MBA (Hospital & Health Care Management) Part-II Sem-IInd 2201-Hospital Organization and Planning

Course Overview

The basic objective of the subject is to find out the solutions of number of questions, that need to be answered and the number of decisions, that need to be made with respect to the hospital organization and planning. At the end of the course, the students should be able -(1) to understand the concepts of Hospital Planning (2) to familiar with the concepts of aspects of an organizational design. (3) to knowledge about the Hospital Hazards: General patient and staff safety in hospitals.

GROUP-I:

Introduction to Hospital Planning: Definition of a hospital (including difference of hospital from other business organizations, classification of hospitals, Overview of various types of specialty — clinical and supportive services required in a hospital depending on its size); Changing systems of Health services. Planning a new hospital-Principles guiding planning, Steps of planning (including feasibility report, detailed project report and market survey), Financial planning/ equipment planning, Operational/functional/ master plans, Permanent hospital organization.

Designing: The Design team- constituents, how to choose it and functions of all members, Design development (drawings- small scale, working), (documents-specifications/ tender), (site plan/ bed distribution), Principles/ general features of planning, Preparing for operational readiness, Commissioning, Inauguration, Various processes of architecture.

GROUP-II:

Organization: Definition, Four aspects of an organizational design, Purpose of an organization, Constituent elements of an organizational structure, Various designs of organization structure or Organizational charts, Dual line of authority, The Organization triad, Delegation of authority or span of management, Roles and responsibilities of a hospital CEO.

Disaster Management: Basics of Disaster Management and Mass Casualties, Phases of a Disaster, the concept of Triage in a Disaster, Disaster Preparedness- pre-hospital and hospital plan, Disaster alertness in hospital. Disaster Management Planning, organization and implementation. Hospital Hazards: General patient and staff safety in hospitals; Fire safety; Hospital hygiene; Control of Hospital Acquired Infections.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation. Research-based methodology, innovative instructional methods, extensive use of technology in the classroom, online modules of MOOCS, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings, encouraging in the class discussions, and live project-based learning.

Case/Class Discussions:

Students will work in a group to prepare a brief write-up, due before the start of class covering the case study. Questions in the case study would include the quantitative analysis of the problem-solving and decision-making.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class.

Texts and Readings:

- B.M. Sakharkar: Principles of Hospital Administration & Planning, Jay Pee Publications.
- G.D. Kunders: Hospitals Facilities Planning and Management, Tata McGraw Hill.
- Thomas L. Scraty, Kevin P. Kerrus and Luis G. Vargas: Analytical Planning-The Organization of Systems
- Chandorkar: Hospital Administration and Planning, Paras Medical Publishers.
- Syed Amen Tabish: Hospital and Nursing Homes Planning, Organization and Management, Jay Pee Publishers

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. <u>The instructions for external examiners</u> would be as follows:-

MBA (Hospital & Health Care Management) Part-I Sem-II 2202-BUSINESS RESEARCH DESIGN AND METHODS

Course Overview

The objective of this course is to have a general understanding of research methodology and statistics as applicable to business management and its use and relevance in areas of management research. While mathematical material will be covered, the major goal is for the students to develop a set of skills and tools which will be important in their management careers. At the conclusion of the course, students should be able to: (1) develop the skills to identify the appropriate statistical techniques for the analysis of data; and (2) learn how to collect, analyze, present and interpret research data.

Course Syllabus

GROUP-I:

Research Methodology: Objectives, Role & Scope in Management Research, Process of Research; Research **Designs**: Exploratory, Descriptive & Experimental Research Designs and their Applications;

Sampling Design: Concepts, Types and Their applicability;

Scaling Techniques including Likert, Thurston, Semantic Differential Scaling Techniques, etc. **Tools & Techniques of Data Collection:** Primary & Secondary; Classification & Tabulation of Data.

Introduction to Statistics, Statistics & Business Research, Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion, Coefficient of Variance; Skewness & Kurtosis: Concept and Measures.

GROUP-II:

Correlation Analysis: Simple, Partial & Multiple (Elementary); **Regression Analysis:** Concept & Measures, Linear Regression.

Elementary Probability Theory: Concepts, Definitions and Problems. Probability Distributions: Binomial, Poisson and Normal Distributions;

Testing of Hypothesis: Concepts like Types of Hypothesis, Significance Level, Degrees of Freedom, Errors in Hypothesis Testing, Procedure of Testing Hypothesis etc.; Statistical Tests: Chi-square Test, t-Test, ANOVA – 1-Way and 2-Way;

SPSS and Report Presentation: Use of Statistical Package for Social Sciences, Report Writing - Mechanics of Report Writing, Preliminary Pages, Main Body and Appendices including Bibliography, Diagrammatic and Graphical Presentation of Data.

Pedagogy:

The instructor is expected to use leading teaching approaches by applying various techniques such as simulations, resource material from various quality international journals and magazines. Instructor should adopt periodic evaluation of students through objective tests, presentations, case studies etc. Emphasis should be on providing real time industry illustrations and combine them with appropriate theory.

Case/Class Discussions:

Assignments in the form of case studies could be provided to a group of students and discussed in class. Purpose should be to make students think and apply various techniques taught in the class to practical scenarios.

Class Participation:

Attendance will be taken by the instructor after every class. Class participation would be recorded for each student by the instructor.

Text and Readings:

Focus should be on class room teaching supported by material from various recommended books in addition to material provided by the instructor. Some of the recommended books for the course is:

- Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press, New Delhi,
 2nd Edition.
- Amir D. Aczel & Jayavel Sounderpandian, *Business Statistics*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
- Donald R. Cooper & Pamela S. Schindler, *Business Research Methods*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 9th Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. <u>The instructions for external</u> examiners would be as follows:-

MBA (Hospital & Health Care Management) Part-I Sem-II 2203- Financial Management

Course Overview

The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise. This course also highlights the emerging issues of corporate restructuring, mergers and acquisition decisions. At the end of the course, the students should be able to - (1) understand the concept of financial system and financial management (2) know about the working capital management, leverage, capital structure and corporate restructuring.

Course Contents

Group-I:

Financial Management: An Overview, Goals and Functions of Finance

Financial System: Assets, Markets, Intermediaries and Regulatory Framework. Capital Market and Money Market.

Concepts in Valuation: Time Value of Money, Present Values, IRR, Bond Returns, Return from Stock Market Investments.

Capital Investment Decision-making: Principles of Cash Flows, Discounted and Non-discounted Cash Flow Techniques for Appraising Capital Investments, Risk Analysis in Capital Budgeting.

Group-II:

Working Capital Management: An Overview, Determinants, Working Capital Cycle, Management of Cash, Receivables and Inventories. Financing Working Capital needs.

Leverage: Operating Leverage and Financial Leverage. Cost of Capital.

Capital Structure and firm's value: Theories, MM Hypothesis, Optimization of Capital Structure, Capital Structure Planning.

Dividend Policy: Dividend Policy and Firm's Value, Dividend Policy in Practice.

Corporate Restructuring: Mergers and Acquisitions, Motives, Considerations and Regulations.

Note: Students will receive an input of minimum 40 (class) contact hours in each paper. In addition, students are also required to undertake a variety of practical assignments and group work under the supervision of the faculty in every paper.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation, innovative instructional methods, extensive use of technology in the class room, online modules of MOOCS and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings and exercises, encouraging in class discussions and live project-based learning.

Case/Class Assignment:

 Every student is required to undertake a case study or an assignment. The student should choose a topic from the course contents on which he/she will prepare a report which will be evaluated by the teacher.

Class Participation:

- Attendance will be taken in each class. Class participation is scored for each student for each class.
- **Text and Readings:** Students should focus on material presented in lectures. The mandatory text should be used to provide further explanation and examples of concepts and techniques discussed in the course.

Recommended Texts:

- Khan and Jain (2018) *Financial Management-Text, Problems and Cases,* Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 8thEdition.
- Richard A. Brealey and Stewart C. Meyers (6th Edition) *Principles of Corporate Finance,* Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe (2017) *Corporate Finance*, McGraw-Hill Education, New Delhi, 11thEdition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. <u>The instructions for external</u> examiners would be as follows:-

MBA (Hospital & Health Care Management) Part-I Sem-II 2204-MARKETING MANAGEMENT

Course Overview

The objective of this course is to develop the ability in the students to define and analyze the marketing problems through the formulation of marketing objectives, policies, programmes and strategies. At the end of the course, the students should be able to - (1) understanding the concept of marketing, marketing information system and consumer behavior (2) analyzing the emerging issues in the marketing.

Course Syllabus

GROUP-I:

Nature, Scope and Concepts and Orientations of Marketing: Marketing Tasks, Modern Concepts of Marketing, Marketing Environment and Environment Scanning,

Marketing Information Systems and Marketing Research: Strategic Planning in Marketing Management, Understanding Consumer and Industrial Markets

Consumer Behavior: Factors Influencing Consumer Buying Behaviour, Impulsive and Compulsive buying behavior, Buying Process, Market Segmentation, Targeting and Positioning.

Product Decisions: Product Mix, Product Life Cycle, New Product Developments. Branding and Packaging Decisions. Pricing Methods and Strategies.

GROUP-II:

Promotion Mix Decisions: Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing. Managing the Sales Force. Marketing Organization. Channel Management: Types & Functions, Selection, Cooperation, Conflict Management, Vertical Marketing Implementations and Systems, Marketing Logistics,

Emerging Issues in Marketing: Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, Nucleus Marketing, Viral Marketing.

Note: Students will receive an input of minimum 40 (class) contact hours in each paper. In addition, students are also required to undertake a variety of practical assignments and group work under the supervision of the faculty in every paper.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation, innovative instructional methods, extensive use of technology in the class room, online modules of MOOCS and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings and exercises, encouraging in class discussions and live project based learning.

Case/Class Discussion Assignments:

• Students will work in groups of up to four to prepare a brief write-up, due before the start of each class, covering the case study or class material to be discussed in the next session. Questions may include a quantitative analysis of the problem, facing the decision-maker in the case.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Text and Readings: students should focus on material presented in lectures. The text should be used to provide further explanation and examples of concepts and techniques discussed in the course:

Recommended Texts:

- Kotler Philip & Armstrong, G. (2007) *Principles of Marketing*, Prentice-Hall of India, New Delhi.
- Kotler Philip (2007). Marketing Management, Prentice-Hall of India, New Delhi.
- Kotler Philip & Keller (2006) Principles of Marketing, Prentice-Hall of India, New Delhi.
- SaxenaRajan (2005). *Marketing Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 3rd Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. <u>The instructions for external</u> <u>examiners</u> would be as follows:-

MBA (Hospital & Health Care Management) Part-I Sem-II 2205-MANAGEMENT OF HUMAN RESOURCE

Course Overview

The course is designed to give an understanding of the various aspects of the management of human resources, their interaction in the execution of managerial functions and facilitating learning of various concepts and skills required for utilization and development of these resources for organizational functions. At the end of the course, the students should be able to - (1) understand the Concept of human resource management and human resource planning (2) Know about the methods and techniques of performance appraisal and potential evaluation.

Course Content

GROUP-I:

Human Resource Management (HRM): Concept, Scope, Functions, Importance of Personnel Management, Environment Scanning, Building up Skills for Effective HR manager. Global HRM. Organization of Personnel Department and its Relationships with Other Departments. HR In: Information Technology Firms, Mergers and Acquisitions. Integrating HR strategy with Business Strategy, Personnel Policies.

Human Resource Planning: Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.

Job Analysis: Meaning and Objectives, Analyzing Work and Designing Jobs.

Recruitment and Selection: Methods of Manpower Search and Selection of Human Resources. Induction, Placement, Socializing, Promotion and Succession. Managing Separations and Right-sizing.

GROUP-II:

HR Training and Development: Executive Development and Training Manpower.

Employee Retention: Meaning, Factors Responsible for High Turnover, Employee Retention Strategies.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal. Methods and Techniques of Performance Appraisal and Potential Evaluation.

Motivation in Action: Empowerment, Quality of Work Life, Problem Employees.

Incentives: Concept and Importance, Sharing Productivity Gains and Profits, Employee Stock Option Plans.

Grievance: Concept of grievance handling, how to handle grievances. Disciplining and Counseling of Employees.

Industrial Relations: Concept and Present State of Industrial Relations. A brief idea of Trade Unionism. Industrial Unrest and Remedial Measures.

Note: Students will receive an input of minimum 40 (class) contact hours in each paper. In addition, students are also required to undertake a variety of practical assignments and group work under the supervision of the faculty in every paper.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation, innovative instructional methods, extensive use of technology in the class room, online modules of MOOCS and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes. The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings and exercises, encouraging in class discussions and live project based learning.

Case/Class Discussion Assignments:

• Students will work in groups of up to four to prepare a brief write-up, due before the start of each class, covering the case study or class material to be discussed in the next session. Questions may include a quantitative analysis of the problem, facing the decision-maker in the case.

Class Participation:

• Attendance will be taken in each class. Class participation is scored for each student for each class.

Text and Readings: students should focus on material presented in lectures. The text should be used to provide further explanation and examples of concepts and techniques discussed in the course:

Recommended Texts:

- Edwin B. Flippo (6th Edition). Personnel Management, McGraw-Hill Book Company.
- Raymond Noe, Wright, Gerhart& Hollenbeck (2007). *Human Resource Management Gaining A Competitive Advantage*, Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition.
- Garry Desseler (10th Edition) *Human Resource Management*, Prentice-Hall of India Pvt. Ltd., New Delhi.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet.
- The minimum marks for passing the examination for each semester shall be 40% in aggregate as well as a minimum of 40% marks in the semester-end examination in each paper.
- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. <u>The instructions for external examiners</u> would be as follows:-

MBA (Hospital & Health Care Management) Part-I Sem-II 2206-SUPPLY CHAIN MANAGEMENT

Course Overview

The objective of this course is to acquaint the students with the concepts and tools for analyzing, designing and improving the supply chain in an organisation and also to understand the changing distribution scenario.

At the end of this course, the students should be able (1) to understand the supply chain management. (2) To familiar with the concept of retailing. (3) to understand the concept of transport decisions.

Course Content

Group-I:

Introduction to Supply Chain and Its Role and Objectives. Logistics Strategy and Planning. Logistics and Customer Service. Lotics Product - Nature of Product, Functional vs. Innovative Products, Product Life cycle- Product Characteristics.

Retailing- Role of Information, Information Flow, and Information Sources, Internal Information, External Information. Information Systems in Retail Logistics - Logistics, Distribution Center, Outsourcing, Store vs. Distribution Center Delivery, Pull vs. Push Logistics Strategies.

Group-II:

Strategic Advantages of Information Systems in Logistics - Improved Product Availability, Improved Assortment, Improved Return on Investment. Co-ordination in the Supply Chain - Bull whip Effect. Transport Decisions - Modal Choice, Vehicle Routing and Scheduling. Network Design Decisions. Inventory Decisions - Pull and Push Types of Systems. Sourcing Strategy. Supply Chain Performance – SCOR model.

Pedagogy:

Extensive use of technology in the class rooms, Online modules of MOOCs, Research-based teaching, use of concerned articles from journals and magazines.

Case/Class Discussions:

Students will work in a group to prepare a brief write-up, due before the start of class, covering the case study. Questions in the case study would include the quantitative analysis of the problem-solving and decision-making.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class.

Text and Readings:

Students should focus on material presented in lectures. The text should be used to provide further explanation and examples of concepts and techniques discussed in the course

- Robert B. Handfield, Ernest L. Nichols(1998). *Introduction to Supply Chain Management*. Prentice Hall of India, New Delh.
- James, A. O'Brien(2005). *Introduction to Information Systems*. Tata McGraw-Hill Publishing Co. Ltd., New Delhi, .
- Sunil Chopra and Peter Meind (2008). Supply Chain Management, Pearson Education, 3rd Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. <u>The instructions for external</u> <u>examiners</u> would be as follows:-

MBA (Hospital & Health Care Management) Part-I Sem-II 2207-SEMINAR ON INTERNATIONAL BUSINESS ENVIRONMENT & MANAGEMENT

Course Overview

Seminars promote thinking and creativity among students as they participate in the discussions. The interactive environment ensures a much deeper understanding of the material that would otherwise be missed during an ordinary class. Employers are demanding graduates with excellent communication (written, oral and listening) skills. Thus, a student presentation in a classroom becomes an important element in delivering positive learning experiences. Seminars help students to collect, inquire, organise & construct information. The various new concepts in International business environment and management would be taken up in presentations by the students in this class.

Course Syllabus

GROUP-I:

International Business: An Overview - Types of International Business; The External Environment, The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns.

Recent World Trade and Foreign Investment Trends; Balance of Payments Accounts and Macro-economic Management; Theories and Institutions: Trade and Investment - Government Influence on Trade Investment.

Determination of Trading Partner's Independence, Interdependence and Dependence; World Financial Environment.

Cross-national Cooperation and Agreements; Tariff and Non-tariff Barriers; Regional Blocks; International production; Internationalization of Service Firms; Operation Management in International Firms;

Group-II:

World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Offshore Financial Centers; International Banks.

Non-Banking Financial Service Firms; Stock Markets.

Global Competitiveness; Export Management; Licensing; Joint Ventures Technology and Global Competition.

Globalization and Human Resource Development; Globalization with Social Responsibility.

World Economic Growth and the Environment; Country Evaluation and Selection; International Business Diplomacy. Negotiating an International Business.

Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach.

Pedagogy:

The instructor would be guiding students in preparing seminar reports and presentations. Each student has to select a topic from the broad areas outlined in the syllabus. Seminar report has to be submitted in the form of hard copy by each student and they are supposed to present it in individually in the class. Students are supposed to make effective presentations by using multimedia (PowerPoint Presentations, Audio and Visuals).

Class Participation:

Class participation includes asking questions to the presenter after presentation is over and also adding views to the topic. (By the class as well as by the Teacher). Class participation is scored for each student for each class.

Recommended Texts and Readings: Students should go through various research papers, articles and newspapers to make their seminar report. Following text books can be used for their reference:

- Uberoi, N. K., Environmental Management, Excel Books, New Delhi, 2004.
- SubbaRao, P., International Business Text and Cases, Himalaya Publishing House, Mumbai, 2012.
- Varma, S., *International Business*, Pearson Education, New Delhi, 2012

Scheme of Examination:

- English shall be the medium for report writing and presentation.
- Seminar subject carries 100 marks of internal assessment and there will be no external examination for subject. The break-up of 100 marks is as follows:
 - a. Report Writing -25 marks
 - b. Presentation -25 marks
 - c. Question Handling-15 marks
 - d. Class Participation / Attendance- 25 marks
 - e. Chairperson- 5 marks
 - f. Reporting- 5 marks
- The minimum marks for passing the examination for each semester shall be 40% in aggregate.
- A minimum of 75% of classroom attendance is required.