follows: 7 + 1 indicates 7 teaching sessions and 1 evaluation sessions. Kindly note that the numbers indicated are indicative and not prescriptive.*
- Faculty members and students should refer to the latest edition of the relevant books, wherever such latest editions are available.*

ANNEXURE I

Semester	I	Credits	3
Course Code	101	Course Type	Full Credit Course
Course Title	Indian Economy & Trade Dependencies		

Course Objectives:	
1	To explore students to the diversity of issues prevalent in the Indian Economy.
2	To provide insights to the students about the trade related issues of the Indian Economy.
3	To make students realize the importance of trade in the present globalized era.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Indian Economy : Alternative Development Strategies – Trends in National Income, Growth and Structure since 1991 - New Industrial Policy 1991 – Recent changes in Trade Policy - Competition Policy - Public Sector Reform - Privatization and Disinvestments – Progress of Human Development in India	7 + 1
2	Planning and Economic Development : Redefining the Role of the State – Human Capital Formation in India – Problem of Foreign Aid – Economic Reforms and Reduction of Poverty – Measures to Remove Regional Disparities	7 + 1
3	Indian Industries : Review of Industrial Growth under 10 th and 11 th Five year plan - Growth and present state of IT industry in India – Outsourcing, Nationalism and Globalization – Small Sector Industrial Policy	5 + 1
4	a) Foreign Trade : Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991. b) Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows – Role of Special Economic Zones (SEZ)	10 + 1
5	India in the Global Setting : India in Global Trade – Liberalization and Integration with the Global Economy – Globalization Strategies – India's Foreign Exchange Reserves – Convertibility of the Rupee – WTO and India.	6 + 1

Learning Resources:		
1	Text Books	Indian Economy by Datt & Sundharam, 61 st Edition, S Chand Indian Economy by Misra & Puri, 4 th Edition, Himalaya Publishing
2	Reference Books	India's Economic Development Since 1947 3rd Ed. Editor : Uma Kapila
3	Supplementary Reading Material	Foreign Exchange Handbook by H.P Bharadwaj. World Development Reports (Recent years) Economic Times Daily Business Standard Daily The Hindu Business Line
4	Websites	http://www.wto.org/ http://www.imf.org/external/index.htm http://indiabudget.nic.in/
5	Journals	Economic and Political Weekly Foreign Trade Review Global Business Review International Trade Forum International Trade Journal Journal of Economic Perspectives Journal of International Trade & Economic Development Journal of Asian Business Monthly Statistics of International Trade World Affairs: the Journal of International Issues

Semester	I	Credits	3
Course Code	102	Course Type	Full Credit Course
Course Title	Export & Import Procedures		

Course Objectives:

1	To understand various category of exports
2	To understand the import and export procedure
3	To understand the documentation needed for import and export

Syllabus:

Unit Number	Contents	Number of Sessions
1	Preparation for exports: Registration of firms with authorities, PAN No., IE code, BIN No., EPC, Central Excise etc.,. Category of exports: Direct, indirect, third party exports. Category of exporters: Manufacturer exporter, merchant exporter, EOU/ SEZ/ Biotech Parks/ Export Houses 5 categories, Trading Houses, Super Trading, Star Trading Houses. Soft Ware Tech Parks India.	7 + 1
2	Export benefits: Duty drawback, advance authorization scheme, duty free import authorization, duty exemption entitlement scheme, export promotion capital goods (EPCG), duty entitlement pas book scheme, market development assistance, focus product, focus marketing, market access initiative, complete documentation and procedures for export clearance, conditions in a letter of credit, types of bill of ladings.	7 + 1
3	Import management, procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments.	7 + 1
4	Terms of Delivery, Inco terms. Import policy ITC HS. Role of a customs house agent and freight forward agents. Type of customs duties, valuation rules.	7 + 1
5	Complete documentation and procedures for import clearance at sea port. Custom clearance of imports by sea and air documents, procedures. etc. Imports under various imports notification issued by customs.	7 + 1

Learning Resources:

1	Text Books	Foreign Trade Policy Volume I & II. How to Export by Nabhi Publication. How to Import by Nabhi Publication Export Import procedure –documentation and Logistics, C Rama gopal, New age publications
2	Reference Books	Handbook of Procedures Volume I – II – III SION-DEPT Schedule. Export Import procedure and documentation, Kushpat Jain, Oscar Publications Delhi

		Export-Import and Logistics Management, Usha Kiran Rai, PHI Learning Pvt. Ltd
3	Websites	http://www.customs.gov.au/site/ www.eximbankindia.com http://india.visahq.in/customs/

UNIVERSITY OF PUNE

Semester	I	Credits	3
Course Code	103	Course Type	Full Credit Course
Course Title	International Marketing		

Course Objectives:	
1	To familiarize students with concepts and practice of International Marketing
2	To appreciate the importance of Global Marketing in today's marketing environment and business climate
3	To know various concepts like EPRG framework, Hofstede Dimensions, Glocalization

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to International Marketing: Scope, concept, drivers , challenges, opportunities, EPRG framework, Domestic Vs Global Marketing	7 +1
2	International Marketing Environment: Overview, Economic environment, political environment, Legal and statutory framework, Socio-cultural Environment Need for environmental analysis, country risk analysis, Cultural variability, The Hofstede Dimensions	7 +1
3	International Marketing strategy Decision: International marketing research, practices and challenges- Need , Definition , Scope, research process, decision support System International Marketing STP: Global market segmentation- Micro and Macro segmentation, Targeting Global consumers- Target marketing decision , positioning. International Marketing Plan and Entry Mode selection- Develop a International marketing strategy, decision on global entry mode International Distribution- a) Issues related to Global distribution, middle men involved in global distribution, facilitations of International distribution and logistics b) International Retailing- definition, Retail formats, issues in global retailing	7 +1
4	Managing the International Marketing Mix: International Product and Price Strategy - Products and services- standardization vs. adoption, global localization, Global branding and country of origin, product services and culture protecting brand name, International product mix, New product development, packaging domestic Vs. export packing International pricing strategy:- Pricing decisions and internal challenges Environmental – related challenges and pricing , International pricing decisions	7 +1
5	Managing the Global Marketing Mix-Global Promotional Mix and Global Distribution: International promotional Mix- Promotional mix, the international communication process ,Advertising –Standardized, local , global, Personal selling- international presence and personal issues-	7 +1

	Managing international employees successfully managing expatriates, Publicity and PR, Sales promotion: consumer sales promotion, International Trade promotion, Global Marketing Strategy: Implementation , organizing and controlling Global Marketing operations	
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Learning Resources:		
1	Text Books	Dana-Nicoleta Lascu (2007), International Marketing , Biztantra, New Delhi Cateora, Graham(2005), International Marketing, Tata McGraw-Hill, New Delhi Warren J Keegan, Mark Green(2005), Global Marketing , Pearson Education, New Delhi Francis Cherunilam (2003) , International Marketing, Himalaya Publishing House, Mumbai Varshney , Bhattacharya(1996) , International Marketing Management, S Chand Sons, New Delhi
2	Reference Books	Michael R. Czinkota, Illka A. Ronkainen, International Marketing, South-Western College
3	Supplementary Reading Material	J M Dewan, K M Sudarshan (2003),International Marketing Management, Discovery Publishing House, New Delhi
4	Journals	Journal of Global Marketing

Semester	I	Credits	3
Course Code	104	Course Type	Full Credit Course
Course Title	Global Logistics & Supply Chains		

Course Objectives:

1	To get acquainted with global dimensions of logistics management
2	To introduce basic operational aspects i.e. procedure, documentations & related legal aspects of global logistics

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction to Global Logistics :International Logistics Development, International Trade Logistics Chain, Shipper's Logistics Requirements in trade, 7R's of Logistics Management, 5 P's of Logistics, International Commercial Terms – Use of Incoterms in a Contract, Incoterms Laws. Logistics and Documentation: Consular Invoice, Commercial Invoice, Certificate of Origin, certificate of Value, Bill of Lading, Cargo Manifest or Packing List, Health Certificate, Import license, Insurance Certificate, Export Declaration Forms. Transportation: Modes of transportation, Transport and Communication, Transport activities and Land Use, Transport, Energy and the Environment. Air Cargo: Transportation of goods through Air, Transportation Infrastructure, World Air Cargo growth, Benefits of Airfreight, Airport classification, International Airports of India, Types of Aircraft, Unit loading devices, Airport Charges, International Country Codes.	7+ 1
2	Carriage of Goods by Land: Motor Vehicles Act, 1988, Central Motor Vehicles Rules, 1989, Carriers Act, 1865 – Definition of common carrier, Scheduled and Non Scheduled Goods, Railways Act, 1989 – Railway's liability, Merits and Demerits of Railway Transportation, Railway Freight rates. Carriage of Goods by Sea & Ocean Freight & Freight Calculations: Ocean Shipping Methods, Ocean Freight or Tariff rates, Freight rates terminology used in international shipments, Freight surcharges, Freight Rebates, Conference Discounts, Contract Shippers, Weight or Measure in the Freight Cost Calculation, Freight Adjustments – Currency Adjustment Factor (CAF), Bunker Adjustment Factor (BAF). Types of Ships: Mail and Supply Ships, Expedition Ships, Coasters, Bulk Carriers, Tankers, Refrigerated Vessels and Reefers, Livestock carriers, LNG Carriers, Car Carriers, Container Ships, Heavy lift Vessels, Tugs, Ro-Ro Vessels.	7 + 1
3	Shipping Formalities: Booking Shipping Space, Conference Shipping, Non-conference Shipping, Charter Shipping, Charter Party, Shipping Storage, Ocean Shipping procedure. Shipping Intermediaries: Function and Roles of Custom Brokers, Freight	7 + 1

	Forwarders and Consolidators, Shipping Agents, Stevedores. The Major Port Trusts Act, 1963. Shipping Corporation of India: Products and Services, Bulk Carriers, LNG Carriers, STS Lighterage Operations	
4	Major Ports in India: Present Policy, Privatization Policy, Indian Port Policy Reform, Major Ports in India – Chennai, Cochin, Ennore, JNPT, Kandla, Mormugao, Mumbai, Paradip, NMPT, Pipavav, Tuticorin, Visakhapatnam Important Sea Routes: Northern Sea route, North Atlantic Route, Mediterranean Route, Panama Route, Baltic Sea Route, Indian Ocean route, Cape Route, South Atlantic Route, North Pacific Route. International Chamber of Shipping ,World’s Major Ports: Major Ports and Port codes, Seaports of the world.	7 + 1
5	Containerization: Origin of containerization, Origin of TEU, Container sizes dimensions and capacity, Container Flavours, Swap Bodies, Other considerations, Registration, Container Classification numbers, Lift/Stacking fittings, Movement of containers, Recent Developments – Coltainer, Cargo sprinter, Safety of container ships, Container Classification – General Cargo service, Specific cargo service, Unit Load Device, Rating – Tare Mass and Pay load of Containers, Marking and Identification of Containers. Benefits of containerization. Inland Container Depots & Container Freight Stations: Functions, Benefits, Requirements for successful ICD/CFS, Designs and Layout, Equipping the ICD/CFS, Procedures for approval and implementation. Concor – The Multimodal Logistics Professionals.	7 + 1

Learning Resources:		
1	Text Books	Logistics Management for International Business – Text and Cases, by Sudalaimuthu and Anthony Raj, PHI, 2009 Edition. Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis, Wiley India, 2006
2	Reference Books	Global Logistics – New Directions in Supply Chain Management, Edited by Donald Waters, Kogan Page, Fifth Edition
3	Supplementary Reading Material	Logistics in International Business by Rajiv Aserkar, Shroff Publishers, 2 nd Edition.
4	Websites	http://www.logisticsworld.com/ http://www.inboundlogistics.com/cms/ http://www.thelogisticsoflogistics.com/2012/12/best-logistics-websites-2013/ http://www.transportlogistic.de/en http://www.scdigest.com/typelist.php?colid=news http://www.mckinseyquarterly.com/Operations/Supply_Chain_Logistics http://www.choicesmagazine.org/2005-4/supplychain/2005-4-14.htm
5	Journals	International Journal of Logistics Management

	Foreign Trade Review International Trade Forum International Trade Journal
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UNIVERSITY OF PUNE

Semester	I	Credits	2
Course Code	105	Course Type	Half Credit Course
Course Title	Business Communication		

Course Objectives:

1	To enable the students become aware of the importance of managerial communication and the need to master it in order to successfully function in their day-to-day work
2	To enable them to acquire some of the skills that are routinely needed

Syllabus:

Unit No.	Contents	Number of Session
1	Introduction to Business Communication: Meaning, Importance & objectives - Principles of Communication, forms of communication, Communication Process, Barriers of effective communication, Techniques of effective communication., Importance of Effective Communication In Organization Organizational Structure & Communication Process	5 + 1
2	Other Communication Skills:- Body Language, Gestures, Postures, Listening Skill, Observation. Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.	5 + 1
3	Effective Presentations: Principles of Effective Presentations, Principles governing the use of audiovisual media	5 + 1
4	Business Correspondence: Importance of Effective Writing Essential Features of Business Writing Business letters: Application Letters, Inquiries, Circulars, Acknowledgments Complaints, Claims & adjustments, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Email etiquettes: Formal and informal emails, E-mail Writing	5 + 1
5	Reports: Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, organization reports by individual, News report Introduction, Report Writing, Basic Features of a Report ,Types of Reports, Planning the Report Writing the Report, Difference Between Report & Proposal, Writing Business Proposals	5 + 1

Learning Resources:

1	Text Books	Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
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2	Reference Books	Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
3	Supplementary Reading Material	Adair, J. (2003). Effective Communication. Pan McMillan. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago
4	Websites	-
5	Journals	Journal of Business Communication

UNIVERSITY OF PUNE

Semester	I	Credits	2
Course Code	106	Course Type	Half Credit Course
Course Title	Information Technology		

Course Objectives:

1	To familiarize the students with advanced computer concepts.
2	To provide the necessary skills to understand and efficiently use various commonly used software and specialized packages.
3	To familiarize students with the emerging areas in information technologies

Syllabus:

Unit Number	Contents	Number of Sessions
1	Management Information System: What is MIS?, Importance of MIS, Evaluation of MIS, Computers and MIS, Organizational Structure, Logical Foundations of MIs, Typical Management Information Systems, Futures of MIS, Decision Support System (DSS): Introduction, Definition, evaluation of DSS, Model Management, DSS Generators, Multicriteria Modeling.	5 + 1
2	Introduction to E- commerce : Meaning and concept – E-commerce v/s Traditional Commerce- E- Business & E-Commerce – History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of Ecommerce – Supply chain management & E – Commerce.	5 + 1
3	Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce – E- Business Infrastructure – The internet – Intranets and Extranets – World Wide Web – Voice over IP (VoIP) – The Internet Standards – The HTTP Protocol – Audio and Video Standards –Managing E-Business Infrastructure – Web services and Service-oriented architecture – (SOA) – New access devices – future of the internet infrastructure.	5 + 1
4	Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics.	5 + 1
5	Legal and ethical issues in E- Commerce: Security issues in E- Commerce- Regulatory frame work of E- commerce	5 + 1

Learning Resources:

1	Text Books	Management Information System- Waman Jawdekar, 4 th Edition, Tata McGraw Hill
2	Reference Books	Management Information System-Terry Lucey, 9 th edition E-Commerce , Business Technology, Society, by Kenneth Laudon, Carol Traver, Pearson
3	Supplementary Reading Material	E-Commerce- an Indian Perspective, P.T.Joseph, 2 nd Edition , PHI Publication
4	Websites	www.inderscience.com/ijitcc
5	Journals	ICFAI Journal of Information Technology E-Business <i>International Journal of Information Technology</i>

Semester	II	Credits	3
Course Code	201	Course Type	Full Credit Course
Course Title	International Business Environment		

Course Objectives:

1	To help students understand the nature scope and structure of International Business
2	To explore students to various policy perspective in international regulatory environment.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Environmental Context of International Business: Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business decisions. Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.	7 + 1
2	International Financial Environment: Foreign investments -Pattern, Structure and effects; Movements in foreign exchange and interest rates and then impact on trade and investment flows.	7 + 1
3	International Economic Institutions and Agreements: WTO, IMF, World Bank UNCTAD, Agreement on Textiles and Clothing (ATC), GSP, GSTP and other International agreements; International commodity trading and agreements.	7+ 1
4	Multinational Corporations and their involvement in International Business: Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances.	7 + 1
5	Regional Economic Groupings in Practice: Regionalism vs. multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation. Emerging Developments and Other Issues: Growing concern for ecology; Counter trade; IT and international business.	7 + 1

Learning Resources:

1	Text Books	Bennet, Roger, International Business, Financial Times, Pitman Publishing, London, 1999. Bhattacharya, B., Going International: Response se Strategies of the Indian Sector, Wheeler Publishing, New Delhi, 1996. Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth, 1999.
2	Reference	Danoes, John D. and Radebaugh, Lee H., International Business:

	Books	Environment and Operations, 8th ed., Addison Wesley, Readings, 1998. Griffin, Ricky W. and Pustay, Michael W, International Business: A Managerial Perspective, Addison Wesley, Readings, 1999. Hill, Charles W. L., International Business, McGraw Hill, New York, 2000.
3	Supplementary Reading Material	Business Standard Daily The Hindu Business Line
4	Websites	http://www.wto.org/ http://www.imf.org/external/index.htm
5	Journals	Asian Economic Bulletin

Semester	II	Credits	3
Course Code	202	Course Type	Full Credit Course
Course Title	International Financial Management		

Course Objectives:	
1	To make the students aware about the operations in foreign exchange market
2	To sensitize the student with complexities of managing finance of multinational firm
3	To understand the regulatory framework within which the operations can take place

Syllabus

Unit Number	Contents	Number of Sessions
1	Meaning, definition, scope:- Overview of International Finance - International Monetary System – International Financial Institutions – Development Banks – Balance of Payment	7+1
2	Foreign exchange market and instruments:- Foreign Exchange Markets – Exchange Rate Determination and International Parity Conditions – Derivatives - Foreign Currency Futures and Options – Management of Foreign Currency Exposure – Translation Exposure, Transaction Exposure, Economic Exposure	8 + 1
3	Financial Management of Multinational Firm Financial Management of a Multinational Firm – Financing Multinational Operation - Cost of Capital and Capital Structure – Capital Budgeting – Working Capital Management – Country Risk Analysis – International Taxation – International Accounting Standards – International Alliances Acquisitions	8+1
4	Regulatory Framework Regulatory Framework of international finance- Indian Perspective - FEMA, foreign trade policy, role of RBI, rupee convertibility, EOU/STPI, SEZ, EPZ - International perspective - Federal bank, European Central Bank, ICC guidelines.	8+1
5	Sources of International Finance Sources of international finance - Trade settlement methods - Export Finance - Buyers' credit and supplier's credit - International receivables and cash management - ECB, FCCB, ADR, GDR, FDI - Syndication.	4+1

Learning Resources:		
1	Text Books	International Financial Management, MadhuVij, Excel Books Multinational Financial Management, R M Srivastava, Excel
2	Reference Books	International Finance, P.G. Apte, Tata McGraw Hill
3	Supplementary Reading Material	International Finance : Shapior
4	Websites	International Monetary Fund
5	Journals	Indian Journal of International Business and Finances

UNIVERSITY OF PUNE

Semester	II	Credits	3
Course Code	203	Course Type	Full Credit Course
Course Title	International Marketing Research		

Course Objectives:	
1	To highlight the significance of International Marketing Research and provide a compressive understanding the research process
2	To develop an in-depth knowledge of the challenges associated in conducting market research internationally
3	To understand the simple and advanced data analysis for International Marketing Research
4	To make sound marketing decisions on the basis of collected and analyzed data

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction: Nature and scope of marketing research; marketing research in international context-importance, complexities and issues; Organizational framework for international marketing research; International Marketing Information System (IMIS).	7+1
2	Marketing Research Process: An overview; problem identification and definition; Preparing research proposal; Exploratory, descriptive and experimental research designs; international secondary data sources; Primary data collection methods and complexities of data collection in international marketing research; Online data sources and research.	7+1
3	Questionnaire preparation : etic and emit dilemma; Sample design – sampling methods and sample size determination; Fieldwork and data collection; Sampling and non-sampling errors.	7+1
4	Multi – country Data Analysis and Interpretation: Data editing and coding preliminary data analysis, Univariate and multivariate data analysis techniques- Discriminate analysis, factor and conjoint analysis: (including application software). Issues in multi-country data analysis-Data comparability and validity problems; Report preparation and presentation.	7+1
5	Cross-cultural Consumer research : Attitude measurement and scaling techniques; Product research; Advertising research; International market opportunity analysis; Ethical issues in international marketing research.	7+1

Learning Resources:		
1	Text Books	International Marketing Research by V. Kumar, Pearson Education, 1st ed. Aaker, David A, V. Kumar arki George S Day, Marketing Research, John Wiley and Son, New York, 2001. Boyd, Harper w., et al Marketing Research: Text -Cases, Irwin, Homewood Illinois.
2	Reference Books	International Marketing Research by Craig & Douglas, Wiley, 3rd ed. Green, P.E. et al, Research for marketing Decisions, Prentice Hall of India Ltd., Malhotra, Naresh K., International Marketing Research - An Applied Orientation, 3rd ed., Person Education Asia.
3	Supplementary Reading Material	Alex Rialp, Josep Rialp (2006), "International Marketing Research: Opportunities and Challenges in the 21st Century", International Marketing Research (Advances in International Marketing, Volume 17), Emerald Group Publishing Limited, pp.1-13
4	Websites	http://as.wiley.com
5	Journals	International Journal of Market Research

Semester	II	Credits	3
Course Code	204	Course Type	Full Credit Course
Course Title	WTO and Intellectual Property Rights		

Course Objectives:	
1	To familiarize students with concept of GATT
2	To understand-Meaning and scope of IPR

Unit Number	Contents	Number of Sessions
1	Introduction to WTO: Protectionism, Formation of GATT, Objectives ,relevance of GATT, Weakness of GATT. Major Milestones of GATT, Reforms of the nineties, Dunkel Draft , WTO & India	5 + 1
2	Structure and Functions of WTO: Preamble of WTO, Structure of WTO, different committees, Decision making process of WTO , Basic Principles, Benefits of WTO , Multifibre Agreement , WTO and Exports. B)Trade Related Investment Measures- Notified Terms , Trade distorting TRIMs , TRIMS and Developments, TRIMs and India, Inalienable rights of member countries C) Safeguards against Dumping , countervailing , Duty- Safeguard measures , abolishing safeguard action, provision of GATs, AD action most popular, Anti-Dumping , Antidumping , investigation community interest	9 + 1
3	WTO- Dispute Settlement Mechanism: Introduction , Objective of GATT. Dispute Settlement body, Dispute settlement system, stages in dispute settlement , Analysis of trade disputes brought to the WTO, Specific suggestion by India,. Dispute settlement understanding and covered agreements- legal relationship among covered agreements, bilateral agreement, European court of Justices' Decision vis-à-vis GATT panel Decision, Uruguay Round Agreements Act 1994.	7 + 1
4	Meaning of IPR, scope : A)Expansion of IPR Under WTO- TRIPs , components of IPRs copyrights and related rights, trademarks, service marks , patent, geographical indications, industrial design. Conditional information and trade secrets Introduction, Scope of undisclosed information, advantages of trade secret protection, Disadvantages of trade secretes WTO trips . agreement related to undisclosed information protection of trade secrets in India	7 + 1
5	Evolution & development of IPRs at international and national level International regime of IPR- related to Industrial property, Related to patents- Interconvention for protection of new varieties of plants, patent cooperation, ,Budapest, Relating to trade mark – Madrid agreement ,Relating to copyrights Relating to geographical indications Relating to Industrial designs ,National regime of IPRs	7 + 1

Learning Resources:		
1	Text Books	WTO. Structural functions, tasks challenges ,Kumar Rotnesh , Deeps Deep Publications Pvt. Ltd, 2003. Intellectual property Rights & the Law, Dr. G.B. Reddis, Gogia Law Agency Hyderabad WTO Dispute Settlement & Developing Countries, M.B. Rao and Manjula guru Law Relating to IPR, Dr. M.K. Bhandari, Central Law Publications
2	Reference Books	WTO and Indian perspective ,Jayanta Bagchi, Eastern Law House, J.K. Mittal,.D. Raju.WTO and India , A critical Study of its first decade, new Era law publication.
3	Websites	http://www.wto.org/ http://nyulaw.libguides.com/wto_gatt http://www.worldtradelaw.net/
4	Journals	1.Journal of International marketing 2.Global Business Review

Semester	II	Credits	3
Course Code	205	Course Type	Full Credit Course
Course Title	Project		

Course Objectives:	
1	To understand the practical application of the theoretical concepts
2	To get the feel of business practices followed in International Business

During the Second Semester each student shall undertake a *Project*. The student shall submit a written structured report based on work done during this period.

Project may be research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task / assignment / project / etc. in an organization / industry.

Since most students enrolled for the PGDIEM programme are expected to be working students, such working students may complete the Project at their workplace.

The report should be well documented and supported by –

1. Executive Summary
2. Organizational Profile
3. Outline of the problem/task undertaken
4. Research methodology & data analysis (in case of research projects)
5. Relevant activity charts, tables, graphs, diagrams,
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate styles.

It should reflect the nature and quantum of work undertaken by the student. *The learning outcomes and utility to the organization must be specifically highlighted.* The completion of the Project shall be certified by the Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ etc.) shall also certify the Project work.

The student shall submit **TWO hard copies & one soft copy (CD)** of the project report before 31st March in Sem IV.