

## **IGNOU MCOM First Year Syllabus**

### **IBO-1: International Business Environment**

- Block-1: Concepts and Dimension
- Block-2: Globalization : Process and Forces
- Block-3: World Trading Systems and Institution
- Block-4: Legal Environment
- Block-5: Contemporary Developments and Issues

### **IBO-2: International Marketing Management**

- Block-1: Introduction to International Marketing
- Block-2: International Market Selection and Entry
- Block-3: International Product and Pricing Decisions
- Block-4: International Distribution and Promotion
- Block-5: Managing International Marketing Operations
- Block-6: International Marketing Research

### **IBO-3: India's Foreign Trade**

- Block-1: Foreign Trade : An Overview
- Block-2: Institutional Framework Policies
- Block-3: Trade Prospects of Select Product-I
- Block-4: Trade Prospects with Select Product-II
- Block-5: Trade Prospects of Select Markets

### **IBO-4: Export Import Procedures and Documentation**

- Block-1: Export Import Documentation & Policies
- Block-2: Terms of Payment and Financing Practices
- Block-3: Export Import Trade Operation
- Block-4: Export Assistance and Support Measures

### **IBO-5: International Marketing Logistics**

- Block-1: International Marketing, Logistic System
- Block-2: International Transport System
- Block-3: International Freight Practices
- Block-4: Port Systems and Institutional Arrangement

### **IBO-6: International Business Finance**

- Block-1: International Financial System

- Block-2: Foreign Exchange Risk Management
- Block-3: Investing in Foreign Operations
- Block-4: Financing International Operations

## **IGNOU MCOM Second Year Syllabus**

### **MCO-1: Organisation Theory and Behaviour**

- Block-1: Organisation Theory
- Block-2: Organisational Behaviour and Individual Perspective-I
- Block-3: Organisational Behaviour and Individual Perspective-II
- Block-4: Group Behaviour
- Block-5: Organisational Culture and Development

### **MCO-3: Research Methodology and Statistical Analysis**

- Block-1: Research and Data Collection
- Block-2: Processing and Preservation of Data
- Block-3: Relational and Trend Analysis
- Block-4: Probability and Hypothesis Testing
- Block-5: Interpretation and Reporting

### **MCO-4: Business Environment**

- Block-1: Socio-Political Environment
- Block-2: Legal Environment
- Block-3: Regulations of Financial Markets
- Block-4: Economic Environment
- Block-5: International and Technological Environment

### **MCO-5: Accounting for Managerial Decisions**

- Block-1: Fundamentals of Accounting
- Block-2: Analysis of Financial Statements
- Block-3: Budgeting and Budgetary Control
- Block-4: Standard Costing
- Block-5: Cost Volume Profit Analysis

### **MCO-6: Marketing Management**

- Block-1: Nature and Scope of Marketing
- Block-2: Understanding Consumers and Selecting Target Markets
- Block-3: Product Decisions
- Block-4: Pricing Decisions
- Block-5: Distribution Decisions
- Block-6 Promotion Decisions and Emerging Issues

## **MCO-7: Financial Management**

- Block-1: Foundations of Finance
- Block-2: Investment Decisions
- Block-3: Long Term Financing
- Block-4: Financing and Dividend Decisions
- Block-5: Management of Working Capital