

PROJECT LIST FOR SEMESTER IV
SPECIALIZATION: INTERNATIONAL BUSINESS
BATCH : DPGD AP'12, LPGD OC'12 AND MPGD AP'13

1. E Commerce - activities, goals, technical aspects : an overview
2. E Security measures to mitigate loss, fraud. A Case Study
3. Building Manufacturing Competitiveness - opportunities and challenges : A Case Study
4. World Class Quality Management - a Case Study
5. Terms of Trade - an overview
6. Tariffs and Import Quotas -a Case Study
7. International Trade and Exports - post liberalization : an overview
8. Forward Exchange Contracts - how it works : a broad overview
9. Computing Forex rates : a Case Study
10. Strategies in Market Entries : an overview
11. Challenges and opportunities in International Promotion : a Case Study
12. International Purchasing - critical factors : an overview
13. Cultural aspects in Business Environment -Hofstede Model : an overview
14. The twelve pillars of global competitiveness - a broad overview
15. Types of CRM - feasibility of choice and application - an overview
16. Developing a Life Time Customer through CRM - Case Study
17. Multiple roles that Leaders play - an overview
18. Leadership Development in Indian IT industry - a Case Study
19. Packaging and Transportation Strategy in Global Sourcing : an overview
20. Procedures and Practices In Exports -Case Study

