

# E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai  
Accredited by NAAC with 'A' Grade | Accredited by NBA (CSE, EEE, MECH)  
NAGAPATTINAM – 611 002



## MASTER OF BUSINESS ADMINISTRATION

### Full Time Curriculum and Syllabus

#### Second Year – Fourth Semester

Course Code	Course Name	L	T	P	C	Maximum Marks		
						CA	ES	Total
<b>Theory Course</b>								
1703BA009	International Trade Finance	3	0	0	3	40	60	100
1703BA014	Entrepreneurship Development	3	0	0	3	40	60	100
1703BA015	Organisational Theory, Design and Development	3	0	0	3	40	60	100
<b>Laboratory Course</b>								
1704BA401	Project Work	0	0	12	6	100	100	200

L – Lecture | T – Tutorial | P – Practical | CA – Continuous Assessment | ES – End Semester

<b>1703BA009</b>	<b>INTERNATIONAL TRADE FINANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**PREREQUISITE :**

1. Financial Management
2. International Business Management

**COURSE OBJECTIVES:**

1. To explain the basics and current trends in International trade.
2. To propose the export import finance and FOREX management.
3. To identify the documentation involved in international trade and export promotion schemes.

**UNIT I INTERNATIONAL TRADE 9 Hours**

International Trade – Meaning and Benefits – Basis of International Trade –Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current trends in India - Barriers to International Trade – WTO –Indian EXIM Policy.

**UNIT II EXPORT AND IMPORT FINANCE 9 Hours**

Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.,) – Payment Terms-Letters of Credit – Pre Shipment and Post Shipment Finance – Forfeiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.

**UNIT III FOREX MANAGEMENT 9 Hours**

Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting.

**UNIT IV DOCUMENTATION IN INTERNATIONAL TRADE 9 Hours**

Export Trade Documents: Financial Documents – Bill of Exchange-Type-Commercial Documents - Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

**UNIT V EXPORT PROMOTION SCHEMES 9 Hours**

Government Organizations Promoting Exports – Export Incentives : Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts -Export Promotion – EPZ – EQU – SEZ and Export House.

**TOTAL: 45 HOURS**

**FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR:**

1. Challenges in International trade, Exchange rate regimes
2. Tax incentives foreign currency

**COURSE OUTCOMES:**

After successful completion of the course, Student will be able to

- CO1: Explain the current trends & barriers to international trade in relation with WTO
- CO2: Classify the pre shipment and post shipment finance in payment terms
- CO3: Relate the forward, future and currency options using foreign exchange rate
- CO4: Utilize the bill of exchange in financial documents
- CO5: Connect the risk covering and official documents with transport documents
- CO6: Illustrate the IT concession and marketing assistance in export promotion schemes

**REFERENCES:**

1. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.
2. Eun and Resnik, International Financial Management, Tata McGraw Hill, 5th Edition, 2011.
3. Dr.A.Mustafa, Foreign Trade Finance and Documentation, University Science Press, New Delhi, 2010.
4. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2010.
5. T.Bhogal, A.Trivedi, International Trade Finance- A pragmatic Approach, Palgrave Macmillian, 2008.
6. Sharan, International Financial Management, 3<sup>rd</sup> Edition, PHI, 2005.
7. K Aswathappa, International Business, The McGraw-Hill , 3<sup>rd</sup> Edition.
8. Francis Cherunilam, International Business Text and cases, 3rd Edition, PHI, India.
9. Website of Indian Government on EXIM policy.
10. Indian Institute of Banking & Finance, International Trade Finance, Taxmann, Edition 2017.

<b>1703BA014</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**PREREQUISITE :**

1. Principles of Management, Human Resource Management & Marketing Management.
2. Financial Management.

**COURSE OBJECTIVES:**

1. To develop entrepreneurial competence among the students.
2. To make the students understand business plan, launching of small business and management of small business.
3. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

**UNIT I                      ENTREPRENEURIAL COMPETENCE                      6 Hours**

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur.

**UNIT II                      ENTREPRENEURIAL ENVIRONMENT                      12 Hours**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Supporting Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

**UNIT III                      BUSINESS PLAN PREPARATION                      12 Hours**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital – Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

**UNIT IV                      LAUNCHING OF SMALL BUSINESS                      10 Hours**

Finance and Human Resource Mobilization, Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

**UNIT V                      MANAGEMENT OF SMALL BUSINESS                      5 Hours**

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of Small Business.

**TOTAL: 45 HOURS**

**FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR:**

1. Entrepreneurship process
2. SWOT, Importance of IPR in small business

**COURSE OUTCOMES:**

After successful completion of the course, Student will be able to

- CO1: Explain the characteristics of successful entrepreneur using Entrepreneurship concept  
CO2: Describe the Central and State Government industrial policies through business environment.  
CO3: Use a best business idea by using appropriate methods to assess financial viability.  
CO4: Estimate the budget for the project by effectively managing a small business.  
CO5: Elaborate the process of product launch using the growth strategy.  
CO6: Explain the management of small business by monitoring and evaluating the business.

**REFERENCES:**

1. Hisrich & Peters, Entrepreneurship, 10<sup>th</sup> Edition, McGraw Hill, New Delhi, 2017.
2. Arya Kumar. Entrepreneurship, 5<sup>th</sup> Edition, Pearson.2015.
3. Donald F Kuratko, T.V Rao, Entrepreneurship: A South Asian perspective. Cengage Learning. 2012.
4. Rajeev Roy, Entrepreneurship, Oxford University Press, 2008.
5. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.
6. David H. Holt, Entrepreneurship, PHI, 1999.
7. Entrepreneurship Development, Colombo Plan Staff College for Technician Education, 1998.
8. P.Saravanavel, Entrepreneurial Development, Ess Pee Kay Publishing House, Chennai-1997.

<b>1703BA015</b>	<b>ORGANISATIONAL THEORY, DESIGN AND DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**PREREQUISITE :**

1. Organisational Behavior
2. Managerial Behaviour and effectiveness

**COURSE OBJECTIVES:**

1. To arrange the organisational structure with essential elements to achieve the target.
2. To elaborate the various types of culture for make the employees to fit in the environment.
3. To develop the change management strategies based on the organizational life cycle to survive in the market.

**UNIT I ORGANISATION & ITS ENVIRONMENT 8 Hours**

Organization – Need for existence — Organization theory – current challenges – Dimensions of organization– structural and contextual dimensions- Mintzberg’s Organizational types - Organizational Effectiveness.

**UNIT II ORGANISATIONAL DESIGN 12 Hours**

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design

**UNIT III ORGANISATIONAL CULTURE 9 Hours**

Culture – Strong and Weak Cultures –Interpreting Culture – Creating and Sustaining Culture - Organization Design and Culture -Culture and Strategy -Corporate culture and ethics in a global environment.

**UNIT IV ORGANISATIONAL CHANGE 9 Hours**

Change – Forces driving the need for major Organizational Change– Elements for successful change- Types and forms of change – Evolutionary and Revolutionary change – Change process -Organization Development – HR functions and Strategic Change Management.

**UNIT V ORGANISATION EVOLUTION AND SUSTENANCE 7 Hours**

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications.

**TOTAL: 45 HOURS**

**FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :**

1. Formal Culture, Unfreezing change.
2. Role of Change agents.

**COURSE OUTCOMES:**

After successful completion of the course, Student will be able to

- CO1: Explain the concept of organizational effectiveness in terms of system approach.
- CO2: Outline the challenges in organizational design by means of differentiation with integration.
- CO3: Arrange the organizational structure using mechanistic and organic Structure.
- CO4: Relate the types of organizational cultures by using strong & weak culture.
- CO5: Illustrate the organizational development with strategic change management strategies.
- CO6: Develop a suitable decision Making model by rational model & Carnegie model.

**REFERENCES:**

1. Richard L. Daft, Understanding the theory & Design of Organisation, Cengage Learning Western, 11<sup>th</sup> edition 2012.
2. Robert A Paton, James McCalman, Change Management, A guide to effective implementation, Response Books, 2012.
3. Gareth R.Jones, Organisational Theory, Design & Change, Pearson Education, 7<sup>th</sup> edition 2012.
4. Thomson G. Cummings and Christopher G. Worley, Organisational Development and Change, Cengage learning, 9<sup>th</sup> edition, 2012.
5. Bhupen Srivastava, Organisational Design and Development: Concepts application, Biztantra, 2010.
6. Adrian Thorn Hill, Phil Lewis, Mike Millmore and Mark Saunders, Managing Change -A Human Resource Strategy Approach, Wiley, 6<sup>th</sup> edition 2010.
7. Robbins Organisation Theory; Structure Design & Applications, Prentice Hall of India, 2009.
8. Hodge, Anthoy & Gales, Organization theory, 6<sup>th</sup> edition, Prentice hall, 2003