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 Institutions
- 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 Freighting 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