

FORE School of Management

INTERNATIONAL MANAGERS GROUP

SYLLABUS – QUANTITATIVE TECHNIQUES & OPERATIONS MANAGEMENT

Area	Course Title	Learning objective
QT & OPERATIONS MANAGEMENT	BUSINESS STATISTICS & RESEARCH METHODS	To develop an effective understanding of <ul style="list-style-type: none"> • The basic statistical tools used in management • The process of conducting research in finding out solutions to simple business problems
QT AND OPERATIONS MANAGEMENT	DECISION MAKING MODELS	<ul style="list-style-type: none"> • To familiarize the students with various concepts of quantitative techniques. • To equip the students with tools and techniques for application of concepts to real life problems for efficient managerial decision making. • To acquaint the students with computerized solutions to decision making problems.
QT AND OPERATIONS MANAGEMENT	PRODUCTION AND OPERATIONS MANAGEMENT	This course aims at providing a systemic view of Production Operations Management to the future managers and clarifying its role in overall enterprise management. This would lead to knowledge of: <ul style="list-style-type: none"> • The basic concepts and evolution of Operations Management • Design of an operations system which includes product development, production processes, location, layout, quality and capacity • The techniques required for planning and control of manufacturing and service operations • The philosophy of JIT manufacturing and implementation issues • Fundamentals of scheduling • OM interface with environment • Contemporary topics like Theory of Constraints
QT AND OPERATIONS MANAGEMENT	MANAGING GLOBAL LOGISTICS & SUPPLY CHAIN	L&SCM is an applied paper that integrates the cross-discipline needs of marketing, finance and operations management. It aims at equipping students with the ability: <ul style="list-style-type: none"> • To appreciate the importance of SCM in international business • Understand the nature and concepts of supply chain, its functions, differences from the conventional marketing channel approach • Appreciate the similarities and interaction between Purchasing, Distribution and Supply Chain systems • Learn the function and role of Warehousing and Unitization • Knowledge related of international conventions, legal requirements and practices related to movement of goods across the Globe

		<ul style="list-style-type: none"> • Create capability to analyze, design and improve the supply chain in an organization.
<p>QT AND OPERATIONS MANAGEMENT</p>	<p>INTERNATIONAL PROJECT MANAGEMENT</p>	<ul style="list-style-type: none"> • To provide the participants an integrative approach to management of projects including theory, techniques, pitfalls and best practices. • To acquaint the students with the specific problems faced during management of international projects. • To equip the students with the capability of using PM softwares to plan and monitor projects effectively. • To expose the participants to various project financing and project accounting techniques.

SYLLABUS – FINANCE AND ACCOUNTING

Area	Course Title	Learning objective
FINANCE & ACCOUNTING	MANAGEMENT ACCOUNTING	To develop sound understanding of: <ul style="list-style-type: none"> • Conceptual framework, regulatory environment and nuances of corporate financial accounting and reporting. • Asset valuation. • Annual reports and cash flow statements. • Tools and techniques of financial analysis for decision making. • Evaluating divisional performance and Budgeting for planning and control.
FINANCE & ACCOOUNTING	CORPORATE FINANCE	<ul style="list-style-type: none"> • Understanding of the central ideas and theories of modern finance • Provide a framework for analyzing investment, financing, and dividend and working capital decisions in the real world situation. • Develop an in-depth knowledge of the applied tools and techniques helpful in financial decision making.
FINANCE & ACCOUNTING	INTERNATIONAL CORPORATE FINANCE	Students opting for this elective are expected to: <ul style="list-style-type: none"> • Gain deeper knowledge of global capital markets • Acquire analytical framework of exchange rate mechanism and • Develop tools to mitigate foreign currency risk using currency & interest rate swaps
FINANCE & ACCOUNTING	MANAGEMENT OF COMMERCIAL BANKS	<ul style="list-style-type: none"> • To give an insight into the strategic, managerial, regulatory and operating issues facing commercial banks. • To study the impact of changes that is taking place globally upon the structure and operations of banking companies. • To develop skills among the students to enable them to identify, evaluate and apply knowledge acquired in an integrated manner within the overall corporate strategy and day-to-day functioning of the banking companies.
FINANCE & ACCOUNTING	INTERNATIONAL INVESTMENT MANAGEMENT AND FINANCIAL DERIVATIVES	Students opting for this elective are expected to : <ul style="list-style-type: none"> • Familiarise with the process, analysis and implications of investing in security and financial derivatives • Develop analytical ability in evaluating investment opportunities with special emphasis on quantitative research and analysis. • Develop analytical ability to evaluate a portfolio in International context
FINANCE & ACCOUNTING	INTERNATIONAL FINANCIAL MARKETS AND INSTITUTIONS	<ul style="list-style-type: none"> • To gain an insight into international financial institutions.

		<ul style="list-style-type: none"> • To learn about tissues and context of off shore funding, investment and working of financial markets. • To appreciate, learn and manage risks associated with international operations of financial institutions.
FINANCE & ACCOUNTING	CORPORATE RESTRUCTURING: MERGERS And ACQUISITIONS	<ul style="list-style-type: none"> • Enable the students to be aware of the increasing reorganization activities undertaken by corporate in the light of India being a globalised economy operating in a competitiveness environment. • Develop the decision-making attribute among students by exposure to practical applications of several valuation tools used in the process of organic and inorganic growth, diversification and divestment by companies. • An in depth study of the recent developments in India, and globally in the stream of mergers, acquisitions, and other forms of corporate restructuring to develop an understanding on the need for above. • Comparative analysis of various sectors in their strategies adopted towards reorganization with the objective of maximization of shareholders' wealth.
FINANCE & ACCOUNTING	MERCHANT BANKING CORPORATE RESOURCE RAISING FROM THE CAPITAL MARKETS	<p>This course aims at developing a sound understanding of:</p> <ul style="list-style-type: none"> • The Indian capital market, its constituents, deregulation and liberalization. Regulatory structure and SEBI, role and functions of merchant bankers, their responsibilities and code of conduct. • Public issue management, equity valuation, book building, underwriting, issue marketing, role of registrars, advertisers and bankers to the issues, analysis of offer documents etc. • Private Placements: Preferential Issues, Qualified institutional placement and Private Placement of debt, Listing of NCDs by unlisted companies. • Capital Restructuring: Securities Buy Back and Delisting. • Innovations such as, IPO grading, green shoe option, shelf prospectus, umbrella debt issues, global integration of Indian market: sponsored ADRs/GDRs and Indian depository receipts, e-IPOs, ASBA, Fast track issues etc.

SYLLABUS – INTERNATIONAL BUSINESS

Area	Course Title	Learning objective
INTERNATIONAL BUSINESS	INTERNATIONAL TRADE PROCEDURE & DOCUMENTATION	To enable the participants to organize and carry out the internal functions, documentation and financial procedures which are necessary for effective and profitable export import operations.
INTERNATIONAL BUSINESS	GLOBAL BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> • To understand the business realities and developments in other countries, and in the world at large • To keep pace with the rapid liberalization, interdependence and global inter-connection • To enable students develop finer skill and articulation to analyse the business environment while taking decisions in all aspects of international business.
INTERNATIONAL BUSINESS	WTO AND INTERNATIONAL TRADE POLICIES	<p>WTO is the apex body that lays down the rules of multilateral trade. Each member country ought to formulate its trade policy in sync with WTO obligations. It is important to understand the rules by which trade is governed at international level and at country level. The objectives of this course are:</p> <ul style="list-style-type: none"> • To understand the implications of WTO rules governing international trade • To familiarize students about the conceptual framework of trade policies in the context of globalization • To sensitize the learners about the challenges Indian business face in WTO regime.
INTERNATIONAL BUSINESS	REGIONAL TRADE BLOCS	<ul style="list-style-type: none"> • To understand the implications of trade-blocs for the member nations as well as non-member ones in commerce, economy and geopolitics. • To render them professionally competent to operate in a bloc on the eve of India joining ASEAN.

SYLLABUS – INFORMATION TECHNOLOGY

Area	Course Title	Learning objective
INFORMATION TECHNOLOGY	INFORMATION TECHNOLOGY IN BUSINESS, TRADE & INDUSTRY	<ul style="list-style-type: none">• To explain to the student the role of IT in Business, Trade and Industry.• Make students familiar with Transaction processing, Enterprise Wide Systems.• Introduce the students to Computer Networking. Appreciate the role of IT in competitive environment.• Familiarize the students with concepts and applications of spread sheet and database.• Introduce the concept of DSS and DSS applications using excel and Access.• Explain what is MIS and illustrate with examples from business, trade and industry.
INFORMATION TECHNOLOGY	E-BUSINESS & DATA & SECURITY IN INTERNATIONAL ENVIRONMENT	The objective of the course is to introduce the students to: <ul style="list-style-type: none">• Concept of Electronics Business• Strategic advantage of electronic channels• Infrastructure and Security• Payment systems• IT Act

SYLLABUS - MARKETING

Area	Course Title	Learning objective
MARKETING	MARKETING MANAGEMENT	<ul style="list-style-type: none"> • To develop a conceptual understanding of marketing management in a domestic and global environment. • To assess market opportunity and appreciate competitive analysis, STP (segmentation, targeting and positioning) as key marketing tools. • To explore the marketing mix tools and be able to design a market offering in terms of 'Product', 'Price', 'Place' and 'Promotion'. • To study the role of Market Research and Demand Forecasting in the overall marketing planning • Learn how to integrate marketing mix variables, develop a marketing plan with a societal marketing perspective and understand the challenges in its implementation.
MARKETING	INTERNATIONAL MARKETING MANAGEMENT	<ul style="list-style-type: none"> • For students to be able to develop international marketing strategies that are optimal for the varying conditions in which firms find themselves. • To learn how to integrate marketing mix variables and write a strategic level marketing plan for global markets.
MARKETING	CONSUMER BEHAVIOR	<ul style="list-style-type: none"> ▪ To provide deep understanding of the principles of consumer behavior. ▪ To create an understanding of techniques for implementing these principles in the business, especially marketing context. ▪ To provide comprehension of how a consumer would react to a Company and Competitors' product/s or offering and marketing communication
MARKETING	SALES & DISTRIBUTION MANAGEMENT	<ul style="list-style-type: none"> • To provide participants with an understanding on the scope, concepts and techniques of Sales and Distribution management function and its importance to organization's success. • To understand the distribution in various categories of products & services and examine the major decision areas in channel building and management. • To recognize the challenges of distribution in Rural India and the growing importance of rural marketing for consumer good companies. • To provide an exposure to key Sales management functions like sales team development, territory planning, sales quota setting and performance monitoring. • To create awareness about the integration of IT and Logistics with the Sales & Distribution activities.

MARKETING	SERVICES MARKETING	<ul style="list-style-type: none"> • To enable the student to conceptualize and strategize for production and delivery of services • To develop frameworks for understanding services, their marketing strategies and implementation
MARKETING	STRATEGIC MARKETING	<ul style="list-style-type: none"> • To make the students understand changing landscape of market scenario and its implications on marketing in terms of opportunities and challenges and developing strategic market planning • To analyze the need to reengineer marketing strategies and make marketing as foundation of overall corporate strategy as well as a process to build long-term relationship with customers • To critically analyze and explore various components of strategic marketing and their integration for creating various competitive advantage based on customer value
MARKETING	ADVERTISING & BRAND MANAGEMENT	<ul style="list-style-type: none"> • To understand the important branding decisions faced by firms to build powerful brands. • To gain an understanding of advertising and other mass communication marketing practices
MARKETING	INTERNATIONAL BUSINESS TO BUSINESS MARKETING	<ul style="list-style-type: none"> • To explain the unique challenges of B2B marketing to private firms and government agencies as against Consumer marketing • To make the students understand the dynamics of organizational purchasing, relationship marketing, and organizational learning • To understand the concept of value in International B2B dealings • To provide exposure to how the Ps of marketing and CRM are reworked to suit the Business marketing perspective.
MARKETING	CUSTOMER RELATIONSHIP MANAGEMENT	<ul style="list-style-type: none"> • To understand the value of having Long Term Relationships with Individual Customers • To realize the importance of modern technologies in enabling the companies to apply CRM

SYLLABUS – ORGANIZATIONAL BEHAVIOR & HUMAN RESOURCE

Area	Course Title	Learning objective
ORGANIZATIONAL BEHAVIOR (OB) & HUMAN RESOURCE (HR)	PRINCIPLES OF MANAGEMENT	<ul style="list-style-type: none"> • To provide the students the knowledge of basic management principles, processes and functions • To understand traditional as well as contemporary management issues. • To provide insight into the functioning of a business organization • To familiarize students with classical and contemporary management theories
ORGANIZATIONAL BEHAVIOR (OB) & HUMAN RESOURCE (HR)	MANAGERIAL COMMUNICATION	<ul style="list-style-type: none"> • To understand the significance of oral & non verbal communication in business organizations and hone the listening & other soft skills. • To conduct business meetings, presentations, & job-interviews effectively. • To enhance written communication skills for drafting clear, concise, audience centric business messages. • To understand cross culture values and communication in international perspective.
ORGANIZATIONAL BEHAVIOR (OB) & HUMAN RESOURCE (HR)	HUMAN BEHAVIOUR IN ORGANISATION	<ul style="list-style-type: none"> • To provide knowledge on the basic concepts and theories underlying individual and group behavior. • To develop the ability to relate and apply these concepts to personal and organizational situations. • To assess the impact of individual and group behaviour on organizational performance.
ORGANIZATIONAL BEHAVIOR (OB) & HUMAN RESOURCE (HR)	INTERNATIONAL HUMAN RESOURCE MANAGEMET	<ul style="list-style-type: none"> • To provide basic understanding of human resource management in international context • To handling International Human Resource functions in MNCs and global HR assignments effectively.
ORGANIZATIONAL BEHAVIOR (OB) & HUMAN RESOURCE (HR)	CROSS-CULTURE & DIVERSITY MANAGEMENT	<ul style="list-style-type: none"> • To understand the cross-cultural issues in the organizational setting • To analyze cultural dimensions and its effects on organizational performance • To develop knowledge and skills to effectively interact and operate in a cross-cultural environment and to enhance ability to respond to diversity-related issues at workplaces.
ORGANIZATIONAL BEHAVIOR (OB) & HUMAN RESOURCE (HR)	INTERNATIONAL BUSINESS NEGOTIATION	<ul style="list-style-type: none"> • To understand the negotiation concepts, processes, behaviors and implications with reference to international settings • To analyse the role of context, power and style on negotiated outcome(s) • To design and draft international agreements

SYLLABUS – ECONOMICS AND BUSINESS POLICY

Area	Course Title	Learning objective
ECONOMICS AND BUSINESS POLICY	BUSINESS ECONOMICS	<ul style="list-style-type: none"> • To equip students with the standard tools of microeconomic analysis including demand analysis, production and cost analysis and market structures. • To provide an understanding of the macro economic framework of the economy, its interaction with global economic forces and the effects of Government policies.
ECONOMICS AND BUSINESS POLICY	INTERNATIONAL ECONOMICS	<ul style="list-style-type: none"> • To define concepts of economic theory (micro & macro) with international perspective. • To understand concepts of international trade theories and their application to business.
ECONOMICS AND BUSINESS POLICY	INTERNATIONAL BUSINESS STRATEGY	<ul style="list-style-type: none"> • To define concepts of Strategy Management and its application in competitive environment • To understand concepts of international business and its implication. • To upgrade the managerial efficiency for global competitiveness and business environment. • To formulate and implement the cross-border business strategy.
ECONOMICS AND BUSINESS POLICY	INTERNATIONAL BUSINESS LAW	<ul style="list-style-type: none"> • To make themselves familiar with the basic provisions of International Business Law • To understand certain practices prevailing at an international level with which a business manager is expected to deal with. • To create awareness about the numerous legislations passed at different international levels. • To develop judicial attitude towards these regulations by way of analyzing various cases
ECONOMICS AND BUSINESS POLICY	CORPORATE GOVERNANCE & SOCIAL RESPONSIBILITY	<ul style="list-style-type: none"> • To understand the contemporary issues in corporate governance that is evolving very fast. • To apprise the students towards Corporate Social Responsibility with it's changing relevance for the business world. • To create awareness among them about how governments, civil action groups and the general public expect more from business than ever before.