

AFI AFDU KALAM
TECHNOLOGICAL
UNIVERSITY

SEMESTER -3

KU



Course Code	Course Name	Category	L	T	P	Credit
20MBA201	INTERNATIONAL BUSINESS	Core	4	0	0	4

Preamble: The course on International Business provides a holistic view of business environment for organizations doing business in the international markets and their interrelationships with multi-lateral agencies that have a bearing on performing their business operations. This course is designed to prepare the students for global as well as domestic markets. It would help students to become familiar with the core aspects of international business and apply emerging concepts to real business situations. Students will understand how strategies are developed based on international business environments and firm characteristics.

Prerequisite: Nil

Course Outcomes: After the completion of the course the student will be able to:

CO 1	Recall various concepts of the International Business Environment for an Enterprise.
CO 2	Explain the Importance of socio-cultural environments in international business.
CO 3	Identify various International market entry strategies.
CO 4	Analyze various trends in global trade and growth of foreign trade in India
CO 5	Evaluate the foreign investment and technological development in international business.

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	2	2	1
CO 2	2	2	1	3	1
CO 3	3	2	1	2	2
CO 4	3	2	1	2	2
CO 5	2	3	2	2	1

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.



Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA201- INTERNATIONAL BUSINESS

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. State the concept of international business.
2. List out the Indian laws affecting international business.
3. What are mergers and acquisitions?
4. Recall the composition of merchandise trade.
5. Mention the factors influencing international investments.

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks.

6. Illustrate the indicators of growth of international business.
7. Critically evaluate the strategies used by various international firms for developing their business.
8. Suggest the most suitable market entry strategy in Indian market applicable to a business of your choice. Give valid reasons for your choice and suggestion.
9. Compare and contrast the trends regarding the growth of global merchandise and service trades.
10. "The recent pandemic attack of Covid 19 adversely affected the technological environment of international business." How far this statement is true according to you? Recommend a remedial plan for overcoming this crisis.

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. You are assigned to develop an international business proposal by a business giant in the field of electronics and communications. The organizations is having several years of business experience in this filed especially in Asia and the Middle East, but lacks exposure in European countries and other regions. Being a global business consultant how will you handle your client in this regard?

(1x20 marks = 20 marks)

Syllabus	
Module 1	International Business - Nature, Importance and Scope of International Business - Types of International Business; Reasons for companies going International; Major decisions in International Business; Factors influencing International Business decisions; Indicators of growth of International Business - Trade/GDP ratio; FDI/GDP ratio, FDI/Capital formation ratio, Growth of International production, Growth of global supply chains and Global sourcing.
Module 2	International Business Environment - Importance of socio-cultural environments in international business; Regulatory bodies and Legal environment of International Business - Kinds of legal systems, Categories of laws, Indian laws affecting International Business; Double taxation avoidance treaties; Trade barriers – Tariff and non-tariff barriers. Regional Economic Integration Schemes - Objectives, Types, EU, Euro; NAFTA, SAARC/SAFTA, ASEAN and AFTA, India–Sri Lanka FTA, Comprehensive economic partnership, Cooperation agreements involving India. Types of international firms and their strategies – International corporation, Multinational corporation, Global corporation, Transnational corporation; International orientations – Ethnocentric, Polycentric, Regio centric and Geocentric orientations.
Module 3	Market Selection Process and Market Entry Strategies - International market selection process; Market entry strategies- Exporting, Licensing, Franchising, Strategic alliance, Contract manufacturing, Management contracting, Assembly operations, Joint ownership ventures, Wholly owned subsidiaries, Mergers and acquisitions; Market entry strategies of Indian companies.
Module 4	Global Trade - Trends in growth of merchandise trade; Composition of merchandise trade; Regional pattern and Distribution of merchandise trade. Trends in growth of services trade; Composition of services trade; Regional pattern and distribution of services trade. Trade of developing countries; South – South trade. Analysis of foreign trade of India; Trade policy and promotion.
Module 5	Foreign Capital and Technology - Theories of foreign investment; Factors affecting International investment; Advantages and disadvantages of foreign investment; Trends in foreign investment, FDI and production linkages; Portfolio investments; Foreign investment by Indian companies. Technological environment of international business; Transfer of technology.

Text Book

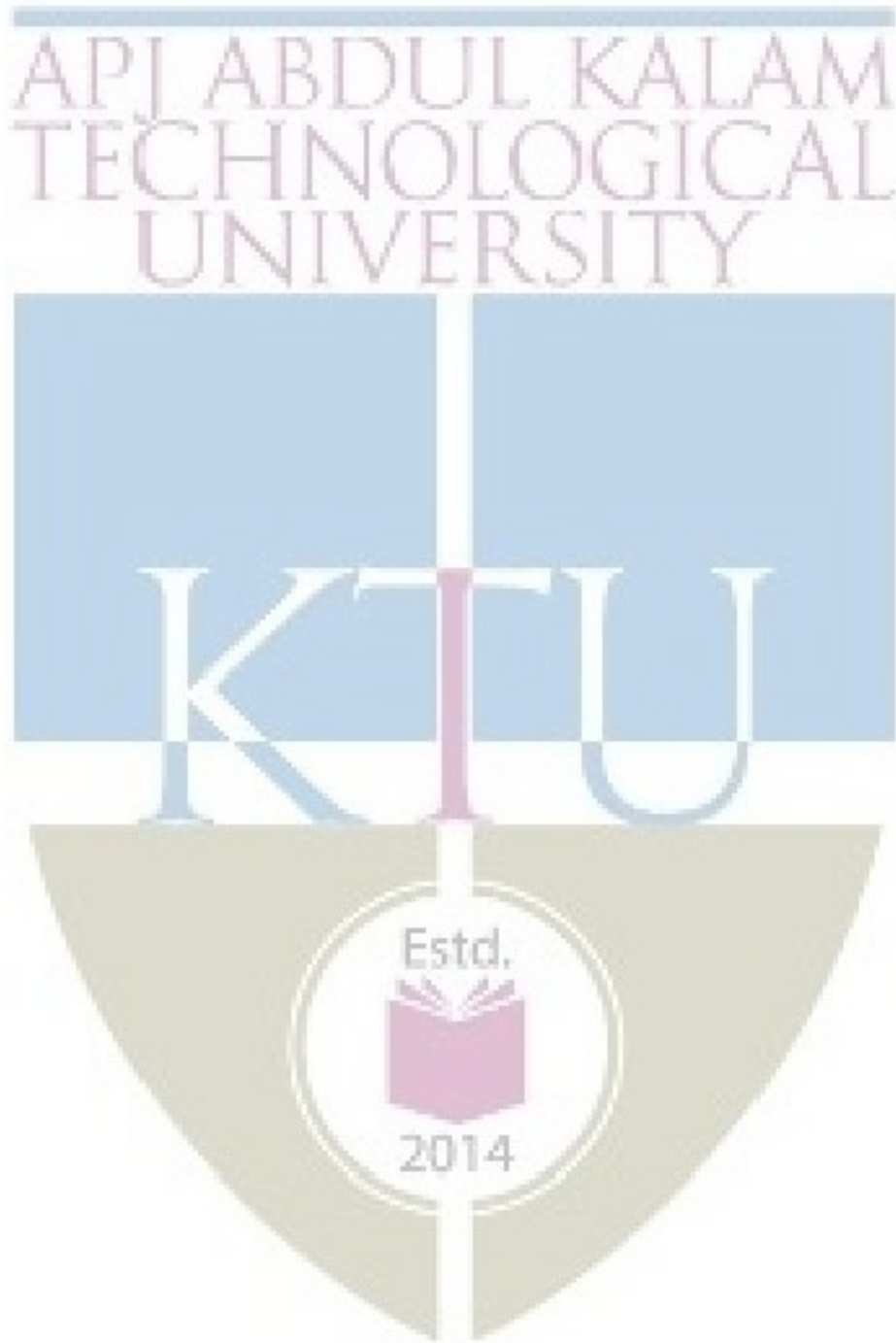
1. Ajeet N. Mathur (2016). *Strategies for Future: Understanding International Business*, Indian Institute of Management (IIM), Ahmadabad.
2. Francis Cherunilam (2010). *International Business: Text and Cases*, PHI Learning Pvt. Ltd., New Delhi.
3. Rakesh Mohan Joshi (2009). *International Business*, Oxford University Press India;

4. J. Stewart Black and Anant K. Sundaram (1994). <i>International Business Environment</i> , Pearson Education.
References and Suggested Readings
1. Ray A. August (2012). <i>International Business Law Text, Cases and Readings</i> , (4th Edition) Prentice Hall.
2. Helen Deresky (2017). <i>International Management: Managing Across Borders and Cultures</i> , International Edition, Pearson Education.
3. F. Adhikary, Manab (2000). <i>Global Business Management</i> , Macmillan, New Delhi
4. Aswathappa K. (2020). <i>International Business</i> , McGraw Hill Education India Pvt. Ltd.
5. Carole Murray, Schmothoff (2012). <i>The Law and Practice of International Trade</i> , Sweet & Maxwell Publishers
6. Fred Luthans, Jonathan Doh (2017). <i>International Management: Culture, Strategy and Behavior</i> , McGraw Hill Education India Private Limited, New Delhi.
7. Hill C, Arun K (2017). <i>International Business: Competing in the Global Marketplace</i> . (10th ed) McGraw Hill Education India Private Limited
8. UNCTAD, World Investment Report (Annual)
9. WTO, World Trade Report (Annual).

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	International Business	
1.1	Nature, Importance, Scope/Type	3 Hours
1.2	Reasons for Companies going International; major decisions in an International Business; Factors influencing International Business decisions	4 Hours
1.3	Indicators of growth of International Business; global sourcing	3 Hours
2	International Business Environment	
2.1	Socio-cultural Environment; Regulatory bodies and Legal Environment;	2 Hours
2.2	Kinds of legal systems	2 Hours
2.3	Regional economic Integration	2 Hours
2.3	Types of International Firms and their strategies	4 Hours
3	Market selection Process and Market entry Strategies	
3.1	International Market selection Process	2 Hours
3.2	Market entry strategies	4 Hours
3.3	Market Entry strategies of Indian Firms	2 Hours
4	Global trade	
4.1	Merchandise Trade	3 Hours
4.2	Services Trade	2 Hours
4.3	Trade of Developing countries	2 Hours
4.4	Foreign trade of India- Analysis; Policy	3 Hours
5	Foreign Capital and Technology	
5.1	Theories of Foreign Investment	4 Hours
5.2	FDI and Production Linkages	1 Hour
5.3	Portfolio Investment	2 Hours
5.3	Foreign Investments by Indian Companies	1 Hour

5.4	Technological environment and technology transfer	2 Hours
	Total	48 Hours



Course Code	Course Name	Category	L	T	P	Credit
20MBA203	BUSINESS ANALYTICS	Core	4	0	0	4

Preamble: This course Business Analytics offers a perspective to the business needs and trends in analytics space. The objective of the course is to assist the student in gaining a basic understanding of Business Analytics and its application in various functional areas.

Prerequisite: NIL

Course Outcomes: After the completion of the course the student will be able to:

CO 1	Recall various business analytical models and concepts.
CO 2	Explain business analytical tools and techniques in Finance and Operations Management.
CO 3	Apply business analytical tools and techniques in Human Resource Management.
CO 4	Analyze business analytical tools and techniques in Marketing and Web Analytics.
CO 5	Evaluate business situations using predictive models and analytics.

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	2	3	1	2	1
CO 2	3	3	2	1	1
CO 3	3	3	2	2	2
CO 4	3	3	1	2	2
CO 5	2	3	2	2	1

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
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Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

Continuous Internal Evaluation Pattern:

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

End Semester Examination Pattern:

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

Model Question paper

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

THIRD SEMESTER MBA DEGREE EXAMINATION

20MBA203 – BUSINESS ANALYTICS

Max. Marks: 60

Duration: 3 Hours

PART A

Answer *all* questions. Each question carries 2 marks.

1. State the concept of business intelligence.
2. Define credit risk analysis.
3. Mention the relationship between performance and skill gap analysis.
4. Recall the importance of customer profiling.
5. What are multiple time period models?

(5x2 marks = 10 marks)

PART B

Answer any *three* questions. Each question carries 10 marks.

6. Discuss the various tools incorporated for data visualization.
7. Elucidate the role played by make/buy decisions in business analytics.
8. “Evaluation of reliability and validity of selection models are in vain.” How far this opinion is true?
9. Illustrate the part played by web analytics in modern marketing.
10. Depict the applications of business analytics in the different fields of business.

(3x10 marks = 30 marks)

PART C

Compulsory question. This question carries 20 marks

11. You were working as the Business Analyst in the telecom industry, Mumbai. Due to the recent pandemic situations, as a part of work arrangement by the same business group you are forced to join in the same position of their CPG company located at Pune. What are the precautions that you should consider with respect to your job profile and how will you manage this crisis as a professional in the field of business analytics?

(1x20 marks = 20 marks)

Syllabus	
Module 1	<p>Business Analytics: Business Analytics, evolution and scope, Business Analytics process, Business Intelligence.</p> <p>Decision models. Spreadsheets modelling, Datasets, data cleaning, outliers and outliers diagnostics. Data Visualization -Tools and techniques, Applications. Big Data Analytics, Machine learning algorithms, Data Mining process, Quality of predictions, Optimizing complex decisions, Challenges in data driven decision making.</p>
Module 2	<p>Financial Analytics and Operations Analytics: Understanding Risk, credit risk analysis, fraud detection and prevention analytics, analytics in banking and financial services - analytics in retail banking and wealth management</p> <p>Demand Planning – Forecasting, Model building, Supply chain analytics- Supply planning - Procurement and Strategic Sourcing, Inventory Modeling - Aggregate planning and resource allocation decisions, Make/Buy decision.</p>
Module 3	<p>Human Resource Analytics: Basics of HR analytics, HR Metric and HR Analytics, Intuition versus analytical thinking; People analytics, Recruitment Analytics- Evaluating Reliability and validity of selection models, Finding out selection bias, Predicting the performance and turnover, On Boarding Analytics, Staffing Analytics, Performance & Skill Gap Analytics, Compensation & Benefit Analytics, Training & Learning Analytics, Promotion and Succession Planning Analytics, Compliance Analytics, Attrition & Retention Analytics, HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21 Model.HR dashboards, Power BI.</p>
Module 4	<p>Marketing Analytics: Basics of marketing analytics, marketing decisions models, characteristics, types and benefits of marketing decisions models, Market Intelligence, Text analysis and search analysis, Customer profiling, Statistical programming, Choice Models and Logistic Regression, data mining and visualization, Response Models Concept, Factor segmentation, clustering algorithms, perceptual maps, Use of Excel to solve business problems, Google Analytics.</p> <p>Web Analytics: Click stream analytics, anonymous vs. registered users analysis, Social Media Analytics - User generated content – Page tagging, Server log files, Data abstractions. Sentiment Analysis, Analytics in digital decoding consumer intent, decoding customer sentiments from comments, Text mining from opinion platforms.</p>
Module 5	<p>Predictive Analytics and Application of Analytics in Business:</p> <p>Logic driven predictive models – single-period purchase decisions, multiple time period models, overbooking decisions. Data Driven predictive models - retail pricing markdowns, modeling relationships and trends Models involving uncertainty - what-if analysis, scenario manager, goal-seek.</p> <p>Applications in other business areas - Analytics in telecom and location-based intelligence marketing, analytics in consumer-packaged goods (CPG), analytics in utilities, analytics in healthcare, analytics in online retail.</p>

Text Book	
1.	Evans, J.R. (2013). <i>Business Analytics: Methods, Models, and Decisions</i> , 3rd ed. Pearson India.
2.	Malhotra, N.K. and Dash, S. (2011). <i>Marketing Research</i> , 6th ed. Pearson India
3.	Baesens, B., Vlasselaer, V.V. and Verbeke, W. (2015). <i>Fraud Analytics Using Descriptive, Predictive and Social Network Techniques</i> , (1 st ed). Wiley India,
4.	Prasad R.N. & Acharya S. (2011). <i>Fundamentals of Business Analytics</i> , (1 st ed.) Wiley.
5.	Davenport, T.H. and Harris, J.G. (2007). <i>Competing on Analytics: The New Science of Winning</i> , 1st ed. Harvard Business Review Press
6.	Damodharan, A. (2007). <i>Strategic Risk Taking</i> , 1st ed., FT Press
7.	Davenport, T.H., Harris, J.G., and Morison, R. (2010). <i>Analytics at Work: Smarter Decisions, Better Results</i> , 1st ed., Accenture
References and Suggested Readings	
1.	Raman, A and Fisher, M. (2010). <i>How Analytics Are Transforming the Supply Chain and Improving Performance</i> , 1st ed. HBS Press
2.	Fitz-enz, J. (2010). <i>The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments</i> , 1 st ed., American Management Association
3.	Peterson, E. (2004). <i>Web Analytics Demystified: A Marketer's Guide to Understanding How Your Web Site Affects Your Business</i> , 1st ed. Celilo Group Media & Café Press
4.	Lilien, G.L. and Rangaswamy, L. (2004), <i>Marketing Engineering: Computer Assisted Marketing Analysis and Planning</i> , 2nd ed. Revised, Trafford Publishing.

Course Contents and Lecture Schedule

No	Topic	No. of Lectures
1	Business Analytics:	
1.1	Business Analytics	3 Hours
1.2	Decision models and Spreadsheet modeling	3 Hours
1.3	Data Visualization	3 Hours
2	Financial Analytics and Operations Analytics	
2.1	Financial analytics	3 Hours
2.2	Fraud analytics	3 Hours
2.3	Demand planning and supply chain analytics	3 Hours
3	Human Resource Analytics:	
3.1	Human resource analytics, Recruitment analytics	3 Hours
3.2	On boarding analytics, Skill Gap analytics	3 Hours
3.3	Attrition and retention analytics	3 Hours
4	Marketing Analytics	
4.1	Marketing analytics basics	3 Hours
4.2	Tools and models, Factor segmentation	4 Hours
4.3	4B and web analytics	3 Hours
5	Predictive Analytics and Application of Analytics in Business:	
5.1	Predictive modelling	3 Hours
5.2	Problems	4 Hours
5.3	Case study with industry data	4 Hours
	Total	48 Hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA351	INTERNSHIP	Core	0	0	6	3

Preamble

Internship will be considered as a core course in the third semester. Every student is expected to do the Summer Internship Training (SIT) outside the college/ institution for a duration of 6 to 8 weeks. The Summer Internship Training is to be conducted in a Public/Private/Cooperative sector organisation during the summer period after the second semester. The internship helps the student to get an understanding of business functions like Marketing, Finance, Operations and Information Systems with special emphasis on management functions like planning, organising, controlling, coordinating and budgeting of business activities.

Course Outcomes: After the completion of the course the student will be able to:

CO 1	Apply knowledge and skill sets acquired from the internship in organisational functions
CO 2	Develop real-world problem-solving skills by analysing work environment
CO 3	Build professional capabilities including right work attitude, self-confidence, interpersonal skills and team work

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	1	2	1
CO 2	3	2	1	1	1
CO 3	2	1	3	1	2

Assessment Pattern

The external evaluation will be conducted by the examiners appointed by the University and the internal evaluation by a panel constituted by the college/institute. The criteria for evaluation will be as detailed below:

Internal Evaluation 40 marks (by an internal committee)

Criteria	Marks
Progress of work	10
Log Book/Work Diary	10
Internship Presentations	20
Total	40

External Evaluation 60 marks (by the University)

Criteria	Marks
Final Report	30
Internship Viva Voce	30
Total	60