

DEPARTMENT OF INTERNATIONAL BUSINESS

SCHOOL OF MANAGEMENT

**ADMISSION BROCHURE
2020 - 2021**



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PONDICHERRY UNIVERSITY

The Pondicherry University (A Central University) was established by an Act of Parliament, in 1985. The campus is spread over 800 acres of gently rolling skirted by the beach along the Bay of Bengal. The landscape can be referred to a lush green eco-forest featuring sprawling lawns and nurtured gardens, picturesque tree-lined winding roads and a whole variety of flora specially cashew trees supporting a large variety of birds. The tranquil setting makes Pondicherry University Campus a unique one with exquisite natural beauty that provides an ideal atmosphere for persuading study and research. Pondicherry University has 15 Schools, 39 Departments and 11 Centers, besides 93 affiliated colleges catering to the needs of about 66,000 students. The main campus in Pondicherry hosts about 6300 students and 350 faculty members. Being a Central University, the diversity in enrolment of students and recruitment of faculty speaks about the national character of the University. The University is a member of the Association of Commonwealth Universities and signed MoUs with several foreign Universities/ Institutions.

The University has excellent ambience for higher studies, research and cultural interaction. The state-of-the art laboratory facilities, library, dedicated faculty, committed administrative and technical staff with most modern classrooms and congenial teaching has created an environment attracting students from across the country. The emphasis of the University has been to promote inter-disciplinary teaching and research. It has been pioneer University to introduce the Choice Based Credit System.

It houses well maintained hostels for boys and girls, faculty and staff quarters, transit house for visitors, 24 x7 healthcare facilities, gymnasium, sports and recreational facilities, free transport within the campus and utilities such as campus-wide Wi-Fi, bank with ATM facility, post office, cafeterias and other amenities for the welfare of the students and faculty living on campus. The University has offshore campuses in Port Blair, Andaman Islands and Karaikal, a constituent of the Union Territory of Puducherry.



SCHOOL OF MANAGEMENT

The School of Management is the first School to be established in the University in the year 1986 and it has been in the business of developing managers for the society since then. It is one of the biggest schools in terms of enrollment of students and research scholars. The school offers 5 MBA programmes, and additionally another 5 MBA programmes in self-financing mode and PhD programmes in addition to Master of Science (M.Sc.) and PhD in Economics and, Master of Commerce (M. Com) and PhD. in commerce. Driven by the vision to serve as an enabler of societal transformation through state-of-art management education and research that match global benchmarks by providing access, resources and opportunities, the School of Management has attracted the best of talent in terms of faculty recruitment and student enrollment.

The Dean Heads the School and currently, Dr. K. Chandrs Sekhara Rao, Professor of International Finance is serving as the Dean of School of Management. School of Management consist of the following departments:

- **Department of International Business**
- **Department of Management Studies**
- **Department of Tourism Studies**
- **Department of Banking Technology**
- **Department of Commerce**
- **Department of Economics**
- **Department of Management studies (in Karaikal campus)**

PROGRAMME OVERVIEW - MBA INTERNATIONAL BUSINESS (ADMISSION THROUGH CAT)

Rapid developments in International Business on the one hand and the consequential impact of the same on India's domestic market on the other, call for a professional approach and sensitivity to International Business environment. The MBA: International Business is a specialized program for developing a competent cadre of business executives to meet the country's growing requirements of training personnel in the field of International Business Management. The main academic focus is on equipping the participants with an in-depth knowledge of global business and to instill in them an urge to take up competitive global challenges. The programs also focuses on equipping its students with knowledge and expertise in dealing with the corporate world ranging from Foreign Language, International Marketing, International Finance, Economic Analysis, International Logistics, Foreign Exchange and Cross-Cultural Management to Manage Multi National Corporations, Global Business Information Systems, and Export-Import Systems.

PROGRAMME FEATURES

The MBA (International Business) is an intensive programme designed to equip graduates with in-depth knowledge in their selected discipline for a career in academic research, teaching or as a professional practitioner. The program has the following salient features:

With experienced teachers on the Faculty list, the program equips the students with the practical nuances of conducting International Business in a competitive environment;

The Course is meticulously designed to meet the growing International Business challenges, to develop a competent cadre of business executives;

The library housed within the School of Management along with the University general library are well equipped with books, journals and publications, vast online data bases, and a Computer Center with 24-hrs Internet access;

Lectures, case studies, problem-based learning and group projects, as part of this program prepares the students to manage, motivate and innovate;

Periodical Guest Lectures by Executives from different MNCs; Industrial Visits; Summer Project training, Internship and a Final Project are the USPs of our program.



Courses Offered & Criteria for Admission

1. **MBA – International Business** -Two-year full time program - Admission through CAT
2. **Ph.D. in Management (International Business)** – Part-time and Full-time

1) MBA –International Business : Is a Two year four semester full time Programme (Intake of 91) with dual specialization in any of the four functional areas namely Marketing, Finance, Human Resource, MSME, Operations & Systems.

Eligibility criteria : Any graduate degree with 50% marks is eligible. For reservation candidates belonging to SC/ST & Differently abled Candidates passed the qualifying examination are eligible to apply for admission irrespective of the percentage of marks obtained in the qualifying examination except otherwise specified.

Selection process : Candidates will be short listed based on their CAT score 2019. Kindly watch out for the university notification for MBA-IB admissions in the 3rd week of February 2020 . The NRI and foreign nationals are exempted from undergoing the regular selection process. However, foreign nationals are requested to route their applications through ICCR/MHRD, Government of India. The NRI candidates shall apply directly to the Head of the Department with proof of NRI status. The NRI status of the father/mother alone will be considered.

Deliverables :

The candidate will obtain a thorough knowledge in International Business Management, training through presentations, projects and Internships, Industry knowledge and experience through field visits, besides obtaining cutting-edge conceptual inputs and contemporary industry awareness in order to be developed as industry-ready International Business managers.

Course Outcome :

The students will be able to understand, imbibe and approach the in-depth bases of International Business management and take up managerial positions in the industry, possessing required Cross Cultural Skills and functional expertise to meet the expectations of the industry.



2) Ph.D PROGRAMME

The Department offers Ph.D in Management (International Business). Candidates with MBA (International Business), MBA (Marketing, Finance, HR, Tourism, Systems), MIBA, M.Com, Master's Degree in Foreign Trade, Economics and other relevant disciplines are eligible.

Admission Procedure: Admission to Ph.D. Programme Full Time, Part-Time (External & Internal) is done through an All India Entrance Test to be conducted by Pondicherry University followed by an interview to ascertain the research aptitude of the aspiring candidates. Generally, Ph.D. admissions are held along with regular PG Programmes i.e., during the months of July – August every year.

Course Structure: Candidates admitted to Ph.D. Programme in International Business shall undergo the following courses during the period of their research:

- 1. Bridge Courses for Non-MBA candidates** (3 subjects): This will be decided by the respective Doctoral Committee for the candidate.
- 2. Pre-Ph.D. Course Work:** Every Non-M.Phil. research scholar will have to undergo the following two courses and has to take up a 3 hour written examination at the end of the first year of admission into Ph.D. programme: Research Methodology and Statistical Techniques Research Area Paper (Specialisation Paper).
- 3. Ph.D. Thesis Submission:** At the end of the prescribed research period, each research scholar shall have to submit a thesis of his research work after duly approved by the respective Doctoral Committee.
- 4. Public Viva-Voce Examination:** After submission of Ph.D. thesis and after receipt of satisfactory reports of the thesis from all the Examiners, every Ph.D. Scholar shall have defend his/ her research work in a public Viva-Voce Examination conducted by the University.

PROGRAMME STRUCTURE OF MBA - INTERNATIONAL BUSINESS

FIRST SEMESTER

Management Process & Organizational Behavior
Quantitative Techniques for Business Decisions
Economics for Managers
International Trade Documentation Procedures
Accounting for Managers
IT Tools and Techniques for Global Managers
Business Communication & Negotiation Skills
Workshop on Communication Skills

SECOND SEMESTER

International Marketing
International Human Resources Management
Global Corporate Finance
Research Methods for International Business
Global Production and Operations Mgt.
International Economics
International Business Laws & Arbitration
Cross Cultural Management
Workshops on Soft Skills

THIRD SEMESTER

International Strategic Management
Global Logistics & Supply Chain Mgt.
Enterprise Risk Management
Internship on Export- Import Procedures
Workshop on Expatriate Skills/ Financial Analysis
Society Voluntary Service
Elective – I
Elective - II
Elective - III
Summer Project

FOURTH SEMESTER

Global Business Ethics and Corporate Governance
Elective – IV
Elective – V
Elective – VI
Comprehensive Viva-Voce
FINAL PROJECT (8 Weeks)

MARKETING AREA

Global Buyer Behaviour
International Sales Promotion and Brand Management
Services Marketing
Retail Marketing
International Marketing Research
Environmental Marketing
Customer Relationship Management
Industrial Marketing
Sales and Distribution Management
Marketing of Hi-Technology Products and Innovations
New Product Development
Digital and Social Media Marketing
Innovation and Startup Management

FINANCE AREA

E Global Financial Markets and Instruments
L Global Mergers and Acquisitions
L International Investment and Portfolio Management
L Financial Services and Derivatives Management
L Global Asset Backed Securities
E Corporate Tax Planning and Management
E International Accounting
C Foreign Exchange Management
C Corporate Finance
C International Taxation
C International Banking

HUMAN RESOURCE AREA

T HR for Knowledge Based Organisations
I Global Leadership and Skills Development
I Technology for H R Value Creation and Management
I Global Human Resource Development
V Industrial Relations and Labour Legislations
V Advanced Behavioural Science
V Performance Management Systems
E Organisation Development
E Training and Development
E HRD Score Card 2500
E Intellectual Property Rights

SYSTEMS AREA

S Enterprise Resource Planning
S Cyber Crimes and IT Laws
S Data Mining and Data Warehousing
S Software Project Management
S Cloud Computing and Accounting
S Marketing Analytics
S Fin Tech

OPERATIONS AREA

Inventory Management & Material Requirements Planning
Modeling Techniques and IT for Operations Management
World Class Manufacturing
Productivity Management
Quality Management
Advanced Operations Research

PAYMENT OF FEES

➤ All the students including Ph.D. scholars shall pay all the fees to the University at the time of admission. For the subsequent semesters, the fees should be paid within ten days from the beginning of each semester. Examinations fees shall be payable on or before the last date prescribed in this regard. If the above dates fall on Saturdays or Sundays or any other holidays, the last date for payment of the above fees will be the preceding working day.

➤ The differently abled students are exempted from payment of all fees, including examination fees. They should pay only the prescribed refundable caution deposits and Group Medical Insurance premium.

➤ The SC/ST students who are eligible for Post matric scholarships/Top class scholarships are permitted to pay the fees as soon as they receive the scholarship amount by submission of an undertaking to this effect at the time of admission. In any case, such SC/ST students should pay the fees within 90 days from the date of admission through the said scholarships failing which they have to pay the fees on their own or otherwise the admission stands cancelled.

➤ The Account Number in which various kinds of Fees/Funds/Deposits are to be remitted in the Indian Bank Branch at the University Campus is indicated against each. The facility of online payment will be available shortly. If a student does not pay the fee on time, late payment fine, shall be levied as follows at the time of payment: @ 5.00 rupees per day for the first 10 days @ 10.00 rupees per day thereafter upto the last day of the month in which the fees is due.

☒ The Vice-Chancellor, or on his behalf, any other officer to whom this power has been delegated, may relax any of the conditions for payment of fees in special cases, on recommendation of Academic Advisory Committee. Names of the defaulters shall be removed from the rolls of the University with effect from the first day of the following month. A student whose name has been struck off from the rolls of the University, under the above clause, may be re-admitted on the recommendation of the Dean/ HOD/ Coordinator of the Dept./Centres concerned and on payment of arrears of fees in full and other dues, together with a re-admission fee of ` .1000/- plus University Development Fund of ` .500/-.

➤ Refund of Fees, caution deposits, etc. Caution deposit money are refundable, on an application from the student on his/her leaving the University, after deducting all dues against him/her.

☒ If any student does not claim the refund of any amount lying to his/her credit within one calendar year of his/ her leaving the University, it shall be deemed to have been donated by him/ her to the Students' Aid Fund. The period of one year shall be reckoned from the date of announcement of the result of the examination due to be taken by the student or the date from which his/her name is struck off from the rolls of the University whichever is earlier.

➤ If, after having paid the fees, a candidate desires to discontinue he/ she shall be refunded all fees after deducting ` .1000/- provided he/she discontinues on or before 01.09.2020

➤ If a student owes any money to the University on account of any damage he/she may have caused to the University property, it shall along with outstanding tuition fees and fines, if any, be deducted from the security deposit due to him/ her. Provided that these provisions shall not apply to students in the affiliated colleges.

FEES DETAILS

• Fee Table: MBA International Business

(in ₹)

Sl. No	Item	Semester				Account No.
		I	II	III	IV	
1.	Tuition Fee	8000	8000	8000	8000	For I st semester 6018625294 For subsequent semesters 6659344508
	For Foreign National SAARC / Developing Countries	US\$1000	US\$1000	US\$1000	US\$1000	
	Developed Countries & NRI	US\$ 2000	US\$ 2000	US\$ 2000	US\$ 2000	
2.	Registration Fee	300				
3.	Matriculation Fee	100				
4.	Recognition Fee	400				
5.	Sports Fund	500		500		For I st Semester 6018625806 For III rd semester 6659345681
6.	Medical Examination / Facilities Fund	600		600		
7.	Library Fund	1500		1500		
8.	Computer Lab Fund	4000		5000		
9.	Amenities Development Fund	10000		10000		
10.	Students' Welfare Fund	1000		1000		
11.	Alumni Association Fund	1000				
12.	Caution Deposit (Refundable)	2000				
13.	Industry Interface Fund	10000		10000		
14.	e- Resource Fund	3000		3000		
15.	Placement Activity Fund	3000		3000		
16.	Academic Activity Fund	15000		15000		
17.	Field Study/ Tour Fund/ Industrial Visit	3000		3000		
18.	Digital Activity Fund	2000		2000		
19.	Group Medical Insurance	135				-
20.	University Development Fund	1200				6659355859
	TOTAL	66735	8000	62600	8000	

FACULTY

The courses are taught by a team of dedicated faculty who have extensive research and teaching experience in the respective areas of specialty.



Dr. Bushan D. Sudhakar,
Professor & Head
Global Marketing, Advertising & Branding, Business
Communication & Negotiation Skills



Dr. P. Sridharan,
Professor
International Banking, Financial Management, Management
Accounting



Dr. Lalitha Ramakrishnan,
PROFESSOR (Temporary Transfer from Karaikal Campus)
Marketing & Human Relations



Dr. Y. Srinivasulu,
Professor
Marketing Management, Services Marketing, Industrial Marketing



Dr. M. Banumathi,
Professor
Strategic Management, Green Marketing, International Trade,
International Economics



Dr. P. G. Arul,
Professor
International Trade Logistics & Documentation Procedure,
International Human Resource Management,
Foreign Exchange Management.



Dr. Rajeesh Viswanathan,
Assistant Professor
Organizational Behavior, Performance Management Systems
Cross Cultural Management



Dr. S. Thiyagarajan,
Assistant Professor
Quantitative Techniques, Operations Research, Research
Methodology
Accounting, Advertising

MOUs WITH FOREIGN UNIVERSITIES

- Friedrich Alexander University, Erlangen-Nürnberg, Germany
- Lyon University, Paris (fourth year)
- Carleton University, Ontario
- Cleveland State University, US
- Michigan State University, US



Under this MoU, select students can pursue one or two semesters in the partner Universities.

TOP RECRUITERS



हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड
Hindustan Petroleum Corporation Limited





Important dates:

- Website Notifications & Application open : Feb 10, 2020
- Application submission deadline : Mar 25, 2020
- Selection List Declaration : Mar 30, 2020
- Payment of Fees & Admission Confirmation :
Mar 31 to Apr 15, 2020
- Application Links: www.pondiuni.edu.in
- E-mail : mbaib20admission.pu@gmail.com



Head of the Department
Department of International Business
School of Management
Pondicherry University
R.V.Nagar, Kalapet
Puducherry – 605 014.
Ph: 0413 – 2654643
E-mail : hod.ibm@pondiuni.edu.in
Web : www.pondiuni.edu.in