



DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS

Course Title: E-commerce

Course Code: MIB-CF-402	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 0, T = 1)
Course Objective: <i>To advance learners' understanding of the e-commerce ecosystem and enable them to plan, create, and execute e-business plans for marketing success.</i>	
Course Outcomes: After attending the course, students will be able to: <ul style="list-style-type: none"> • <i>Develop an understanding of the environmental and technological framework of e-commerce.</i> • <i>Understand the basic business models and channels of e-commerce.</i> • <i>Design and execute business to consumer e-commerce business plans and models.</i> • <i>Demonstrate a conceptual understanding of the key e-commerce payment systems.</i> 	
SYLLABUS	
Unit I: E-commerce - Meaning, Nature, Scope, History, and Evolution. Business applications of E-commerce. E-commerce Environment. Overview of Computer Networks. Architectural Framework of E-commerce. World Wide Web. History and Evolution of Internet. Building Blocks of Internet – TCP/IP Protocol Suite, Client Server Computing, Packet Switching. Internet Architecture – Internet Backbone and Internet Exchange Points. Internet Protocols and their Corresponding Services.	
Unit II: Business Models of E-commerce - B2B, B2C, B2G and other Models of E-commerce. Major B2C & B2B Business and Revenue Models. Applications of E-commerce to Supply Chain Management. E-procurement. Channels of E-commerce - Web, Mobile, Social Networks, Search Engines, Marketplaces & other Channels.	
Unit III: Business to Consumer E-commerce Applications. Online Retail. Business Models. Order Planning and Order Generation. Cost Estimation and Pricing Strategies. Order Receipt and Accounting. Order Selection and Prioritization. Order Scheduling, Fulfilling, and Delivery. Order Billing and Payment Management. Post Sales Services. Ethical and Legal Aspects of Online Retail.	
Unit IV: Electronic Payment Systems. Types of Payment Systems – Debit and Credit Cards. Net Banking. E-wallets. UPI. Role of Payment Gateways. Operational, Credit, and Legal Risks of E-payment. Risk Management Options for E-payment Systems. Security, Privacy, and Legal Issues in E-commerce.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Design an e-business plan for a business. 2. Design web interface for an e-commerce platform. 	
Suggested Readings: <ol style="list-style-type: none"> 1. Chaffey, D. (2009). <i>E-Business and E-Commerce Management: Strategy, Implementation and Practice</i>. Pearson. 2. Laudon, K., & Traver C. (2014). <i>E-Commerce: Business, Technology and Society</i>. Pearson. 3. O'Mahony, D., Pierce, M., & Tewari, H. (2001). <i>Electronic Payment Systems for E-Commerce</i>. Artech. 	
Note: <i>The schedule for case discussion shall be announced by the concerned faculty in the class.</i>	



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MASTER OF BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

Course Title: International Supply Chain Management

Course Code: MIB-DE-906	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P =0, T = 1)
Course Objective: <i>To provide learners' an understanding of the principles, strategies and challenges in managing the flow of goods and information across global supply chains.</i>	
Course Outcomes: After attending this course, students will be able to: <ul style="list-style-type: none"> • <i>Understand fundamental principles of flow of goods and information throughout the supply chain.</i> • <i>Understand the strategic role of purchasing and supplier selection in managing global supply chains.</i> • <i>Develop an understanding of global warehousing, inventory, and materials management.</i> • <i>Develop an understanding of the role technology and data analytics in managing global supply chain networks.</i> 	
SYLLABUS	
Unit I: Concept of supply chain management (SCM); SCM and trade logistics; Value chain analysis; Integrated SCM: Concept, span and process: Supply chain and continuous improvement, Supply Chain performance measurement; Supply chain modeling; Forecasting and financial implications: Supply chain and after –sales service; Creating life-cycle ownership value; Customer service management; Demand management; Product development Process and SCM.	
Unit II: Purchasing Process: Strategic role of purchasing in the supply chain and total customer satisfaction; Types of purchases; Purchasing cycle; Supplier selection and evaluation; Purchase agreement; Purchasing cost management.	
Unit III: Warehousing and Inventory Management: Warehousing and marketing strategy; Objectives and functions of warehousing; Warehousing evaluation and requirements; Warehousing location strategies; Inventory management principles and approaches; Material management systems and techniques –JIT purchasing, manufacturing and in-bound logistics.	
Unit IV: Supply Chain Information Systems – Role and importance of supply chain information system; supply chain benchmarking- benchmarking process and procedure, recent trends in supply chain management, outsourcing supply chain operations, role of e-commerce in supply chain management, green supply chain management.	
Skill Development Activities: <ol style="list-style-type: none"> 1. The learners will participate in case studies that will familiarize with real time supply chain networks. 2. Research projects: This will equip learners to develop analytical and research skills while deepening their understanding of supply chain issue. 	
Suggested Readings: <ol style="list-style-type: none"> 1. Chopra, S and Mendli, P. (2018), <i>Supply chain management</i>, 7e, Pearsons India 2. Hugos, M.H. (2018), <i>Essentials of Supply chain Management</i>, John Wiley & Sons 3. Hanfield, R. and Nicholas Jr, E.L. (1998), <i>Introduction to supply chain management</i>, Pearsons 4. Hult, G.T.M., Closs, D. and Frayer, D. (2013), <i>Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage</i>, McGraw-Hill Education 	
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MASTERS OF BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

Course Title: Export Import Procedure and Documentation

Course Code: MIB-DE-910	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 0, T = 1)
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Course Objective: *To enable students to design, prepare and manage the procedures and documentation involved in cross-border transactions.*

Course Outcomes: After attending the course, students will be able to:

- *Build a sound understanding of the regulatory and institutional mechanism underlying foreign trade in India.*
- *Understand the nuances of export procedures from initiation to completion of import-export transactions.*
- *Comprehend the various laws and regulations governing the import of goods in India.*
- *Develop an understanding of various instruments used in managing international transactions.*

SYLLABUS

Unit I: India's trade policy; State of India's foreign trade; Indian Foreign Trade Policy and Infrastructure; Objectives of Export-Import Policy; Export-Import Trade Regulatory Framework; Overview of Export Documentation and Procedures; Export Assistance and Infrastructure: Importance, Institutional Setup for Export Promotion in India (EXIM, ECGC), Expansion of Production Base for Exports: schemes for 100% EOU/EPZ/ETZ, Export Incentive Schemes and Provisions, Pre-shipment and Post-shipment loans; Import provisions and schemes; ; Important terms used in Export & Import.

Unit II: Export Procedures: Terms of payment Advance Payment, Documentary Credit, Price Quotation); Export Sales Contract and Order; Credit Risk, Export Credit Insurance, Cargo Insurance and Marine Insurance; Packing, Marketing, Quality Control and Inspection; Shipment of Export Cargo: Central Excise Clearance and Custom Clearance; Document Negotiation

Unit III: Import Procedures: Import regulations, finance; supplier negotiation, locating suppliers; clearance and agents in import; custom clearance of import cargo; Indian custom and import duties; resale and transfer of imported goods; Electronic data Interchange and technology in trade

Unit IV: Export-Import Documentation-Rationale (Commercial, legal and incentive perspectives); Kinds and functions of documents-commercial documents, legal-regulatory documents and claiming incentives; principle and auxiliary documents, standardized pre-shipment export documents; bill of lading; documents in Import Trade; Shipment preparation and role of clearing and forwarding agent; exchange control regulations and facilities

Skill Development Activities:

1. Preparation of export/import documents of fictional organizations.
2. Visits to local ECGC office and Customs and Central Excise Commissionerate.

Suggested Readings:

1. Goyal, C.R. (2008). *Export Import Procedures: Documentation and Logistics* (1st ed.). New Age International (P) Ltd. Publishers.
2. Khurana, P. K. (2019). *Export Management: Theory and Practice* (1st ed.). Book Age Publications.
3. Paul, J. & Aserkar, R. (2013). *Export Import Management* (2nd ed.). Oxford Publications.
4. Singh, R. (2020). *Export and Import Management: Text and Cases* (1st ed.). Sage Publications Pvt Ltd.

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MASTER OF BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

Course Title: International Tourism Management

Course Code: MIB-DE-913	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 0, T = 1)
Course Objective: <i>To develop students' understanding of managing and promoting tourism in an international context.</i>	
Course Outcomes: After attending this course, students will be able to: <ul style="list-style-type: none"> • Gain a comprehensive understanding of the fundamental concept and drivers of international tourism. • Understand the historical evolution of tourism industry in the international and Indian context. • Develop an understanding of the political and institutional framework governing international tourism. • Understand the role and significance of culture and communication in international tourism management. 	
SYLLABUS	
Unit I: Introduction to International Tourism: Definition, scope, and significance of international tourism, Impact of globalization on the tourism industry, Factors influencing international tourist demand, Factors affecting the supply of tourism services, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements, Development issues of tourism & the environment. International rules & regulations -a brief study, International Tourism Organizations.	
Unit II: International hotels: The emergence, Historical development of international tourism and Hotel Industry, Historical aspects, development of chains, development abroad & in India, Eco Friendly Hotels: Need and Emergence-Innovative Concepts in International Hotel Industry.	
Unit III: Political aspects of the international travel, tourism Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers viz: WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management.	
Unit IV: Human resources & cultural diversity-Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations. Cultural dimensions and their influence on tourism, Effective communication and customer service in a multicultural environment, handling cultural differences and managing cultural expectations. International tourism sales & marketing Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Destination Showcase: Tourism Marketing Plan 2. Global Journey: International Itinerary Development 3. Travel Agency Launch: From Concept to Reality 	
Suggested Readings: <ol style="list-style-type: none"> 1. Mill, R,C (1990), <i>Tourism: The international Business</i> Prentice Hall, New Jersey. 2. Getz, D., & Page, S. J. (2016). <i>Event studies: Theory, research and policy for planned events</i>. Routledge. 3. Morrison, A. M., & Mill, R. C. (2012). <i>The tourism system: An introductory text</i> (5th ed.). Kendall Hunt Publishing. 4. Bhatia, A.K (2001) <i>International Tourism Management</i>, Sterling Publishers Pvt Ltd, New Delhi. 	
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MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

Course Title: Spoken Arabic - II

Course Code: SBS-GE-002	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 0, T = 1)
Course Objective: <i>To enable student to write and speak Modern Spoken Arabic with special emphasis on tourism related techniques in business administration. A special emphasis will be laid on communication i.e. speaking skill.</i>	
Course Outcomes: After attending the course, students will be able to: <ul style="list-style-type: none">• Recognize and produce the sounds of Arabic and read and write the script associated with those sounds.• Write from dictation, common words and phrases and read common words and phrases.• Communicate orally and in written form greetings, introductions, and simple descriptions.• The ability to comprehend and produce accurately the basic sentence structures of Arabic.• Learn basic facts about the region where Arabic is spoken and some aspects of culture and society in that region.	
SYLLABUS	
<p>- الأ ولنا الو حدة الو حدة - (والخبر المبتدأ) (الاسمية الجملة - التأنيث والتذكير - الثانية الو حدة: - الفعلية الجملة - الماضي الفعل - المضارع الفعل - (والمضارع الماضي) (المنفي الفعل - الثالثة الو حدة الأمر</p>	
Suggested Readings: <ol style="list-style-type: none">1. Arabic Made East, by Abul Hashim2. New Arabic Course, by Prof. V. Abdur Rahim3. Learn Modern Arabic, by Dr. Mohammad Ajmal4. Let's Speak Arabic, by S.A. Rahman	
<p>المقترح ككتبا : للمبتدئين العربية اللغة دروس 1، فاروقياً أحمد زبير برو فيسر وآخرون برو فيسر، الوظيفة العربية اللغة 2. الندويخا نا أحمد شفيق وآخرون</p>	
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