



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: International Accounting Practices (IAP)

Subject Code: 1519301

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Component	Outcome	Learning Outcome
Business Environment and Domain Knowledge (BEDK)		<ul style="list-style-type: none"> <li>Acquaintance with concepts of financial and cost accounting</li> <li>Learn the methodology and techniques for application of cost and managerial accounting and information in the formation of policies and in the planning and control of the operations of the organization.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)		<ul style="list-style-type: none"> <li>Define the needs of the various users of accounting data and demonstrate the ability to communicate such data along with knowledgeable recommendations.</li> <li>Understand various costing methods to take effective Strategic Managerial Decision</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)		<ul style="list-style-type: none"> <li>Ability to prepare financial statements in accordance with Generally Accepted Accounting Principles.</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<p><b>International Accounting (Theory)</b> Meaning and Concept of Accounting and its Changing Role, Development of International Accounting, Scope of International Accounting, Importance and Difficulties of International Accounting, Users of Accounting Information</p> <p><b>Accounting Principles &amp; GAAP (Theory)</b> Accounting Concepts and Conventions, Role of Financial Accounting Standard Board (FASB), US GAAP and Indian GAAP, International Financial Reporting Standards (IFRS) and Ind.-AS. Concept of XBRL Reporting for Global Financial Reporting, Issues in international disclosure.</p>	5	14
<b>II</b>	<p><b>Accounting Process (Theory &amp; Numerical)</b> Journal, Ledger Posting and Trial Balance, Final Accounts (including Vertical Corporate Balance Sheet and P&amp;L Account) with Adjustment Entries</p> <p><b>Techniques of Financial Statement Analysis (Theory &amp; Numerical)</b></p>	15	21



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	<ul style="list-style-type: none"> <li>• Comparative Statement</li> <li>• Common-Size Statement</li> <li>• Trend Analysis</li> <li>• Ratio Analysis</li> </ul>		
III	<p><b>International Taxation (Theory)</b> International Tax Planning, Objectives of International Taxation, International Taxation Policy, Tax Treaties &amp; Double Taxation, Tax Haven</p> <p><b>International Financial Management (Theory)</b> Concept, Scope and Function of International Financial Management, Role of International Finance Manager</p>	5	14
IV	<p><b>Costing Methods (Theory &amp; Numerical)</b></p> <ul style="list-style-type: none"> <li>• Cost Concepts and Classification</li> <li>• Unit Costing (including Tender Costing),</li> <li>• Process Costing and By-product (Excluding Equivalent Production);</li> <li>• Marginal (variable) Costing and CVP Analysis,</li> <li>• Budgeting &amp; Budgetary Control Systems (Only Cash and Flexible Budget)</li> </ul>	15	21
V	<p><b>Practical:</b> Introduction to Computer Accounting Software and its use, Analysis of various reports generated by software from Managerial Perspective, Comparative Financial Statement Analysis of MNCs, Techniques Used by various Countries for Analysis.</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>



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## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	A K Das Mohapatra	International Accounting	PHI	Latest
2	V. Rajasekaran & R. Lalitha	Financial Accounting	Pearson Publications	Latest
3	Godwin, Alderman & Sanyal	Financial Accounting: A South Asian Perspective	CENGAGE Learning	2016
4	Rushikesh Bhattacharya	Total Management by Ratios	Sage Publications	Latest
	M. N. Arora	Cost and Management Accounting: Theory, Problems & Solutions	Himalaya Publishing House	Latest Edition
5	Jawahar Lal	Advanced Management Accounting: Text, Problems and Cases	S. Chand	Latest
6	Hilton, Maher and Selto	Cost Management: Strategies for Business Decision	The McGraw- Hill	Latest Edition
7	S. Ramanathan	Accounting for Management	Oxford University Press	2016
8	M. Y. Khan and P. K. Jain	Management Accounting	McGraw- Hill	Latest
9	Narayanswami	Financial Accounting	McGraw- Hill	Latest
10	Ambrish Gupta	Financial Accounting for Management –: An Analytical Perspective	Pearson Education	Latest
11	Robert N Anthony, David F Hawkins	Accounting: Text and Case	McGraw- Hill	12 <sup>th</sup> Edition
12	T.S. Grewal	Introduction to Accountancy	S. Chand and Co.	Latest

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. The Chartered Accountant
2. The Management Accountant
3. The Chartered Secretary
4. Journal of Finance
5. Business India / Business Today / Business World
6. Business Standard/Economic Times/Financial Times/ Financial Express

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Business Communication & Etiquettes (BCE)

Subject Code: 1519302

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Emphasize the relevance and significance of business communications in today's business environment</li> <li>Acquaint the students with the basic concepts and techniques of communication, viz. Listening, Speaking, Reading &amp; Writing skills (LSRW skills)</li> <li>Inculcation of globally acceptable business etiquettes</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Aiding students to use communication as a tool to do in-depth analysis of business problem and thereby increasing business sustainability</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Developing students for multinational and international companies by giving insights for cross cultural communication.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Imbibing ethical values in management graduates using power of communication and benefiting society in large.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Enhance the communication skills required in different business contexts through various interactive activities.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Developing team leaders for tomorrow by utilising the model of synergy making communication as a base.</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Effective Communication in Business</b> Importance and benefits of effective communication, Components of communication, Concepts, Problems & Forms of Communications, Communication process, Verbal & Non-verbal Communication, Barriers to Effective Communication, Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building	8	14
II	<b>Strategies for successful Listening, Speaking and Interpersonal communication</b>  <b>Listening Skills:</b> Definition, Types, Purposes for listening, Anatomy of poor listening, and Features of a good Listener. <b>Speaking Skills:</b> Strategies for improving oral presentations, Ways of delivering oral message, Strategies for an effective oral delivery, Types of Managerial Speeches, Strategies for an effective nonverbal delivery and removing stage fear	12	21



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	<b>Interpersonal Communication:</b> Dyadic Communication & self-perception, Different types of Interviews, Kinds of Meetings, Solving problems in meetings and groups, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings		
III	<b>Forms of Communication in Written mode</b> Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters & Memos, Minutes of Meeting, Press Release, Persuasive written messages, Job applications & resume, Writing Business Reports and Proposals	8	14
IV	<b>Global Business Etiquettes</b> <b>Personal Appearance:</b> Formal Dressing, Casual Dressing, Accessories for Men & Women, Footwear, General Appearance, What To Wear for Different Occasions. Using the Right Tone of Voice, Sounding Confident. Dealing with Body Odor, Dealing with Bad Breath, Using Perfume <b>Work Place Etiquette:</b> Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas <b>E-mail Etiquette:</b> E-mail Address, Subject Line, Salutation, Understanding of To, Cc and Bcc; Drafting an E-mail, Content (Body) of E-mail, Attachments, Importance of Signature, Privacy in E-mail (Reply to all), Timely Response to an E-mail. <b>Office Party Etiquette (Networking Lunch/Dinner):</b> Attire, Attendance, Food& Beverages, Conversations, Introductions <b>Public Speaking Etiquette:</b> Speak hands-free, Inject Humor, Encourage Questions and Answers, Understand the power in a pause, Stay mindful of the sound of your own voice, Understand your audience <b>Social Media Etiquettes:</b> Professional and Personal use of various Social Media (WhatsApp, Facebook, Twitter, Instagram, LinkedIn, Quora, YouTube, etc.) Apps.	12	21
V	<b>Practical:</b> <b>Application of Module I to IV with written practice, oral presentations and interactive activities</b> Writing business letters, reports, minutes of meetings, presentations using various presenting styles, writing reports based on audio deliverances, activities to understand non-verbal cues, telephonic conversation and manners, demonstrating business etiquette.	---	(30 marks CEC)



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#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Lesikar	Business Communication	McGraw-Hill Publishing	11th, Latest Edition
2	P. D. Chaturvedi & Mukesh Chaturvedi	The Art & Science of Business Communication	Pearson	Latest
3	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
4	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition
5	Murphy, Hildebrandt & Thomas	Effective Business Communication	McGraw-Hill Publishing	Latest Edition
6	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
7	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
8	M. Monipally	Business Communication Strategies	McGraw-Hill Publishing	Latest Edition
9	Chaturvedi, P. D. and Chaturvedi, Mukesh	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
10	Raman, Meenakshi and Sharma, Sangeeta	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
11	Kaul, Asha	Business Communication	Prentice Hall of India	Latest Edition
12	Koneru Arun	Professional Communication	McGraw-Hill Publishing	Latest Edition
13	Boone, Kurtz, & Block	Contemporary Business Communication	Wiley Publication	Latest Edition





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## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Bulletin of the Association for Business Communication
2. Business Communication Quarterly
3. Journal of Business Communication
4. Communication World
5. Strategic Communication Management
6. Journal of Business and Technical Communication
7. Journal of Communication Management
8. Journal of Organizational Culture
9. Communication and Conflict
10. Journalism and Mass Communication Quarterly
11. Management Communication Quarterly
12. Strategic Communication Management
13. Technical Communication Quarterly
14. Harvard Business Review
15. Journal of Creative Communications
16. Business India / Business Today / Business World, University News
17. Journal of Business Communication

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: International Economics Environment (IEE)

Subject Code: 1519303

With effective  
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year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	To understand the various aspects of international economic environment
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	To make students familiar with the determination of interest and exchange rates in interconnected economies and its impact on international trade
Global Exposure and Cross-Cultural Understanding (GECCU)	To develop the insights of efficient trade policies and global trade regulations
Social Responsiveness and Ethics (SRE)	To gain the knowledge of ethical trade practices followed by different economies
Leadership and Teamwork (LT)	To develop the ability to make meaningful decisions in the era of globalization by learning leadership qualities and team building approach

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

## 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Basic Concepts of Economics</b> <ul style="list-style-type: none"><li>Theory of Demand and Supply</li><li>Theory of Production</li><li>Elasticity and its Application</li><li>Cost Concepts</li></ul>	10	18
II	<b>Market Structure of Firms</b> <ul style="list-style-type: none"><li>Firms in competitive markets, Monopoly, Oligopoly, Monopolistic Competition</li></ul> <b>The Role of Government in the Economy</b> <ul style="list-style-type: none"><li>Monetary Policy</li><li>Fiscal Policy</li></ul>	10	17
III	<b>Overview of World Trade</b> <ul style="list-style-type: none"><li>Globalization of Economic Activities</li><li>Changing Pattern of World Trade</li><li>Interdependence and the gains from Trade</li></ul> <b>Theory of International Trade</b> <ul style="list-style-type: none"><li>Adam Smith's Theory of Absolute Advantage</li><li>Ricardian Theory of Comparative Advantage</li><li>Modern Trade Theory: Production Possibilities Schedule</li></ul> <b>Money, Interest Rates &amp; Exchange Rates</b> <ul style="list-style-type: none"><li>Definition and Demand for Money</li><li>Equilibrium Interest Rate</li><li>Exchange Rates and International Transactions</li></ul>	10	17





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Subject Name: International Economics Environment (IEE)

Subject Code: 1519303

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<b>IV</b>	<p><b>Tariffs &amp; Nontariff Trade Barriers</b></p> <ul style="list-style-type: none"> <li>• Concept &amp; Types of Tariff</li> <li>• Effective Rate of Protection and Tariff Escalation</li> <li>• Tariff Avoidance and Evasion</li> <li>• Import Quota, Export Quotas, Dumping &amp; Antidumping duties</li> </ul> <p><b>National Income Accounting and Balance of Payment</b></p> <ul style="list-style-type: none"> <li>• National Income Accounting for an Open Economy</li> <li>• The Balance of Payments Accounts</li> </ul>	10	18
	<p><b>Practical:</b> Students are supposed to prepare project report on following areas and give presentation -</p> <ul style="list-style-type: none"> <li>• The economic profile of different countries of the world and compare the same with Indian economy</li> <li>• Regional Trade Agreements / Associations</li> <li>• International Trade Organizations / Regulatory Bodies</li> </ul>		Internal Evaluation (30 marks of CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Classroom Teaching and Discussions
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics : Theory and Policy	Boston : Pearson Addison-Wesley	Latest
2	Robert J. Carbaugh	Global Economics	Cengage	Latest
3	N Gregory Mankiw	Economics: Principles & Applications	Cengage	Latest
4	D. N. Dwivedi	Managerial Economics	Vikas Publication	Latest
5	Dominick Salvatore	International Economics	John Wiley & Sons	Latest
6	M. Maria John Kennedy	International Economics	Prentice-Hall of India Pvt. Ltd	Latest



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## 7. Journals:

- International Economics
- Journal of International Economics
- International Economic Journal
- International Journal of Economics and Business Research
- International Economic Review

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GTUQuestionPapers.com



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Cross Continent Business Philosophies (CCBP)

Subject Code: 1519304

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Awareness of prominent philosophies of Indian culture, and importance of varied cultures in international business.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Analyze the impact of cultural philosophies on a nation's participation in international trade</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Comprehension of the multicultural diversity and pluralistic nature of international trade and business</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Schools of Management Thoughts &amp; Management Principles</b> Scientific Management School, Administrative School, System School, Human Relations School, Contingency School, Idea of Hawthorne Experiments; Introduction to functional Management, POSDCoRB, Controlling &amp; Decision Making.</p> <p><b>Forms of Indian Business Organizations:</b> Sole Proprietorship, Partnership (including LLP), Joint Stock Company, Co-operative society, Public Enterprise, Non-profit organization, Hindu Undivided Family (HUF)</p> <p><b>India as Matrix Society</b> Indian as a Matrix Society, Managing in a Matrix Society, From Mind Colonization to Mind Liberation &amp; Beyond, Paradigms of Development and its Matrix</p> <p><b>Indian Ethos in Management</b> Foundation of Management, Indian Ethics and the Spirit of Development, Indian ethos &amp; Indian-ness, Indian Model of Corporate Development, STEPS Model, YVK foundation of Indian Management</p>	16	28
II	<p><b>Asian Business Environment:</b></p> <ul style="list-style-type: none"> <li>National and regional environments in Asian business.</li> <li>Major trade and business related Institutions.</li> <li>Prominent Asian Cultures and their historical relation with international trade.</li> <li>Learnings from Japanese and Chinese management, for a globalized world.</li> <li>Russia's role in international trade, and the impact of its culture and economy on its trade with the globalized world.</li> </ul>	8	14



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Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Cross Continent Business Philosophies (CCBP)

Subject Code: 1519304

With effective  
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	<ul style="list-style-type: none"> <li>Role of Gulf and Arabian countries in International Trade</li> </ul>		
III	<p><b>American and European Business Environment:</b></p> <p><b>America: (North America and South America)</b></p> <ul style="list-style-type: none"> <li>American Business Culture.</li> <li>Role of North America and South America in International trade and business.</li> <li>USA culture's contribution to its dominant position in global trade.</li> </ul> <p><b>Europe:</b></p> <ul style="list-style-type: none"> <li>Institutional Framework of the European Union.</li> <li>European culture and its influence on trade with the rest of the world.</li> <li>Cultural diversity and trade conformity in Europe.</li> </ul>	8	14
IV	<p><b>Australia and Africa Business environment</b></p> <p><b>Australia (Oceania)</b></p> <ul style="list-style-type: none"> <li>Australia, New Zealand, Papua New Guinea Business Environment</li> <li>Major trade and business related institutions</li> <li>Effect of Australian region on Global Business</li> </ul> <p><b>Africa Continent</b></p> <ul style="list-style-type: none"> <li>Major trade and business related institutions</li> <li>Effect of Australian region on Global Business</li> <li>South Africa's economy as BRICS country</li> </ul>	8	14
V	<p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>Study the Management GURU's from Indian History as well as other countries of the world and prepare presentation, videos and role play on their philosophy for Management.</li> <li>Arrange Practical Sessions on Yoga</li> <li>Study the inputs which are drawn from classical and contemporary writings on the subjects by eastern and western authors on Indian Ethos in Management</li> </ul>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
A	<ul style="list-style-type: none"> <li>Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>Class Presence &amp; Participation</li> </ul>	10 marks
	<ul style="list-style-type: none"> <li>Quiz</li> </ul>	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End -Semester Examination</b>	<b>(External Assessment-70 Marks)</b>



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Cross Continent Business Philosophies (CCBP)

Subject Code: 1519304

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## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Subhash Sharma	New Mantras in Corporate corridors From Ancient Routes to Global Roots	New Age International Publishers	First Edition
2	Subhash Sharma	Western Windows Eastern Doors Management	New Age International Publishers	Latest Edition
3	T. Ramasamy	Principles of Management	Himalaya publishing House	2017
4	P C Tulsian & Vishal Pandey	Business Organisation and Management	Pearson	2008/ Latest
5	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India	Latest edition
6	S. A. Sherlekar and Sherlekar V.S	Principles Of Business Management	Himalaya Publishing House	Latest
7	S.K. Chakraborty	Values for Ethics for Organization: Theory & Practice	Oxford University Press	Latest
8	S.K. Chakraborty	Ethics in Management: Vedantic Perspective	Oxford University Press	Latest
9	Online resources must be referred for other continent's business philosophy			

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. International Journal of Management
2. International Journal of Indian Culture and Business Management
3. International Journal of Business & Management
4. Foreign Trade Review



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: International Business (IB)

Subject Code: 1519305

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"><li>Ability to develop clear understanding of international trade and the business strategy to be followed for a specific environment.</li></ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"><li>Analyze parameters of international environment influencing international trade and commerce.</li></ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"><li>Address the issue of diversity, changing demography and technological innovation, student will be exposed to global issues with culture, industry/domain specific issues.</li></ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"><li>Understand social responsibility, ethical dilemmas and sustainability issues for international business, especially while responding to multicultural societies.</li></ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Foundations of International Business</b> <ul style="list-style-type: none"><li>Why International Business</li><li>Definition of International Business</li><li>Forces Driving Globalisation</li><li>Comparisons with Domestic Business</li><li>Drawbacks of globalisation</li><li>India's Position in International Business</li></ul>	10	17
II	<b>Theories of International Trade</b> <ul style="list-style-type: none"><li>Trade theories- Mercantilism and Neo Mercantilism</li></ul> <b>Absolute Advantage &amp; Comparative Advantage</b> <b>Sources of Comparative Advantages</b> <ul style="list-style-type: none"><li>Factor Endowments and Skill, Increasing Returns to Scale - External Economies of Scale - Overlapping Demands and Technology as a Sources of Comparative Advantages</li></ul> <ul style="list-style-type: none"><li>Factor Mobility Theory</li><li>Trade pattern theory</li><li>PLC Theory</li><li>FDI Theory</li><li>New Trade theory</li></ul> <b>Environment for International trade</b> <ul style="list-style-type: none"><li><b>Social, Technological, Economic, Environmental, Political, Legal and Ethical. (STEEPLE)</b></li></ul>	10	17





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<b>III</b>	<b>Global strategy &amp; Operations</b> <ul style="list-style-type: none"> <li>• Strategic Planning Process</li> <li>• Types of Strategy</li> <li>• Country Evaluation</li> <li>• Collaborative strategy</li> <li>• Organization Structure</li> <li>• Global manufacturing &amp; supply Chain</li> <li>• Marketing Globally</li> <li>• International accounting and Financial Issues</li> <li>• International HRM</li> </ul>	10	18
<b>IV</b>	<b>Other Important aspects of International Business</b> <ul style="list-style-type: none"> <li>• Future of International Business (including E Business)</li> <li>• social responsibility, ethical dilemmas and sustainability issues</li> <li>• research for international business</li> <li>• Government influence on International trade</li> <li>• Export &amp; Import Business</li> <li>• <b>Strategy and Structure</b></li> </ul>	10	18
<b>V</b>	<ul style="list-style-type: none"> <li>• Case studies on International Business topics listed above</li> <li>• Visit to trade office of a specific country and collecting information related to above topics</li> </ul>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Aswathappa	International Business	McGraw-Hill	6th or Latest Edition
2	Czinkota, Ronakainen and Moffet	International Business	Wiley	8th or Latest Edition
3	John Daniels, Lee Radebaugh, Daniel Sullivan & Prashant Salwan	International Business	Pearson	15th or Latest Edition



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

**Subject Name: International Business (IB)**

**Subject Code: 1519305**

**With effective  
from academic  
year 2018-19**

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## **7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. Journal of International Business Studies
2. The International trade Journal
3. International Journal of Trade and Global markets
4. Asia Pacific journal of Management
5. Journal of International economics
6. Harvard Business Review
7. Journal of Management

GTUQuestionPapers.com



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: **Multicultural Organizational Behavior (MOB)**

Subject Code: 1519306

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Understand the development of the field of OB and explain the micro and macro concepts</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Analyse and compare different models used to explain individual behaviour related to motivation and rewards</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Understanding the impact of cultures on the individual's personality and thereby its influence on group dynamics and business performance</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Understanding of group dynamics</li> <li>Understanding of processes used in developing communications and resolving conflicts</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Identify leadership styles and the role of leaders in a decision making process</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Basic Understanding of the context of OB:</b> <ul style="list-style-type: none"> <li>Introduction to Organizational Behavior</li> <li>Understanding the process of Perception: How we make sense of Our environment</li> <li>Understanding Personality, Values, Attitude and their impact on behavior at work</li> <li>Transactional Analysis</li> </ul>	10	14
II	<b>Understanding dynamics of Individual behavior:</b> <ul style="list-style-type: none"> <li>Understanding Motivation at work.</li> <li>Understanding dynamics of Group behavior</li> <li>Understanding Groups and Teams, Group Dynamics</li> <li>Dynamics of Interpersonal behavior: Roles, communication.</li> </ul>	10	21
III	<b>Understanding Organizational dynamics of behavior and Leadership:</b> <ul style="list-style-type: none"> <li>Managing Conflict, Stress and Negotiation globally</li> <li>Understanding Power and Organizational Politics</li> <li>Contemporary Issues in Leadership Practice</li> </ul>	10	14
IV	<b>Multicultural Organization</b> <ul style="list-style-type: none"> <li>Understanding Organizational Culture and</li> </ul>	10	21



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With effective  
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	changing it for effectiveness <ul style="list-style-type: none"> <li>• Cultural competence in a multicultural world</li> <li>• Managing culture and diversity</li> <li>• Managing Global Managers</li> </ul>		
V	<b>Practical:</b> Students are assigned to work on organizational issues and prepare a small project on individual Role Model, Leadership Styles, Organizational study on Monetary and Non- Monetary Motivation given to their employees at all levels. Making students understand Group Dynamics by assigning group & team building exercises.	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Stephen Robbins	Organizational Behavior	Pearson Education	13th or Latest Edition
2	K. Aswathappa	Organizational Behavior	Himalaya	2010, Latest Edition
3	Margi Parikh & Rajan Gupta	Organizational Behavior	McGraw-Hill	Latest Edition
4	Tripathy PC and Reddy PN	Principles of Management	McGraw-Hill	Latest edition
5	Udai Pareek	Understanding Organizational Behavior	Oxford University Press	2nd Ed, Latest
6	Fred Luthans	Organizational Behavior	McGraw-Hill	Latest Edition



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With effective  
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7	Gregory Moorhead & Ricky W. Griffin	Organizational Behaviour	Jaico Publication	Latest Edition
8	Niraj Kumar	Organizational Behaviour	Himalaya	Latest Edition
9	PG Aquinas	Organizational Behaviour	Excel Books	Latest Edition
10	Debra L. Nelson & James C. Quick	Organizational Behaviour	Cengage Learning	5th Edition
11	Mirza Saiyadain, J. S. Sodhi and Rama J. Joshi	Case in Organization Behaviour and HRM	Mcgraw-Hill	Latest Edition
12	Robert Kreitner and Angelo Kinicki	Organizational Behaviour	Mcgraw-Hill	Latest Edition
13	S. S. Khanka	Organizational Behaviour	Vikas Publishing	Latest Edition
14	Kavita Singh	Organizational Behaviour	Pearson Edition	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Organizational Behaviour
2. Research in organizational behavior
3. Organizational behavior & Human Decision processes
4. Harvard Business Review
5. Journal of Management

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# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Information Technology and Global Business (IT&GB)

Subject Code: 1519307

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"><li>Understand the role of Management Information Systems in achieving competitive business advantage through informed decision-making.</li></ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"><li>Analyse how information technology impacts a firm in terms of value creation and bring about strategic advantage for a firm.</li></ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"><li>Gain consciousness about the ethical responsibilities while dealing with information.</li></ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"><li>Develop the ability to make meaningful decisions aimed at acquisition, development, deployment and management of information systems.</li></ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Information system in Global Business</b> <ul style="list-style-type: none"><li>Role of Information System in transforming global business</li><li>New dimensions of MIS</li><li>Strategic business objectives of information system</li><li>Functions and dimensions of information system</li><li>Contemporary approaches to information system</li></ul>	10	17
II	<b>Relational Database Management Systems (RDBMS)</b> <ul style="list-style-type: none"><li>Database Concepts: fields, records and files, challenges of Data Management: data independence, reduced data redundancy, data consistency, data access, data administration: managing concurrency, managing security, Types of Data Models, ER Modeling.</li><li>Tools for accessing information from Databases</li><li>The Challenge of Big Data</li><li>Business Intelligence Infrastructure</li><li>Analytical Tools: Relationship, Patterns, Trends</li><li>Online Analytical Processing ((OLAP)</li><li>Overview of Data Mining</li></ul>	10	18
III	<b>Overview of E-business and E-commerce</b> <ul style="list-style-type: none"><li>Features and Growth of E-commerce</li><li>Electronic Payment Mechanism</li></ul>	10	18





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Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Information Technology and Global Business (IT&GB)

Subject Code: 1519307

With effective from academic year 2018-19

	<ul style="list-style-type: none"> <li>Overview of Business-to Consumer (B2C) E-Commerce</li> <li>Overview of Business-to-Business (B2B) E-Commerce</li> <li>Ethical and Legal Issues in E-business</li> </ul> <p><b>Supply Chain Management</b> <b>Customer Relationship Management</b></p>		
IV	<p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>Project management for information systems projects</li> <li>The project management process</li> <li>The project management body of knowledge</li> </ul> <p><b>Managing Global systems</b></p> <ul style="list-style-type: none"> <li>Driving factors of internationalization of business</li> <li>International informational systems architecture</li> <li>Challenges posed by global information systems</li> </ul>	10	17
V	<p><b>Practical:</b> Students should simulate an organization and its processes and create a hypothetical information system. Students should study the information systems adapted by various business entities.</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
B	Mid-Semester Examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Kenneth Laudon, Jane Laudon	Management Information Systems managing the Digital firm	Pearson	15 <sup>th</sup> Edition
2	Kelly Rainer, Brad Prince, Hugh Watson	Management Information System Moving Business forward	Wiley	Latest
3	Kenneth Laudon, Jane Laudon	Essentials of Management Information Systems	PHI	10 <sup>th</sup>



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (International Business), 1<sup>st</sup> Semester

Subject Name: Information Technology and Global Business (IT&GB)

Subject Code: 1519307

With effective  
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year 2018-19

4	Stephen Haag, Amy Philips	Business Driven Technology	McGraw Hill	Latest
5	James A O'Brien, George M Marakas, Ramesh Behl	Management Information Systems	McGraw Hill	Latest
6	Stephen Haag, Maeve Cummings, Amy Philips	Management Information Systems for the Information Age	McGraw Hill	Latest
7	W.S. Jawadekar	Management Information systems	McGraw Hill	Latest
8	Raymond McLeod and George P. Schell	Management Information systems	Pearson	10 <sup>th</sup>
9	Efraim Turban, Jay E. Aronson and Ting-Peng Liang	Decision Support Systems and Intelligent Systems Management	Pearson	Latest

Note: Wherever the standard books are not available for the topic, appropriate printed and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

MIS Quarterly, University of Minnesota; CIO; Computer Express; Digichip; PC World; Computer Shopper; Dataquest etc.