

Diploma in International Business Management

I. Introduction

Globalization has increased employment opportunities; but it has also changed the systems and styles of managing businesses. Increasing number of products and brands are entering Indian markets. Indian multinationals are also preparing themselves for entry to foreign markets. Manufacturing facilities are being set up at various locations globally. This has also created opportunities for international recruitments, banking, distribution and logistical support. Internet and mobile phones have proved to be the great facilitators of smooth and fast communication globally. Establishing a professional career in such organizations calls for a different set of knowledge, attitude and skills on the part of employees.

The above scenario justifies a special management education program focusing on international business and its management.

II. Program Objectives

The goal of the program is to prepare participants for making professional career in international business. Specific objectives are stated below:

1. To provide a global perspective of strategy, organization, and business functions.
2. To build participant skills in pursuing international export and import opportunities, attentive to the Indian policies and practices, as well as global cultures and social and sustainability issues.
3. To enhance performance of participants with a view to improving international project design and execution competencies

III. Target Group

This diploma program has been designed for junior and middle level executives working in International department in organizations. Such institutions will include business corporates, hospitals, hotels, banks and other financial institutions and NGOs. Officials from government departments, municipal corporations etc. engaged in policy making/monitoring with international perspective will also benefit from the program. The program will be equally useful to fresh graduates interested in building their career in international business functions. Those interested in perusing career as IBM consultants or professional trainers will also benefit from this program.

IV. Program Content

Meta Module – A

Module – A.I : International Strategy and Organization: Strategies of Indian Industry for Taping Global Opportunities - Indian Organizations in Global Business – Link with Strategic Planning – Organization Structure and Systems – Strategies for Entry to Foreign Markets – Modes and Types of Organizations set up in Host Countries – Social minded and sustainability issues in international business

Module A.II : International Marketing: Domestic Vs. International Market, Barriers to International Trade, Entering International Trade in Indian Context, Identification of Export Product, Identification of Export market, 8 keys to selection of market abroad, Strategies for entering international market, Strategies in international marketing, Sources of market information, useful websites, Channels of Distribution,

Channel Selection List, Direct Marketing/Indirect Marketing, Merits and Demerits, Brands, Benefits of Brand, Selection of Foreign Agent, prerequisite, Direction of India's Export

Module – A.III: International Operations and Technology - Strategic Operations Management in Global Organizations – Choice of Technology and Technology Management – Global Purchase and Procurement – Quality Assurance and Quality Control – Legal Aspects

Module – A.IV: International Human Resource Management - Policy Issues in Human Resource Management (HRM) – International Recruitment Systems – Compensation Packages, Incentives and Reimbursement – Global Transfers, Promotion and Disciplinary Actions — Issues related to Service Rules and Legal Aspects – Building Global Perspectives and Motivation – Training and development with Global Focus

Meta Module – B: Managing Foreign Trade and Cultures

Module – B.I : Foreign Trade Policy & Import-Export Procedures: Export promotion, Capital Goods Scheme – Features, 100% Export Oriented Units – features, SEZ, features, General Licensing Provisions, Provisions relating to Import and Exports, Introduction to Handbook of Procedures Vol.I, Handbook of Procedures Vol.2, ITC (HS) Classifications, Country of Origin Certificates - Customs – Correlation of Customs, Concepts in Customs, Assessment, Import Duty Assessable Value, Bill of Entry – Prior Entry – ITC Tools in classification, Case Laws – Refund of Import duty – less charge demand, Valuation, Appeals Import and Export Procedures & Documentation, Central Excise – Definitions – valuation – abatement of Central Excise Duty, CEN VAT – Credit Rule 2001, Central Excise Procedures related to Exports

Module – B.II : Export Finance, Pricing & Incentives: Foreign Exchange – Basics, Exchange Rates, Cross Rates, Forward Rates, Cancellation/Early Delivery of Forward Contracts, Factoring, Futures, Options - Packaging Credit, Pre and Post Shipment, Pre and Post shipment Finance, Advance Remittances – Line of Credit, Free Trade Agreement – Preferential Trade Agreements, EEFC Account – Elongated Credit Terms, Realization of Export Proceeds, Introduction To Letters of Credit, Different types of Letters of Credit, UCP-600, INCO-Terms 2000

Concepts – Export, Exporter, Registration cum Membership Certificate, Deemed Export, Merchant Exporter, Manufacturer Exporter, Merchant cum Manufacturer Exporter, Export House, Start Export house and Trading house, Start Trading House, Base period, Advance Authorization, Duty free Import Authorization, DEPB, Export Promotion Capital Goods Scheme, Duty Drawback, Packing Credit Focus Market Scheme, served from India scheme, Pre-Import-Post Export Incentives, features of various export Promotion Scheme, Deemed Export – Export Pricing – Determinants, Application of various Exports incentives in pricing Illustrative examples

Module – B.III: International Business Manners & Etiquettes: Significance of knowing International Business Manners and Etiquettes – Manners and Etiquettes during Meetings, Dinners, Parties and Formal

Gatherings – Specific Reference to China, Mexico, USA, UK, Germany, Australia and Middle East

Module – B.IV: Managing Across Cultures – Cross-cultural differences, Managing teams across cultures, Managing partnerships across cultures, Communication across cultures, Negotiation across cultures, Social and sustainability issues across cultures

Meta Module C: Project Execution - Global Roadmap

Module – C.I : Project Selection - Proposal Submission - Interim Review - Interim Presentation and Peer Feedback

V. Pedagogy

Since the program will have considerable international thrust, introductory knowledge of management will be expected at the time of beginning. In view of this, a management proficiency test will be conducted and supplementary readings will be given to selected students. Apart from functions such as procurement, production and marketing with global thrust; a greater emphasis will be on behavioral and cultural dimensions of international business.

In view of the inter-disciplinary nature and higher focus on policies & strategies; case studies will be used by faculty to a greater extent.

VI. Medal to Achievers

The top performer of the programme is awarded the

Rajiv Vastupal Medal for Outstanding Performance.