

INTERNATIONAL BUSINESS (HEC ROAD MAP PAGE NUM 84-87)

COURSE DESCRIPTION/OBJECTIVE

This course provides the manager's perspective in the fields of international payments, international trade, and the analyzation of investments. Emphasis is given to the materials and concepts that illuminate the strategies, structure, practices, and effects of multinational enterprises. The topics to be covered are: The Nature of International Business Management; Marketing to Customers with Diverse Cultural Backgrounds; Operations in Diverse Political and Legal 85

Environments; Finance in the International Marketplace; Human Resources and Employees of Diverse Cultural Backgrounds; and Strategy and Structure of International or Global Enterprises.

INDENTED LEARNING OUTCOMES

By the end of this course it is expected that the student will be able to

1. Develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment.
2. Develop an understanding of the Macroeconomic and political changes that have taken place in the era of Globalization and beyond Globalization.
3. Investigate the political economy of international business, trade and investment.
4. Describe and explain trade and the investment environment in which international business transactions occur.
5. Develop an understanding of the global monetary framework in which international business transactions are conducted.
6. Develop an understanding of the Foreign Exchange Market in which international business transactions can be affected.
7. Develop an understanding of the benefits and risks of the global capital market on international business transactions.
8. Examines the strategies and structures that firms adapt in order to compete effectively in the international business environment.
9. Examine the strategies and functions of international management in the areas of managing political risk, negotiations, planning, organizing international operations, decision making and controlling.
10. Develop an understanding of the horizons of international business and Management in the areas of social responsibility and ethics in the era of globalization.
11. Provide a blend of solid research based information compiled with real world current events and interesting application examples that help explain and reinforce important international topics

TEXTBOOK

1. Roger Bennett. International Business 2nd edition, Financial Times Pitman publishing.

REFERENCE BOOK

1. Czinkota, Michael. R Ronkainen, Ilkka.A (2001) Global Business, 3rd Edn, South- Western
2. Claude M. Jonnard, International Business and Trade: Theory, Practice, and Policy, International Business Series.

MANAGEMENT INFORMATION SYSTEMS (HEC ROADMAP PAGE NUM 150-151)

COURSE DESCRIPTION/OBJECTIVE:

This is a fundamental course for the students of business administration. The course is designed to give concept of information systems and their importance for business success. Different information technology applications in business to manage better and how it will provide support to decision makers for strategic business decisions will be discussed. Different applications like hospital information systems, corporate information systems, city information systems, crime information and control systems, Transaction process system etc. will be discussed.

INDENTED LEARNING OUTCOMES

Upon completing this course, students will be able to:

1. Describe how data is captured, organized and managed using a data management system and design a simple database using data modeling techniques;

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2. Discuss the strategic considerations in information system development and their impacts on the organization;
3. Design effective user interfaces and explain the importance of internal controls for information systems;

4. Describe the different technologies, techniques and infrastructure of transaction processing systems associated with various transaction cycles;
5. Explain the e-commerce technology architecture and discuss the strategies for successful
6. E-commerce;
7. Identify and analyze risk factors, discuss measures to mitigate risks and the importance of business continuity planning; and
8. Explain how various information systems are designed to support the decision making process for business managers.

RECOMMENDED TEXT BOOKS

1. Kenneth C. Laudon, Management Information System- Managing the digital firms, Prentice Hall of India, (Latest Edition)
2. James O'Brien, Management Information Systems, (Latest Edition)
3. Raymond Mcleod, Jr, Management Information Systems, Prentice Hall (Latest Edition)

BUSINESS RESEARCH METHODS(HEC ROADMAP PAGE NUM 54-56)

COURSE DESCRIPTION

This course is designed to give an overview of the principles and methods of business research: identification of research question, development of theoretical framework and model, securing the respondents, making a test investigation, 55

sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the findings and stating the conclusion through a series of class projects. Practical experience is offered to the students on how research techniques and procedures are applied to solve the business problems. This course is also designed to encourage the students to explore the application of theories that have been predominantly developed in Western cultures by using different research method techniques. An understanding of the relevance of Western research for local practice would help students to explore various business related problems and their plausible solutions from indigenous perspective. The course will also help the students in understanding the importance of the business research as a management decision tool and in dealing with various business-related theoretical and applied problems.

INTENDED LEARNING OUTCOMES

At the end of this course, the students should be able to:

1. Recognize the importance of research as a first step in Business Studies.
2. Translate basic/applied business issues into appropriate academic research questions.
3. Understand the links between the issues being investigated and the method of investigation.
4. Understand the relevance of Western research in providing solutions to the local managers by investigating the dominant theories business education.
5. Understand the governing principles in the qualitative and the survey research traditions, the merits and limitations of each, and of their independent and supporting roles in business contexts.
6. Use different software for statistical analysis and interpretation including SPSS, Amos, and E-Views etc.
7. Understand and apply the skills required to design and conduct research studies using qualitative and/or survey methods.
8. Acquire the ability to interpret research results and establish the substantive meaning and implications of the findings for managerial practice.

RECOMMENDED BOOKS

1. *William G. Zikmund, Business Research Methods, Latest Edition, Thomson Learning*

MANAGERIAL ECONOMICS(HEC ROADMAP 2012 PAGE NUM 102-104)

CAPSULE STATEMENT

Managerial Economics is a key branch of economics at graduate level. This is basically applied microeconomics though it uses macroeconomic variables also. The subject matter deals with the economic theory and its application in business management. The course provides a unifying theme of managerial decision making around the theory of the firm. It examines the process whereby a firm can reach optimal managerial decisions in the face of constraints in today's dynamic market. It covers a variety of topics such as demand Analysis, Estimation and forecasting, market structure, production and cost analysis, pricing practices, economic optimization and risk analysis. A strong

grasp of the principles that govern the behavior of economic agents (firms, individuals and government) is a vital managerial talent.

The course provides practical guidelines to students to analyze in depth the managerial decisions in the market. It enables students to comprehend the complexity, risk element, and key success in business.

A sound background of mathematical and statistical tools makes the understanding of the subject matter more interesting and easier.

LEARNING OUTCOMES

After completing this course participants must be able to:

1. Understand the key role of managers in decision making
2. Analyze firm's decision making process
3. Examine how a firm achieves its aims and objectives most efficiently
4. Understand functioning of different markets
5. Meet the challenges of the risky businesses
6. Formulate price strategies in different markets
7. Become confident in making managerial decisions

TEXT BOOK:

1. Mark Hirschey (2009), "Managerial Economics", Thomson: South Western

ADDITIONAL READINGS:

1. William F. Samuelson, Stephen G. Marks (2003), Managerial Economics Fourth Edition, Wiley.
2. Lila J. Truett and Dale B. Truett (19989), Managerial Economics: Analysis, Problems, Cases , International Thomson Publishing
3. Micheal Baye (2002), "Managerial Economics and Business Strategy", Irvin Publishers.
4. Dominick Salvatore (latest edition), "Managerial Economics in a Global Economy", McGraw Hill.
5. Petersen, Lewis and Jain (2006), "Managerial Economics" Pearson: Education.
6. Abdul R. Butt (2006), "Least Squares Estimation of Econometric Models", (Revised Edition), National Book Foundation, Pakistan.