

**SPECIALIZATION –INTERNATIONAL BUSINESS  
PORTIONS FOR MID TERM EXAM AND END SEMESTER EXAM**

**Syllabus for batches prior to July'09 batch**

**SEMESTER III**

<b>S.No.</b>	<b>Subject</b>	<b>Portion for Mid-Term Exam</b>	<b>Portion for End Semester Exam</b>
1.	E-Commerce	Chapters 1 to 6	Chapters 7 to 13
2.	World Class Manufacturing	Chapters 1 to 4	Chapters 5 to 12
3.	International Economics	Chapters 1 to 11	Chapters 12 to 26
4.	Export Management	Chapters 1 to 4	Chapters 5 to 10
5.	International Finance	Chapters 1 to 8	Chapters 9 to 26 including appendix

**SEMESTER IV**

<b>S.No.</b>	<b>Subject</b>	<b>Portion for Mid-Term Exam</b>	<b>Portion for End Semester Exam</b>
1.	International Marketing	Chapters 1 to 8	Chapters 9 to 23
2	Global Supply Chain Management & Outsourced Manufacturing	Chapters 1 to 6 including annexures	Chapters 7 to 15 including annexures
3	International Business Environment	Chapters 1 to 2	Chapters 3 to 5
4	Project		

**Syllabus for batches w.e.f. July'09 batch onwards**

**SEM III**

<b>S.No.</b>	<b>Subject</b>	<b>Portion for Mid-Term Exam</b>	<b>Portion for End Semester Exam</b>
1.	E-Commerce	Chapters 1 to 6	Chapters 7 to 13
2.	World Class Manufacturing	Chapters 1 to 4	Chapters 5 to 12
3.	International Economics	Chapters 1 to 11	Chapters 12 to 26
4.	Export Management	Chapters 1 to 4	Chapters 5 to 10
5.	International Finance	Chapters 1 to 8	Chapters 9 to 26 including appendix
6.	CRM	Chapters 1 to 5	Chapters 6 to 14 including case studies

**SEM IV**

**Project is compulsory for all.** Guidelines for the same will be sent at the beginning of the 4th semester

<b>S.No.</b>	<b>Subject</b>	<b>Portion for Mid-Term Exam</b>	<b>Portion for End Semester Exam</b>
1.	International Marketing	Chapters 1 to 8	Chapters 9 to 23
2.	Global Supply Chain Management & Outsourced Manufacturing	Chapters 1 to 6 including annexures	Chapters 7 to 15 including annexures
3.	International Business Environment	Chapters 1 to 2	Chapters 3 -5
4.	The Blue Ocean Strategy	Chapters 1 to 3	Chapters 4 to 9 plus annexures
5.	Project		