

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

## **MASTER OF COMMERCE (INTERNATIONAL BUSINESS)**

### **REGULATIONS**

#### **ELIGIBILITY**

Candidate who has pass in Under Graduate branches such as Commence, Business Administration, Computer Science, Biological science, Mathematics, Physical Sciences Fashion Technology, Literature and Engineering from any University and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Master of Commerce (International Business) Post Graduate Degree Examination of this College after a course of study of two academic years.


#### **OBJECTIVE OF THE COURSE**


The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

1. The course incorporates current developments in global marketing to acquaint students with the present-day challenges of marketing activities
2. To equip the students with the essential traits needed to be a successful entrepreneur in global business
3. To train the business strategy needed to remain competitive in a global environment.
4. Develop skills in strategic planning, decision-making, problem-solving, and technology management
5. The course prepares students for a professional career in operations, logistics and supply chain management to meet the challenges of a rapidly globalizing Industry.

**SCHEME OF EXAMINATIONS**

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
<b>First Semester</b>							
15PIB13A	Core - I: International Marketing Management	6	3	25	75	100	4
16PIB13B	Core - II : Global Business Environment	6	3	25	75	100	4
16PIB13C	Core - III: Economics for Decision Making	6	3	25	75	100	4
16PIB13D	Core - IV: Financial and Management Accounting	7	3	25	75	100	4
	Elective - I:	5	3	25	75	100	4
		<b>30</b>				<b>500</b>	<b>20</b>
<b>Second Semester</b>							
16PIB23A	Core - V: Export-Import Finance	5	3	25	75	100	4
16PIB23B	Core - VI: Logistics Management	6	3	25	75	100	4
16PIB23C	Core - VII: Foreign Trade Procedures and Documentation	5	3	25	75	100	4
16PIB23P	Core Practical - I: Computer Application ( MS Office & Internet).	6	3	40	60	100	4
16PIB23T	Institutional Training -I (EXIM Documentation) - Report & viva-voce	4		40	60	100	4
	Elective - II:	4	3	25	75	100	4
		<b>30</b>				<b>600</b>	<b>24</b>

  
 24/6/2016  
**BoS Chairman/HOD**  
**Department of Commerce (I)**  
**Dr. N. G. P. Arts and Science College**  
**Coimbatore – 641 048**

  
**Dr. P. R. MUTHUSWAMY**  
**PRINCIPAL**  
**Dr. NGP Arts and Science College**  
**Dr. NGP - Kalapatti Road**  
**Coimbatore - 641 048**  
**Tamilnadu, India**

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<b>Third Semester</b>							
15PIB33A	Core – VIII: Business Research Methods	5	3	25	75	100	4
15PIB33B	Core – IX: Foreign Exchange Management	5	3	25	75	100	4
15PIB33C	Core – X: Supply Chain Management	5	3	25	75	100	4
15PIB33D	Core – XI: Strategic Management	5	3	25	75	100	4
16PIB33P	Core Practical – II: Computer Application (Tally)	6	3	40	60	100	4
15PIB33T	Institutional Training II- Report & viva- voce			50	-	50	2
	Elective - III:	4	3	25	75	100	4
		<b>30</b>				<b>650</b>	<b>26</b>
<b>Fourth Semester</b>							
15PIB43A	Core – XII: Business Communication	7	3	25	75	100	4
15PIB43B	Core – XIII: International Business Relations	6	3	25	75	100	4
16PIB43C	Core – XIV: Global Financial Management	7	3	25	75	100	4
15PIB43V	Project work and Viva - Voce	10		80	120	200	8
		<b>30</b>				<b>500</b>	<b>20</b>
	<b>TOTAL</b>					<b>2250</b>	<b>90</b>

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**ELECTIVE - I**

(Student shall select any one of the following subject as  
Elective-I in First semester)

S.No	Subject Code	Name of the Subject
1.	15PIB1EA	Principles and Practices of Marketing of Services
2.	15PIB1EB	Financial Markets and Institution
3.	15PIB1EC	Principles of International Trade

**ELECTIVE - II**

(Student shall select any one of the following subject as  
Elective -II in Second semester)

S.No	Subject Code	Name of the Subject
1.	15PIB2EA	Marketing of Financial Services
2.	15PIB2EB	Indian Stock Exchange
3.	15PIB2EC	Export and Import Trade Procedure

**ELECTIVE - III**

(Student shall select any one of the following subject as  
Elective -III in Third semester)

S.No	Subject Code	Name of the Subject
1.	15PIB3EA	Travel and Hospitality Services
2.	15PIB3EB	Futures and Options
3.	15PIB3EC	Institutions Facilitating International Trade

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### FOR COURSE COMPLETION

Students has to complete the following Subjects:

- Core papers in I, II, III and IV Semesters.
- Elective papers in the I, II and III Semesters.
- Core practical's in II and III Semester
- Institutional Training Report & Viva- Voce in II and III Semester
- Project work & Viva - Voce in IV Semester

### Total Credit Distribution

Subjects	Credits	Total		Credits	Cumulative
Core	4	14 x 100	1400	56	90
Core Practical	4	2x 100	200	8	
Elective	3	3x 100	300	12	
Institutional Training -I	4	1x100	100	4	
	2	1x50	50	2	
Project work and Viva- Voce	8	1 x200	200	8	

**Earning Extra credits is not mandatory for course completion**

**Extra Credits**

<b>Subject</b>	<b>Credit</b>	<b>Total credits</b>
Publication with ISSN Journal	1	1
Hindi /Other Foreign language	1	1
Paper Presented in Sponsored National/ International Seminar/conference/	1	1
Online Courses Prescribed By Department / Self study paper	1	1
Representation - Academic/Sports /Social Activities/ Extra Curricular Activities at University/ District/ State/ National/ International	1	1
<b>Total</b>	5	5

**Rules:**

The students can earn extra credits only if they complete the above during the course period (I to III sem) and based on the following criteria. Proof of Completion must be submitted in the office of the Controller of Examinations before the commencement of the IV Semester. (Earning Extra credits are not mandatory for Course completion)

1. Publication with ISSN Journal by a student and co-authored by staff member will be given one credit extra.
2. Student can opt Hindi/ French/ Other foreign Language approved by certified Institutions to earn one credit. The certificate (Hindi) must be obtained from **Dakshina Bharat Hindi Prachar Sabha** and He/ she has to enroll and complete during their course period ( **first to fifth semester**)

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3. Award winners in Paper Presentation in Sponsored International Seminar/conference/Participation in short term workshop (minimum 5 days) will be given one credit extra.
4. Student can earn one credit, if they complete any one Online certification courses / Self study paper prescribed

**Self study paper offered by the International Business Department**

<b>S. No.</b>	<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
1.	Semester I to III	16PIBSS1	International Human Resource Management
2.		16PIBSS2	Business Ethics for Decision Making

**List of online courses Prescribed by the department**

- 1. Supply chain**
  - 2. International Marketing**
  - 3. Strategic Management**
  - 4. Cross Cultural Communication**
  - 5. Entrepreneurship**
5. Award Winners in /Social Activities/ Extra Curricular /Co-Curricular Activities / Representation in Sports at University/ District/ State/ National/ International level can earn one extra credit.

<b>15PIB13A</b>	<b>CORE - I: INTERNATIONAL MARKETING MANAGEMENT</b>	<b>SEMESTER - I</b>
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**Total Credits: 4**  
**Hours per Week: 6**

**Note: Question Paper Pattern: Part D - (15 Marks) Case Study Compulsory**

**OBJECTIVES:**

1. To study how marketing should fit within the organization of a global business
2. Understanding the marketing strategies required to remain competitive in the current and future global business
3. Identify how to use marketing, pricing and personal selling strategies to achieve International Marketing goals

**CONTENTS**

**UNIT - I**

International Marketing - Definition - National & International Marketing - Special features of International Marketing - Difficulties & Barriers in International Marketing - Future of Global Marketing.

**UNIT - II**

Managing Marketing - Defining customer value & satisfaction - retaining customers- delivering customer value & satisfaction - Implementing total quality marketing - Competitive marketing strategies - Balancing customer and Customer Orientations.

**UNIT - III**

International Marketing decisions - Products strategies and product planning - Branding and Packaging decision - Pricing strategies.

**UNIT - IV**

Managing direct and on-line marketing - the growth and benefits of direct marketing - major channel for direct marketing - indirect marketing - on-line marketing -conducting on-line marketing - Challenges of on-line marketing.



## **UNIT - V**

Case Study: Relevant to all the above four units.

### **TEXT BOOKS:**

1. *Philip Kotler.* 2014. **Marketing Management.** [15<sup>th</sup> ed]. Prentice Hall. (Unit II & IV)
2. *Bhattacharaya B and Varshney R.L.* 2015. **International Marketing Management.** [25<sup>th</sup> ed], Sultan Chand & Sons. (Unit I & III).

### **REFERENCE BOOKS:**

1. *Sak Onkvist and John J. Shaw.* 2009. **International Marketing.** [5<sup>th</sup> ed]. Taylor & Francis.
2. *Warren J. Keegan.* 2014. **Global Marketing Management.** [8<sup>th</sup> ed]. Pearson Education.

<b>16PIB13B</b>	<b>CORE - II: GLOBAL BUSINESS ENVIRONMENT</b>	<b>SEMESTER - I</b>
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**Total Credits : 4**  
**Hours per Week : 6**

**OBJECTIVES:**

1. To Understand the current and future global business environment, from the global and national perspectives
2. To study the key strategies and characteristics that ensure the competitiveness of an organization in a global environment
3. Knowledge and understanding of various cultural dimensions that an international trade requires

**CONTENTS**

**UNIT - I**

Environmental adjustment needs - Analysing the international marketing environment - Vital importance of continuous monitoring, adopting to the changing environment.

**UNIT - II**

The national physical endowment - Topography - Climate - The nature of Economic activity - Rostow's view. Infrastructure - Transportation. Energy - communication - Urbanisation - Tax structure, Inflation Foreign Investment.

**UNIT - III**

Cultural environment: Material culture - language - Aesthetics - design, colour, music, brand names - educational - religious - Attitudes and values - Eastern Vs Western Culture.

**UNIT - IV**

Legal environment - Bases for legal system - International Legal disputes - International dispute resolution, Corruption and law - Commercial law within countries - Impact on International law on Business.

## **UNIT - V**

Fundamentals of environmental protection and - Environmental problems, air,water pollution - forests - land use - Environmental policy : Basic approach - Regulation - Distributive effects - International policy

### **TEXT BOOKS:**

1. *Sak Onkvist and John J. Shaw.* 2009. **International Marketing.** [3<sup>rd</sup>ed]. Pearson Education. (Unit I to IV)
2. *Karpagam. M.* 1991. **Environmental Economics.** [Reprint enlarged edition]. Sterling Publishers. (Unit V)

### **REFERENCE BOOKS:**

1. *Philip R. Cateora, Mary C. Gilly, and John L. Graha .* 2013. **International Marketing.** [16<sup>th</sup>ed]. McGraw-Hill Higher Education.
2. *Katyal, Timmy & Satake.* 2002. **Environmental Pollution.** Anmol Publications.

16PIB13C	CORE - III: ECONOMICS FOR DECISION MAKING	SEMESTER - I
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Total Credits : 4  
Hours per Week : 6

**OBJECTIVES:**

1. To make cost-effective suggestions to develop a top-scale database program that will help to identify obstacles and potential growth areas.
2. To scrutinize the hazards of business choices and evaluate marketing techniques.
3. Understanding the risks and cost beforehand will allow the company a better opportunity to reach its objectives and to make a profit.

**UNIT - I**

Nature and Scope of Managerial Economics in relation with other disciplines – Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Maximization of profit - Value of enterprise.

**UNIT - II**

Demand analysis - Demand determinants - Demand distinctions - Elasticity of demand - Types, methods - Applications - Demand forecasting for industrial goods - Consumer goods - Consumer durables - Factor influencing elasticity of demand.

**UNIT - III**

Cost and production analysis - Cost concepts - Cost and output relationship - cost control- Short run and Long run - cost functions - production functions - Break-even analysis - Economics scale of production.

Pricing and output decisions in different market situations - Monopoly and duopoly competition - perfect and imperfect - pricing policies.

#### **UNIT - IV**

Business cycles – National income, GDP, GNP, monetary and fiscal policy – Public finance. TRIM's -Intellectual Property rights – TRIP's – Industrial Sickness – causes –remedy

#### **UNIT - V**

International Trade Theories – Comparative cost theory – Opportunity cost theory – H.O theory - Gains from international trade – Terms of trade.

#### **TEXT BOOKS:**

1. *Maheshwari K. L., Varshney R.L.* 2014. **Managerial Economics.** [22<sup>nd</sup>ed]. Sultan Chand & Sons. (Unit I To III)
2. *B.M. Wali, A.B. Kalkundrikar.* 2001. **Managerial Economics A Basic Approach,** [2001 Edition], R. Chand & Co. (Unit IV)
3. *Jhingan M.L.* 2009. **International Economics.** [6<sup>th</sup> ed]. Vrinda Publications. (UNIT V).

#### **REFERENCE BOOKS:**

1. *Mehta P.L.,* 2014. **Managerial Economics - Analysis, Problems, Cases.** [20<sup>th</sup> Revised & Enlarged Edition], Sultan Chand & Sons.
2. *Gupta G.S., Paul Samuel, Mote V.L.,* 2004. **Managerial Economics: Concepts and Cases.** [1<sup>st</sup> ed], Tata McGraw-Hill Education Pvt. Ltd.
3. *Dr. Francis Cherunilam,* 2008. **International Economics.** [5<sup>th</sup> ed]. Tata McGraw – Hill.

<b>16PIB13D</b>	<b>CORE - IV: FINANCIAL AND MANAGEMENT ACCOUNTING</b>	<b>SEMESTER - I</b>
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**Total Credits: 4**  
**Hours per Week: 7**

**Note:**

- 1. Question paper shall cover 40% Theory and 60% Problems.**
- 2. Question Paper Pattern: Part D - (15 Marks) Case Study Compulsory.**

**OBJECTIVES:**

1. To Demonstrate an appropriate mastery of the knowledge, skills and tools of financial accounting principles and managerial accounting principles.
2. To develop an ability to identify ethical issues in managerial accounting and apply the appropriate principles and rules to make ethical business decisions.
3. The course also introduces elements of accounting and emphasizes the development and use of accounting information for business decisions.

**CONTENTS**

**UNIT - I**

Accounting principles – Concepts – Conventions – Rules for Single entry book-keeping and Double entry book-keeping, Branches of Accounting and Role of Accounting.

**UNIT - II**

Meaning – Definition and Procedures in Preparation of Journal, Ledger, Trial Balance and Subsidiary Books.

**UNIT - III**

Final Accounts – Preparation of Trading account, Profit and Loss account and Balance sheet with simple Adjustment.

#### **UNIT - IV**

Management Accounting - Difference between Financial and Management Accounting - Objectives and Functions of Management accounts - Budgeting and Budgetary control - Sales budget, Production budget, Cash budget, Flexible budget.

#### **UNIT - V**

Case Study: Relevant to all the above four units.

#### **TEXT BOOKS:**

1. T.S. Reddy and A.Murthy, [7<sup>th</sup> Edition], Advanced Accountancy. (UNIT I, II and III).
2. R. Ramachandran and Dr. R. Srinivasan. 2013. **Management Accounting**. [16<sup>th</sup> Revised] Sri Ram Publications. (UNIT IV and V).

#### **REFERENCE BOOKS:**

1. Vinayakam.N, Mani.P.L, Nagarajan.K.L. 2013. **Principles of Accountancy**. [Revised Edition 2008], Reprint - 2013. S.Chand & Co. (UNIT I, II, III and V ).
2. Murthy. A, Gurusamy. S. 2009. **Management Accounting**. [2<sup>nd</sup> ed]. Tata McGraw - Hill Companies.

16PIB23A	<b>CORE - V: EXPORT - IMPORT FINANCE</b>	<b>SEMESTER - II</b>
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**Total Credits : 4  
Hours per Week : 5**

**Note: Question Paper Pattern: Part D - (15 Marks) Case Study  
Compulsory**

**OBJECTIVES:**

1. To impart knowledge in export credit agencies and international financial institutions in international trade
2. To study the importance of adequate planning relative to the financial aspects of international trade
3. To understand the key elements of an import / export transaction

**CONTENTS**

**UNIT-I**

Introduction to Export Finance: Terms of International Payments – Modes of International Payments – Financing of Export Credit needs – Short Term Sources of Finance – Elements of an Import/Export transaction – Medium and Long Term Sources of Finance – Export Credit System in India.

**UNIT - II**

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit – Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance.

**UNIT -III**

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports.



#### **UNIT - IV**

Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving. Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation.

#### **UNIT - V**

Case Study: Relevant to all the above four units.

#### **TEXT BOOKS:**

1. *Paras Ram*. 2012. **Export Import Finance and LC**. [17<sup>th</sup> ed]. Anupam Publishers. (Unit I to IV)
2. *Jeevanandam.C*. 2012. **International Trade**. [1<sup>st</sup> ed]. Sultan Chand & Sons. (Unit I & II).

#### **REFERENCE BOOKS:**

1. *Maurice D. Levi*. 2009. **International Finance**, [5<sup>th</sup> ed], Taylor & Francis, Inc.
2. *Varma.M.L Agarwal*, 1999. **International Marketing Management**, [1<sup>st</sup> ed], King Books.

<b>16PIB23B</b>	<b>CORE - VI: LOGISTICS MANAGEMENT</b>	<b>SEMESTER - II</b>
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**Total Credits:4**  
**Hours per week:6**

**OBJECTIVES:**

1. To understand the operative features of the International logistics world
2. To learn better management of transportation, distribution and inventory functions
3. Concentrates how logistical competency fits into the global trade.

**CONTENTS**

**UNIT - I**

Marketing logistics system - concept, objectives and scope - Logistics interface with marketing - Logistics system elements - Importance and relevance to export management - Managing towards logistics excellence.

**UNIT - II**

The general structure of Shipping Industry - Type of ships - Operating systems - Liner operations and tramp operations - Conference system - Chartering principles - Freight structure and practices - Flags of convenience -U. N. Convention on liner code of conduct.

**UNIT - III**

Co-ordination : Role of intermediaries - freight forwarders - Customs broker - stevedores - shipping agents - Important Sea routes - Major and Minor ports in India - World's Major ports- Issues in India shipping - Port infrastructure development.

**UNIT - IV**

Containerisation - Concept, Operation of the system - types of containers - benefits of containerization - Inland container depots, Problems and Prospects - Clearance procedure of ICD's - CONCOR/CFS - Multimodal transportation.

## **UNIT - V**

International Air Transport - Advantages and constraints - Air cargo Tariff Structure - Types of air crafts - Air port Charges; General - International Airports Domestic Airports - Civil Enclaves - Small Domestic Operators - X Ray Baggage charges - Passenger Service Fee-IATA.

### **TEXT BOOKS:**

1. *Krishnaveni Muthiah.* 2010. **Logistics Management World Seaborne Trade.** [2<sup>nd</sup> ed]. Himalaya Publishing House. (Unit I To V)
2. *Rai Usha Kiran.* 2010. **Export - Import and Logistics Management.** [2<sup>nd</sup> ed] . PHI Publishing House.(Unit I to V)

### **REFERENCE BOOKS:**

1. *Sudalaimuthu.S and Antony Raj.* 2009. **Logistics management and international business.**[1<sup>st</sup> ed]. PHI.
2. *Pierre A. David.* 2014. **International Logistics: The Management of International Trade Operation.** [4<sup>th</sup> ed]. Cicero Books,.

<b>16PIB23C</b>	<b>CORE - VII: FOREIGN TRADE PROCEDURES AND DOCUMENTATION</b>	<b>SEMESTER - II</b>
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**Total Credits : 4**  
**Hours per Week : 5**

**OBJECTIVES:**

1. To Identify the main types of documentation used in international trade transactions
2. To understand the basic rights and obligations of buyers and sellers outlined by international sale of goods
3. To create awareness about incentives given to exports and imports

**CONTENTS**

**UNIT-I**

The Foreign Trade Development and Regulation Act (1992) - Foreign Trade Regulation Rules (1993) - Foreign trade Policy 2015-2020 - Recent amendments to the foreign trade policy

**UNIT - II**

Export Trade Control: ITC (HS) Code - Obtaining IE Code - Export licensing procedures and formalities - Export Promotion Councils in India - Deemed exports and its benefits.

**UNIT - III**

Different categories of Exporters - Status Holders - Incentives given to Free trade Zones and 100% EOU's - Special Economic Zones (SEZ) Facilities benefits and incentives - Merchandise Exports from India Scheme (MEIS) - Service Exports from India Scheme (SEIS)

**UNIT - IV**

Import Trade Control- Import of capital goods under EPCG scheme - Import of raw materials and components - Restricted and Banned items for imports - Canalization of Imports and various canalizing agencies.

## **UNIT - V**

Warehousing in connection with imports - Bonded warehousing - Customs Procedures for Exports and Imports - Customs duty and Indian Customs tariff - Export and Import Documentation - Ice Gate Services.

### **TEXT BOOKS:**

1. *Mahajam.M.L.* 2015. **Export Do It Yourself.** [19<sup>th</sup> ed]. Snow White Publications. (UNIT I to V)
2. *Jeevanandam.C.* 2012. **International Trade.** [1<sup>st</sup> ed]. Sultan chand & Sons.(Unit I to V)

### **REFERENCE BOOKS:**

1. *Mahajam.M.L.* 2015. **Export Export Policy, Procedures and Documentation.** [26<sup>th</sup> ed]. Snow White Publications.
2. *Nabhi board of editors.* 2013. **How to Export.** [20<sup>th</sup>ed]. Nabhi publications.

<b>16PIB23P</b>	<b>CORE PRACTICAL - I: COMPUTER APPLICATION (MS OFFICE &amp; INTERNET).</b>	<b>SEMESTER - II</b>
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**Total Credits: 4**  
**Hours per Week: 6**

**MS-WORD:**

1. Introduction to MS-Word
2. Using shapes, charts & other picture options in ms-word
3. Creating mail merge
4. Preparation of documents using available options.

**MS-EXCEL:**

5. Introduction to MS-Excel
6. Creating excel document using formulas and statistical tools
7. Preparation of charts and Formatting cells and tables
8. Identifying the calculation options available.
9. Preparation of Invoices and Packing list

**MS-POWERPOINT:**

10. Introduction to MS - PowerPoint
11. Creating, inserting, altering slides.
12. Preparation of power point presentations.
13. Using the animations and design options
14. Customizing slide show
15. Inserting pictures and images in presentations.

**MS-ACCESS:**

16. Introduction to MS-Access
17. Creation of database
18. query
19. Generating reports
20. Altering reports
21. Using run command.

**INTERNET:**

22. Introduction to Internet
23. Using 911.com
24. Downloading the export and import documents
25. Using search engines and collecting data regarding
  - Commodity Boards and Export Promotion Council's
  - DGFT, Ministry of Commerce, RBI, Central Board of Exercise and Customs
  - Ice Gate
  - WTO, IMF

<b>16PIB23T</b>	<b>INSTITUTIONAL TRAINING -I (EXIM DOCUMENTATION) -REPORT &amp; VIVA-VOCE</b>	<b>SEMESTER - II</b>
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**Total Credits: 4**  
**Hours per Week: 4**

### **I. DOCUMENTS RELATED TO GOODS**

1. Proforma Invoice
2. Commercial Invoice
3. Consular Invoice
4. Packing List
5. Certificate of Origin
6. GSP Certificate
7. Health Certificate
8. Phytosanitary Certificate
9. Fumigation Certificate

### **II. DOCUMENTS RELATED TO TRANSPORT**

1. Shipping Order
2. Mate's receipt
3. Bill of Lading
4. Airway Bill
5. Shipping Bill
6. Marine Insurance Policy
7. Post Parcel Receipt
8. Port Trust Document
9. Bill Of Entry

### **III. DOCUMENTS RELATED TO PAYMENT**

10. Letter of Credit
11. Bill of Exchange
12. Bank Certificate of Payment

### **IV. DOCUMENTS RELATED TO INSPECTION**

13. Certificate of Inspection

### **V. DOCUMENTS RELATED TO EXCHANGE CONTROL**

14. Guaranteed Remittance (GR) Form
15. Post Parcel (PP) Form
16. Value Payable/ Cash on- Delivery Form



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**VI. DOCUMENTS RELATING TO EXCISABLE GOODS**

17. ARE 1 Form

18. Form C

19. Form H

<b>15PIB33A</b>	<b>CORE - VIII: BUSINESS RESEARCH METHODS</b>	<b>SEMESTER - III</b>
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**Total Credits : 4**  
**Hours per Week : 5**

**Note: Question paper shall cover 60% Theory and 40% Problems.**

**OBJECTIVES:**

1. To understand the importance of well-planned and efficient research strategies for guiding and promoting company activities.
2. To utilize the research information which helps to identify and evaluate the international trade opportunities.
3. Implementation of various techniques for efficient decision making process.

**CONTENTS**

**UNIT - I**

Business Research - Meaning - Scope and Significance - Qualities of good research - Types of research - Research process. Identification, Selection, defining and formulation of research problems - Research design - meaning, need, feature and important concepts relating to research design.

**UNIT - II**

Hypothesis - character, basic concepts concerning testing of hypothesis - procedure for hypothesis testing - Sampling - steps in sample design - types - Pilot Study. Data collection- meaning, types of data collection - tools of data collection - types of questionnaire - contents and points to be considered while drafting a questionnaire - interview and observation method.

**UNIT - III**

Scaling - meaning - types of scaling techniques - Processing of data - Editing - coding - Tabulation - Statistical tools used in research. Interpretation - meaning - need, technique and precaution - Report writing - steps - layout of research report - types - mechanics of writing a research report and precautions..

#### UNIT - IV

Measures of Central tendency - Standard deviation - Correlation - simple, partial and multiple correlation - Path analysis - Auto correlation - Regression models - OLS ordinary least square methods - Multiple regressions.

#### UNIT - V

Test of significance - 't' Test - large sample and 'f' Test, test of significance for Attributes, analysis of variance - Business forecasting - Exponential smoothing - Chi-square test.

#### TEXT BOOKS:

1. *Kothari. C.R.* 2013. **Research Methodology: methods and techniques.** [2<sup>nd</sup> ed]. New Age International Publishers. (Unit I to III).
2. *Gupta.S.P.* 2011. **Statistical Methods.** [4<sup>th</sup> ed] Sultan Chand & Sons. (Unit IV and V).

#### REFERENCE BOOKS:

1. *Panneerselvam. R.* 2014. **Research Methodology.** [2<sup>nd</sup> ed]. PHI Learning.
2. *Prof. H. R. Appannaiah, Dr P N Reddy, H. R. Ramanath,* 2010.**Business Research Methods.** Himalaya Publishing House.

<b>15PIB33B</b>	<b>CORE - IX: FOREIGN EXCHANGE MANAGEMENT</b>	<b>SEMESTER - III</b>
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**Total Credits: 4**  
**Hours per Week: 5**

**Note: Question paper shall cover 80% Theory and 20% Problems.**

**Question Paper Pattern: Part D - (15 Marks) Case Study**

**Compulsory**

**OBJECTIVES:**

1. To know the Foreign exchange rules and exchange rate determination and forward contracts and risk.
2. To acquaint the students with the mechanism of forex market.
3. To understand the concept of forex and financing of foreign trade in India.

### **CONTENTS**

#### **UNIT - I**

Foreign exchange - Administration of Foreign Exchange - Foreign Exchange transactions - purchases and sales transactions - Authorized dealers - Foreign currency accounts - Multinational Banking.

#### **UNIT - II**

Foreign exchange market - Functions - Exchange rates - Exchange quotations - spot and forward transactions - Merchant rates - TT Selling rate- TT Buying rate - Forward exchange contract-Features of Forward exchange contract.

#### **UNIT - III**

Foreign exchange risk and exposure - External techniques of exposure management - Internal techniques of exposure management.

#### **UNIT - IV**

Inter Bank Deals- cover deals trading, SWAP Deals - Arbitrage operations-Managing foreign exchange reserves - Devaluation - pros and cons.

#### **UNIT - V**

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

Case Study: Relevant to all the above four units.

**TEXT BOOKS:**

1. *Jeevanandam.C.* 2012. **Foreign Exchange - Practice, Concepts & Control.** [15<sup>th</sup> ed], Sultan Chand & Sons. (Unit I to V)
2. *Maurice D. Levi.* 2009. **International Finance.** [5<sup>th</sup> ed], Taylor & Francis, Inc. (Unit I)

**REFERENCE BOOKS:**

1. *Ian H. Giddy.* 1994. **Global Financial Markets.** [1<sup>st</sup> ed]. Heath Canada, Limited.
2. *Rajwade A V, Desai H G.* 2014. **Foreign Exchange, International Finance and Risk Management.** [5<sup>th</sup> ed], Tata McGraw Hill.

15PIB33C	CORE - X:	SEMESTER - III
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	<b>SUPPLY CHAIN MANAGEMENT</b>	
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**Total Credits : 4**  
**Hours per Week : 5**

**Note: Question Paper Pattern: Part D - (15 Marks) Case Study Compulsory**

**OBJECTIVES:**

1. To train students with the application of Supply Chain Management.
2. To understand the importance of Supply Chain Management.
3. To create awareness on Green Supply Chain Management.

**CONTENTS**

**UNIT- I**

Supply Chain Management- Concept - Meaning - Objectives - Importance - Process views of Supply Chain.

**UNIT -II**

Supply Chain Management drivers - Performance - Framework of Structuring drivers - Facilities - Inventory - Transportation - Information - Sourcing - Prices.

**UNIT- III**

Supply Chain Management networks - Impact of globalization - The offshore decision - Risk Management in Global Supply Chains - Evaluating network design - Decision using decision tree.

**UNIT- IV**

Performance Measurement and Control's in Supply Chain Management - Bench Marking - Forms of benchmarking - Green Supply Chain - Strategies for a Green Supply Chain - Green Supply Chain indicators.

**UNIT- V**

Case Study: Relevant to all the above four units.

**TEXT BOOKS:**

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

1. *Sunil Chopra, Peter Meindl and D.V. Kalra, 2013. **Supply Chain Management - Strategy, Planning and Operation** [5<sup>th</sup> ed], Pearson Education., Inc.(Unit I to III)*
2. *R.P Mohanty and S.G. Deshmukh, 2009. **Essentials of Supply Chain Management**, [6<sup>th</sup> ed], Jaico Publishing House. (Unit IV)*

#### **REFERENCE BOOKS:**

1. *Robert. B. Handfield & Mr. Ernest. L. Nichols Jr, 2012. **Introduction to Supply Chain Management**, [2<sup>nd</sup> Revised ed], PHI Learning Pvt., Ltd.*
2. *Rahul. V. Altekar, 2005. **Supply Chain Management, Concepts and Cases**. [Eastern Economy Editions], PHI Learning Pvt., Ltd.*

<b>15PIB33D</b>	<b>CORE XI: STRATEGIC MANAGEMENT</b>	<b>SEMESTER - III</b>
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**Total Credits : 4**

**Hours per Week : 5**

**Note: Question Paper Pattern : Part D - (15 Marks) Case Study Compulsory**

**OBJECTIVES:**

1. To apply an understanding of key international trends in the development of a global strategy and international business plan
2. Focuses on strategies and international competition
3. To analyze the management process for Global Strategic decision making.

**CONTENTS**

**UNIT - I**

Basics of strategic management : Introduction -Meaning-definition of strategy and Strategic Management- features - limitations - Environmental Analysis: Scanning- Techniques.

**UNIT - II**

Corporate strategic plans - mission & vision of the firm, hierarchical levels of planning -strategic planning, process - merits and limitations - organizational structure and strategy.

**UNIT - III**

Competitive cost dynamics - Experience curve - BCG approach - Porters approach - SWOT analysis - Strategy and technology - Technology Management - In-house development of technology - Acquisition and absorption of technology.

**UNIT - IV**

Diversification - Mergers and acquisition - Turnaround management - Implementation of strategy - Evaluation and control of strategy - Strategies for globalization - Compulsion for Indian companies to go global -Thrust products for export.



M.Com., (IB) (Students admitted from 2016 – 2017 onwards)

## UNIT - V

Case Study: Relevant to all the above four units.

### TEXT BOOKS:

1. Rao.V.S.P. 2004. **Strategic Management**. Excell Books. (Unit II-V)
2. Sontakki.C.N., Neeti Gupta ,Anuj Gupta, 2014. **Strategic Management**, [3<sup>rd</sup> revised ed], Kalyani Publishers, New Delhi. (Unit I)

### REFERENCE BOOKS:

1. Robert.A.Burgelman, 2011. **Strategic Management**, [4<sup>th</sup> ed], Tata Mc Graw Hill Publishing House Pvt., Ltd.
2. Francis Cherunilam, 2008. **Strategic Management**, [5<sup>th</sup> ed], Himalaya Publishing House Pvt., Ltd.

16PIB33P	CORE PRACTICAL - II: COMPUTER APPLICATION	SEMESTER - III
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M.Com., (IB) (Students admitted from 2016 – 2017 onwards)

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**Total Credits : 4**  
**Hours per Week :6**

1. Creating a Company.
2. Creation of Ledgers and Vouchers.
3. Journalizing the Transactions.
4. Preparing the Final Accounts.
5. Preparing the Balance Sheet from Trial Balance.
6. Creating Inventory Valuation.
7. Maintaining Bill-Wise Details.
8. Creating Cost Centre's And Categories.
9. Preparing Forex Calculation.
10. Calculating foreign Exchange Gain/Loss.
11. Creating Memo Voucher.
12. Preparing Interest calculation.
13. Preparation of cheque.

<b>15PIB43A</b>	<b>CORE - XII: BUSINESS COMMUNICATION</b>	<b>SEMESTER - IV</b>
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**Total Credits : 4**  
**Hours per Week:7**

**OBJECTIVES:**

1. To help the students in good written communication.
2. To enrich oral communication skills.
3. Enhancing negotiating skills and ability.

**CONTENTS**

**UNIT - I**

Communication – Meaning and Significance – Types of communication – Media – Barriers to communication – Principles of effective communication.

**UNIT - II**

Letter writing – Essentials of an effective letter – Format of a business letter – Enquiry and reply letter – Essential points about a letter of enquiry

**UNIT - III**

Import and export correspondence– Bills of exchange (B/E) , Drawing B/E – Import trade – Letter about importing goods – Exporting with a letter of credit – Letter about L/C – Importers request his bankers to open an irrevocable credit – Importers informs the exporter about the opening of credit – The bankers informing the exporter of the credit have been opened in his favour.

**UNIT - IV**

Report writing – Structure of report – Long and short report – Formal and informal reports – Writing research reports – Technical reports – Norms for including exhibits and appendices.

**UNIT - V**

Speech and Speaking- road block to good speaking –fundamentals of speaking-elements of effective speaking-speaking and technology-strategies for successful speaking and listening-public speaking-communicating cross culturally.

**TEXT BOOKS:**

M.Com., (IB) (Students admitted from 2016 – 2017 onwards)

1. *Rajendra Pal , J. S. Korlahalli.* 2011. **Essentials of Business Communication.** [13<sup>th</sup> ed]. Sultan Chand & Sons. (Unit I to IV)
2. *Sailesh Sengupta.* 2011. **Business Communication.** PHI. (Unit V)

**REFERENCE BOOKS:**

1. *Herta A. Murphy, Herbert W. Hildebrandt.* 2010. **Effective Business communications.** [7<sup>th</sup> ed]. McGraw-Hill Companies.
2. *Courtland L. Bovee, John V. Thill, Kukesh,* 2013. **Business Communication Today,** [12<sup>th</sup> ed] Pearson.

15PIB43B	CORE - XIII: INTERNATIONAL BUSINESS RELATIONS	SEMESTER - IV
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**Total Credits : 4**  
**Hours per Week : 6**

**Note: Question Paper Pattern : Part D - (15 Marks) Case Study Compulsory**

**OBJECTIVES:**

1. To understand the significance of international treaties and conventions
2. To create an understanding on the role of history in international Affairs;
3. To Demonstrate an understanding of the similarities and differences in political systems and economies

**CONTENTS**

**UNIT - I**

Concept of International relations-origin and growth of International Relations-Element of IRI -Scope of international relations- International Relations and International Politics - foreign policy-values of foreign policy-its approaches objectives of nation's foreign policy-Determinants of foreign policy (a) internal factor and (b) external factor.

**UNIT - II**

The nature and content of international law- the codification of international law. The balance of power- its nature-definition-characteristics-role-historical significance-devices formaintaining the balance of power - collective security and balance of power-balance of powertoday-collective security and peaceful settlement.

**UNIT - III**

Evolution of international organization and regional grouping for the development of international relations-role of regional grouping (viz)BRICS, EU, ASEAN, NAFTA, SAARC AND ARAB LEAGUE- world bodies (viz) UN and WTO- economic grouping (viz) G-8,G-15, and G-77

**UNIT - IV**

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

Foreign policy of India-Nehru's foreign policy-its distinctive features- non-alignment foreign policy since 1962-Indo-Soviet relations- relations with China and Great Britain-Indo-U.S relations-Indo-Pakistan relations- Disarmament efforts by India -India's neighborhood relations.

#### **UNIT - V**

Case Study: Relevant to all the above four units.

#### **TEXT BOOKS:**

1. *Urmila Sharma, S K Sharma*. 2000. **International Relations**. Atlantic Publishers and Distributors. (Unit I to IV).
2. *Krishnaveni Muthiah*. 2001. **International Relations**. [1<sup>st</sup> ed]. Himalaya Publishing house. (Unit I to IV)

#### **REFERENCE BOOKS:**

1. *Joshua S Goldstein; Jon C Pevehouse*. 2014. **International Relations**. [10<sup>th</sup> ed]. Pearson Education Limited.
2. *Pue Ghosh*. 2015. **Internatioanl Relations**. [3<sup>rd</sup> ed]. PHI learning.

<b>16PIB43C</b>	<b>CORE - XIV: GLOBAL FINANCIAL MANAGEMENT</b>	<b>SEMESTER - IV</b>
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**Total Credits : 4**  
**Hours per Week : 7**

**Note: Question Paper Pattern : Part D - (15 Marks) Case Study Compulsory**

**OBJECTIVES:**

1. To Describe the various trade finance instruments and services available to importers and exporters
2. To Study the factors responsible for emergence of globalized financial markets
3. To learn about the importance of short term and long term financial decisions

**CONTENTS**

**UNIT - I**

International Money Markets - Money Market Instruments - International Capital Markets - Comparison of New York, Indian Money Market - International Bond Market - Bond Issue Drill - Bench Mark Drill - Euro Currency Market - Euro Dollar - Euro Deposit and Loans.

**UNIT - II**

Financing of international trade: The flow of goods and the flow of funds- Derivatives market in India-international financial system and capital flows: Role of financial markets- benefits-Recent development in International capital flows.

**UNIT - III**

International Monetary and Financial Environment - International Monetary Investments -Balance of Payments - Role of IMF in International Liquidity -International Institutions - World Bank.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

#### **UNIT - IV**

International Development Associations - International Finance Corporation - The International Debt and Country Analysis - Recent Changes in International Financing.

#### **UNIT - V**

Case Study: Relevant to all the above four units.

#### **TEXT BOOKS:**

1. *Bhatt.P.R.* 2002. **International Finance**. Anmol Publications. (Unit I to IV)
2. *Maurice D. Levi.* 2009. **International Finance**. 5<sup>th</sup> ed. Routledge.(Unit I to IV)

#### **REFERENCE BOOKS:**

1. *Bhalla.V.K.* 2014. **International Financial Management**. S. Chand Publishing.
2. *Jain, P K, Josette Peyrard, Surendra Singh.* 2002. **International Financial Management**. [1<sup>st</sup> ed]. Macmillan Publishers India.



<b>15PIB1EA</b>	<b>ELECTIVE- I: PRINCIPLES AND PRACTICE OF MARKETING OF SERVICES</b>	<b>SEMESTER - I</b>
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**Total Credits : 4**  
**Hours per Week : 5**

**OBJECTIVES:**

1. To identify the characteristics of services that are important from the marketing point of view
2. To discuss services marketing process
3. To discuss service quality model

**CONTENTS**

**UNIT- I**

Services:- Meaning and definition of services- Importance of services in Indian Environment – Classification of services – characteristic features of services – growth of the service sector – economy policy on services – difference between goods and services

**UNIT- II**

Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business.

**UNIT- III**

Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing.

**UNIT- IV**

Key Services Marketing:- Banking services – Insurance services – Transport services– Tourism services – Hotel services- Consultancy services – Hospital services – Market segmentation.

**UNIT- V**

Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS :**

1. *Appannaiah H R, Nirmala, Reddy P N, Anil Kumar S, 2002. Services Marketing*, Himalaya Publishing House. (Unit I to V)

**REFERENCE BOOKS:**

1. *Shajahan.S, 2011. Services Marketing (Concepts, Practices & Cases)*, Himalaya Publishing House.
2. *Vasanti Venugopal and V N Raghu. 2001. Services Marketing*. Himalaya Publishing House.
3. *Jha. S. M., 2014. Services Marketing, [7<sup>th</sup> ed,] Himalaya Publishing House.*

<b>15PIB2EA</b>	<b>ELECTIVE II: MARKETING OF FINANCIAL SERVICES</b>	<b>SEMESTER - II</b>
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**Total Credits : 4**  
**Hours per week : 4**

**OBJECTIVES:**

1. To understand the effective marketing strategies and programs for financial services.
2. Describing the concept of financial marketing
3. To have knowledge about marketing mix

**CONTENTS**

**UNIT- I**

Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.

**UNIT- II**

Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) – OTCEI.

**UNIT- III**

Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of Plastic Cards – Dis advantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.

**UNIT- IV**

Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.

**UNIT- V**

Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment– Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in India.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS:**

1. *Nalini Prava Tripathy*, 2007. **Financial Services**, Edition 2007, PHI Learning Pvt. Ltd. (UNIT I - V)

**REFERENCE BOOKS:**

1. *Frederic S Mishkin*, 2014. **Financial Markets and Institutions**, 8<sup>th</sup>Edition, Pearson.
2. *Bhole L M.*, 2009. **Financial Institutions & Markets**, Edition 5, Tata McGraw-Hill Education.
3. *Jha. S. M.*, 2014. **Services Marketing**, Seventh Revised & Enlarged, Himalaya Publishing House.

<b>15PIB3EA</b>	<b>ELECTIVE- III: TRAVEL AND HOSPITALITY SERVICES</b>	<b>SEMESTER - IV</b>
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**Total Credits:4**  
**Hours per Week:4**

**OBJECTIVES:**

1. To Describe major environmental factors which have impact on hospitality customers and organization
2. To study the special characteristics of service business to which marketers need to respond.
3. To Identify the elements of the hospitality marketing mix

**CONTENTS**

**UNIT- I**

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification –Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism –Definitions of Tourist and Foreign Tourist – Elements of Tourism.

**UNIT -II**

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism

**UNIT -III**

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the people – Tourism Marketing in Indian Perspective.

**UNIT -IV**

Hospitality Services: Hotels – classification of Hotels by physical characteristics –classification of hotels by price level.

**UNIT- V**

Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS:**

1. *Bhatia AK.*, 2012. **International Tourism Management**, Edition 2012 Published by Sterling Publishers Pvt Ltd. (UNIT I, II, IV, V)
2. *Shajahan S.*, 2011. **Services Marketing** (Concepts, Practices & Cases), Edn: 2011, Himalaya Publishing House. (UNIT III, V)

**REFERENCES BOOKS:**

1. *Jha. S. M.*, 2014. **Services Marketing**, Seventh Revised & Enlarged, Himalaya Publishing House.
2. *Ghosh Biswanath*, 2000. **Tourism and Travel Management**, 2<sup>nd</sup> Edition, Vikas Publishing House.

<b>15PIB1EB</b>	<b>ELECTIVE- I: FINANCIAL MARKETS AND INSTITUTIONS</b>	<b>SEMESTER - I</b>
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**Total Credits:4**  
**Hours per Week:5**

**OBJECTIVES:**

1. To overview financial and capital markets in India
2. To know about the various financial institutions
3. Describing the facilities offered by financial markets

**CONTENTS**

**UNIT- I**

Financial Markets - An Overview - Money Market - Call Money Market - Commercial Paper Market - Commercial Bill Market - Certificate of Deposit (CD) Market - Treasury Bill Market - Government or Gilt-edged Securities Market.

**UNIT- II**

Capital Market-An Overview - Capital Market Instruments - Capital Market Reforms - New Issue Market(NIM) - Debt Market - Foreign Exchange Market - Derivatives Market.

**UNIT- III**

Financial Services Institutions - Clearing corporation of India Limited (CCIL) - Credit Rating and Information Services of India Limited (CRISIL) - Discount and Finance House of India Limited (DFHIL).

**UNIT- IV**

Investment Information and Credit Rating Agency of India Limited (Icra) - Over the Counter Exchange of India (OTCEI) - National Securities Depository Limited (NSDL) - Securities Trading Corporation of India Limited (STCI).

**UNIT- V**

Financial Institutions - Money Market Institutions - Capital Market Institutions - National Housing Bank-Functions and working - Export-Import(EXIM) Bank of India - NABARD.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS:**

1. *Bhole. L.M* 2009. **Financial Institutions and Markets**. [5<sup>th</sup> ed]. Tata McGraw – Hill Publishing Company Limited. (Unit I to V)
2. *Nalini Prava Tripathy.* 2007. **Financial Instruments and Services**. Prentice Hall of India. (Unit I To V)

**REFERENCE BOOKS:**

1. *Gurusamy.S* **Financial Markets and Institutions**. [3<sup>rd</sup> ed]. Vijay Nicole Imprints (P) Ltd.
2. *Khan. M.Y* 2009. **Financial Services**;, Tata Mc Graw-Hill Publishing Company Limited.
3. *Joseph.D Anbarasu* **Financial Services**. Sultan Chand & Sons.



<b>15PIB2EB</b>	<b>ELECTIVE-II: INDIAN STOCK EXCHANGE</b>	<b>SEMESTER - II</b>
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**Total Credits:4**  
**Hours per Week:4**

**OBJECTIVES:**

1. To understand about securities contracts
2. To know about stock exchange regulatory frame work
3. To create awareness on internet stock trading

**CONTENTS**

**UNIT -I**

Stock Exchange-Meaning and Functions - World's Stock Exchanges - Indian Stock Exchanges-Origin and Growth-Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders - Stock Exchange Trading-JobbersVs.Brokers-Stock Exchange Dealings-Trading of Securities.

**UNIT- II**

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 - Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

**UNIT- III**

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing - Delisting - Insider Trading - Speculation- Speculation Vs. Gambling-Investors Vs Speculators - Investor Protection.

**UNIT- IV**

The Securities Contracts (Regulation) Act, 1956-Important provisions - SEBI-Functions and working.

**UNIT -V**

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO - E-commerce Act and Internet Stock Trading - Stock Index Futures.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS:**

1. *Bhole. L.M* 2009. **Financial Institutions and Markets**. [5<sup>th</sup> ed]. Tata McGraw – Hill Publishing Company Limited. (Unit I to V)
2. *Khan.M.Y.* 2014. **Financial Management**. [7<sup>th</sup> ed]. McGraw Hill Education (India).

**REFERENCE BOOKS:**

1. *Gurusamy,S* **Finsncial Markets and Institutions**. [3<sup>rd</sup> ed]. Vijay Nicole Imprints (P) Ltd.
2. *Khan M.Y.,* 2009. **Financial Services**, Tata Mc Graw-Hill Publishing Company Limited.
3. *Joseph.D Anbarasu* **Financial Services**. Sultan Chand & Sons.

<b>15PIB3EB</b>	<b>ELECTIVE III: FUTURES AND OPTIONS</b>	<b>SEMESTER - III</b>
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**Total Credits:4**  
**Hours per Week:4**

**OBJECTIVES:**

1. To understand derivatives and its uses
2. Understanding forward contracts
3. Evolution of various commodity markets in the world

**CONTENTS**

**UNIT- I**

Introduction to Derivatives - Definition of derivatives products - participants in derivatives market, economic foreever of derivatives market.

**UNIT- II**

Index Derivatives - Index number - economic significance of index movements - types of Indices - desirable attributes of an index - Derivatives in Nifty and Sensex.

**UNIT- III**

Forward contracts - Limitations of forward markets - futures - Distinction between Future and Forward contracts - Futures terminator options - Options terminitory , Call options and Put option.

**UNIT -IV**

Pay off for buyer (long futures ) of futures - pay off for seller ( short futures ) of futures - Hedging, speculation and arbitrage - Options pay off - pay off profit for buyer of call options - pay off profit for writer of call options. Hedging and speculation in options.

**UNIT -V**

Evolution of Commodity Markets - Commodity markets in India - Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trade's -Tokyo Commodity Exchange, Chicago Mercantile Exchange.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS:**

1. *Gurusamy.S* **Financial Markets and Institutions**. [3<sup>rd</sup> ed]. Vijay Nicole Imprints (P) Ltd.
2. *Khan. M.Y.* 2009. **Financial Services** Tata Mc Graw-Hill Publishing Company Limited.
3. *Khan.M.Y.* **Financial Management**. [7<sup>th</sup> ed]. McGraw Hill Education (India).

**REFERENCE BOOKS:**

1. *Joseph Anbarasu.D* **Financial Services**. Sultan Chand & Sons.
2. *Kulkarni.P.V & B.G. Sathya Prasad.* 2011. **Financial Management**. Himalaya Publishing House.

<b>15PIB1EC</b>	<b>ELECTIVE I: PRINCIPLES OF INTERNATIONAL TRADE</b>	<b>SEMESTER - I</b>
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**TotalCredits:4**  
**Hours per Week:5**

**OBJECTIVES:**

1. To know about the global economy and international trade
2. To learn about the contracts trade agreement terms of trade
3. To know about tariffs ,international investments

**CONTENTS**

**UNIT -I**

The global Economy – Perspective on the theory of International Trade – The importance of International trade – Counter Trade – Forms of Counter Trade – Reasons for Growth of Counter Trade – Global Trade and Developing Countries.

**UNIT- II**

International commodity Agreements – Quota agreements, Buffer stock Agreements – Carts – State Trading – Bilateral and Multilateral contracts. Gains from Trade – Terms of Trade – Factors influencing the terms of trade.

**UNIT -III**

Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes – Export Subsidies – Arguments for free Trade – Arguments for protection – Demerits of protection – Trade barriers.

**UNIT- IV**

International Investments – Types of Forien Investment – significance of Forign Investments – Limitations and Dangerous of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.

**UNIT- V**

Multinational Corporation – Definition and Meaning – Importance of MNCS – benefits of MNCs – Criticism – Globalizations – Meaning – stages – Essential conditions for Globalization – Implications and Importance of Globalization – Benefits – Obstacles to Globalization in India – Factors favoring Globalization.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

### **TEXT BOOKS:**

1. *Nabhi board of editors.* 2013. **How to Export.** [20<sup>th</sup>ed].Nabhi publications,.
2. *Balagopal.T.A.S.* 2014. **Export Management.** Himalaya Publishing house.

### **REFERENCE BOOKS**

1. *Varma .M. L.* 2002. **International Trade** Sangam Books Ltd.
2. *Francis Cherunilum.* 2013. **International Trade And Export Management.** [18<sup>th</sup> ed] Himalaya Publications.

<b>15PIB2EC</b>	<b>ELECTIVE II: EXPORT AND IMPORT TRADE PROCEDURES</b>	<b>SEMESTER - II</b>
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**Total Credits:4**  
**Hours per Week:4**

**OBJECTIVES:**

1. To know about the preliminaries for starting export and import business
2. To learn about various export, excise procedures and documents
3. To understand about the liberalisation of imports and RBI directives for import payments

**CONTENTS**

**UNIT- I**

Exports – Recent measures to boost Country’s Exports – Rules for successful exporting – Preliminaries for starting export business – Deemed exports and its benefits – Finance for Exports.

**UNIT- II**

Different Categories of exporters - Registration of Exports – Appointing Overseas agents- Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.

**UNIT- III**

Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labeling – Shipping and customs clearance of goods.

**UNIT- IV**

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

**UNIT- V**

Retirement of Import Documents and RBI’s directives for making payment for Imports –Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

M.Com., (IB) (*Students admitted from 2016 – 2017 onwards*)

**TEXT BOOKS:**

1. *Mahajam.M.L.* 2015. **Export Do It Yourself.** [19<sup>th</sup> ed]. Snow White Publications,. (UNIT I to V)
2. *Jeevanandam.C.* 2012. **International Trade.** [1<sup>st</sup> ed]. Sultan chand & Sons.(UNIT I to V)

**REFERENCE BOOKS:**

1. *Mahajam.M.L.* 2015. **Export Export Policy, Procedures and Documentation.** [26<sup>th</sup> ed]. Snow White Publications.
2. *Nabhi board of editors.* 2013. **How to Export.** [20<sup>th</sup>ed] Nabhi publications.



15PIB3EC	<b>ELECTIVE III: INSTITUTIONS FACILITATING INTERNATIONAL TRADE</b>	<b>SEMESTER - III</b>
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**TotalCredits:4**  
**Hours per Week:4**

**OBJECTIVES:**

1. To understand about the export promotion in India
2. To know about role of RBI and other institutions in foreign trade
3. To know about the functions of IMF,IDA,IFC etc

**CONTENTS**

**UNIT- I**

Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies-Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations-Major STC's in India- State export -Promotion agencies- Impediments in export promotion.

**UNIT-II**

Role of RBI in export finance -Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) - Functions - Special functions of ECGC.

**UNIT-III**

World Trade Organisation - GATT - Objectives-Evolution of WTO-Functions-Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS-benefits- Limitations-Procedure of dispute settlement -WTO and anti dumping measures-Evaluation of WTO-drawbacks/Criticisms.

**UNIT- IV**

International Monetary Fund (IMF)-Objectives- Organisation and management- Resources-Financing facilities- Conditions on borrowers-Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

## **UNIT- V**

Development Association (IDA)-Objectives-Memberships – Loan assistance- International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.

### **TEXT BOOKS:**

1. *Rakesh Mohan Joshi*. 2014. **International Marketing**. [2 ed] .Oxford University Press.
2. *Rakesh Mohan Joshi*. 2005. **International Marketing**. Illustrated edition. Oxford University Press.

### **REFERENCE BOOKS:**

1. *Maurice D. Levi*. 2009. **International Finance**. [5<sup>th</sup>. ed] Routledge.
2. *Bhalla.V.K.* **International Financial Management**. S. Chand Publishing.

<b>16PIBSS1</b>	<b>SELF STUDY PAPER-I: INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>	<b>SEMESTER- I To III</b>
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**TotalCredits:1**

### **OBJECTIVES:**

1. To study about increased globalization and easy mobility and communications between countries.
2. To study the increased the workforce diversity and cultural sensitivities
3. Understanding the multidisciplinary activity, utilizing knowledge and inputs drawn from psychology, economics, etc.

### **UNIT- I**

IHRM – Introduction –difference between domestic and international HRM – growing interest in IHRM – New dimensions - Strategic IHRM – Dimensions of Strategic IHRM.

### **UNIT- II**

Strategic: HR planning – Recruitment and selection – recent trends in international staffing –Training structures and Expatriate Training.

### **UNIT- III**

Compensation: Introduction – objectives- theories of compensation – components of compensation – issues of compensation.

### **UNIT- IV**

Performance management – introduction – steps in global performance management – issues in managing performance.

### **UNIT- V**

Ethics and social responsibilities – source of ethics – role of ethics in business – preparation of corporate ethics – ethical initiatives in MNCs – social responsibilities of IHR Managers.

**TEXT BOOKS:**

1. *Aswathappa k. Sadana Dash.***International Human resource Management:Text And Cases**–[1<sup>st</sup> ed] Tata McGraw - Hill Education
2. *Rao.P.L.*2012.**International Human Resource Management: text and cases.**  
[1<sup>st</sup> ed]. Excel Books.

**REFERENCE BOOKS:**

1. *Nk Sahni, Meenakshi Negi,* 2015. **International Human Resource Management: text and cases.**[1<sup>st</sup> ed] Kalyani Publishers.
2. *Peter J Dowling.* **International Human Resource.** [5<sup>th</sup> ed]. Cengage Learning EMEA

<b>16PIBSS2</b>	<b>SELF STUDY PAPER-II: BUSINESS ETHICS FOR DECISION MAKING</b>	<b>SEMESTER - I To III</b>
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**TotalCredits:1**

**OBJECTIVES:**

1. To study ethical decision making process
2. Understanding the importance of ethical leadership
3. To know the impact of culture on business

**UNIT-I**

Business Ethics-Meaning and Definition – Nature of Business Ethics – Importance of Ethics in Business – Elements in Business Ethics.

**UNIT-II**

Management of Ethics- Management process and Ethics – Managerial Performance – Ethical issues – Management by Values.

**UNIT-III**

Corporate Social Responsibility – Concept of Corporate Social Responsibility – Models of Corporate Social Responsibility – Role of Management in implementing Corporate Social Responsibility – Responsibility towards environment.

**UNIT-IV**

Introduction to Ethical leadership – Leadership styles influencing ethical decisions – Influence of leadership in Ethics.

**UNIT-V**

Meaning and Definition of Culture – Impact of Culture on business – Ethics across culture – Ethics and Culture – Cultural dimension of business Ethics.

M.Com., (IB) (Students admitted from 2016 – 2017 onwards)

**TEXT BOOKS:**

1. C.B.Gupta.2014. **Governance, Ethics and Social Responsibility of Business.**sultan chand & sons.
2. Ronald Jeurissen.2007.**Business Ethics.**[1<sup>st</sup> ed]. Uitgeverij Van Gorcum.

**REFERENCE BOOKS:**

1. Andrew cranr.2009.**Business Ethics.** [2<sup>nd</sup> ed].Oxford University Press.
2. Chandra Kumar Roy.2015.**Business Ethics.** Vikas Publishing.

  
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