

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Declared as Deemed to be University u/s 3 of UGC Act, 1956)

Visakhapatnam | Hyderabad | Bengaluru

Accredited by NAAC with A++ Grade

Website: www.gitam.edu

GITAM SCHOOL OF BUSINESS

Department of International Business

PhD in Management: International Business

PhD Entrance Test Syllabus - 2023-2024

PhD in Management: International Business

1. General Management

Introduction to management – management thought – functions and principals of management: Planning – planning premises, types and steps in planning – decision making and forecasting, steps in decision making – management by objectives (MBO) and decision tree analysis – organizing structure, type of organizations, principals of organising, delegations, and decentralisation of authority – line and staff functions – leading-leadership, styles of leadership, theories of leadership – Blake and Mouton's managerial grid- motivation, process, Maslow's McGregor and Herzberg theories of motivation – controlling – importance, process of controlling – techniques of controlling.

2. International Business

Unit I: Introduction to International Business

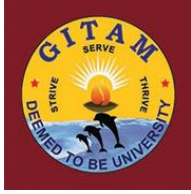
International Business and Global Business – Meaning and Definition, International Business – Nature and Scope, Globalization – Issues, Opportunities and Challenges, International Business – Bretton woods Agreement, 4th Ministerial Meeting-Doha Declaration, Legal Framework for Multilateral Trading System, Implications of Uruguay Round- The Indian Perspective. WTO, IMF, World Bank, New Development Bank, AIIB,

Unit II: Trade Patterns:

Mercantilism; Explanations of trade patterns – Absolute and comparative advantage – Wage rates and labour productivity – Factor endowments; innovations and R&D-Heckscher Ohlin Theory; Intra industry trade; Tariffs and Effective rate of protection. Emerging Markets. Regional Economic Arrangements and the current World Trade.

Unit II: Geo politics and Trade:

Current Geopolitics and the World Trade, Tariff wars, Post –Covid geopolitics, Russia-Ukraine war and effect on the world trade. Regional Groups: NATO, European Union, QUAD Group, BRICS, ASEAN, RCEP, OPEC, UN Security Council, India and the G20. Inflation & Productivity.



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Unit. IV: Exchange Rates

Risk Management and Fema: Exchange Rate Depreciation and Impact on Exports and Imports: Foreign Exchange Risk, Risk Management, Forecasting of Foreign Exchange, Reforms in Foreign Exchange Market in India: Exchange Rates- Euro Vs. US Dollar, Exchange Rate Movements and Implications.

Unit. V: India and International Trade

Exports, Imports and Industrial Production-Trends, Reforms for the Growth of Foreign Trade, India's International Trade, Agreements, Challenges and Opportunities. India's Trade Policy- Past, Present and Future: Trade policy, EXIM Policy, Make in India, Skill India Campaign.

Prescribed Textbook for Reference:

1. Justin Paul (2004), International Business, Prentice Hall of India Pvt Limited, New Delhi.
2. Dominick Salvatore (2012), International Economics, John Wiley Publications.
3. Krugman & Obstfeld, International Economics, Pearson Education, Latest Edition.
4. Sprinkle & Sawyer, International Economics, Eastern Economy Edition, Latest Edition.
5. Economic Times, Daily News paper
6. Economic and Political Weekly