

# MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS

**SYLLABUS 2018-19**  
**(Outcome Based Education)**



## **Dr. N.G.P. ARTS AND SCIENCE COLLEGE**

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)

Dr. N.G.P.- Kalapatti Road, Coimbatore-641048, Tamil Nadu, India

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

### **REGULATIONS**

#### **ELIGIBILITY**

Candidate who has passed in Under Graduate branches such as Commerce, 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, course 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 programme of study of two academic years.

#### **OBJECTIVES OF THE PROGRAMME**

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

1. The programme incorporates current developments in global marketing to acquaint students with the present-day challenges in global scenario
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. To Develop skills in strategic planning, dynamic decision-making, problem-solving, and technology management
5. The programme 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 (Applicable to students admitted during the academic Year (2018 -2019))

Course Code	Course	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
First Semester							
17PIB13A	Core – I: International Marketing Management	6	3	25	75	100	4
17PIB13B	Core – II : Business Communication	6	3	25	75	100	4
17PIB13C	Core – III: Economics for Decision Making	6	3	25	75	100	4
17PIB13D	Core – IV: Financial and Management Accounting	7	3	25	75	100	5
	Elective - I:	5	3	25	75	100	4
		30				500	21
Second Semester							
17PIB23A	Core – V: Export-Import Finance	5	3	25	75	100	4
17PIB23B	Core – VI: Logistics Management	6	3	25	75	100	4
17PIB23C	Core – VII: Foreign Trade Procedures and Documentation	5	3	25	75	100	4
17PIB23P	Core Practical – I: Computer Application (MS Office & Internet).	6	3	40	60	100	3
17PIB23T	Institutional Training -I (EXIM Documentation) – Report & viva-voce	4		40	60	100	4
	Elective - II:	4	3	25	75	100	4
		30				600	23
Third Semester							
17PIB33A	Core – VIII: Business Research	5	3	25	75	100	4

	Methods						
17PIB33B	Core – IX: Foreign Exchange Management	5	3	25	75	100	4
17PIB33C	Core – X: Global Business Environment	5	3	25	75	100	4
17PIB33D	Core – XI: Strategic Management	5	3	25	75	100	4
17PIB33P	Core Practical – II: Computer Application (Tally)	6	3	40	60	100	3
17PIB33T	Institutional Training II- Report & viva- voce				50	50	2
	Elective - III:	4	3	25	75	100	3
		<b>30</b>				<b>650</b>	<b>24</b>
<b>Fourth Semester</b>							
17PIB43A	Core – XII: Supply Chain Management	7	3	25	75	100	5
17PIB43B	Core – XIII: International Business Relations	6	3	25	75	100	4
17PIB43C	Core – XIV: Global Financial Management	7	3	25	75	100	5
17PIB43V	Project work and Viva - Voce	10		80	120	200	8
		<b>30</b>				<b>500</b>	<b>22</b>
	<b>TOTAL</b>					<b>2250</b>	<b>90</b>

**ELECTIVE - I**

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

<b>S.No</b>	<b>Course Code</b>	<b>Name of the Course</b>
1.	17PIB1EA	Principles and Practices of Marketing of Services
2.	17PIB1EB	Financial Markets and Institution
3.	17PIB1EC	Principles of International Trade

**ELECTIVE - II**

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

<b>S.No</b>	<b>Course Code</b>	<b>Name of the Course</b>
1.	17PIB2EA	Marketing of Financial Services
2.	17PIB2EB	Indian Stock Exchange
3.	17PIB2EC	Export and Import Trade Procedure

**ELECTIVE - III**

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

<b>S.No</b>	<b>Course Code</b>	<b>Name of the Course</b>
1.	17PIB3EA	Travel and Hospitality Services
2.	17PIB3EB	Futures and Options
3.	17PIB3EC	Institutions Facilitating International Trade

**Total Credit Distribution**

<b>Courses</b>	<b>Credits</b>	<b>Total</b>		<b>Credits</b>	<b>Cumulative</b>
Core	5 4	3 x 100 11X100	300 1100	15 44	59
Core Practical	3	2x 100	200	6	6
Elective	4 3	2x 100 1X100	200 100	8 3	11
Institutional Training –I	4	1x100	100	4	6
Institutional Training –II	2	1x50	50	2	
Project work and Viva- Voce	8	1 x200	200	8	8
Total			2250	90	<b>90</b>

**FOR PROGRAMME COMPLETION**

Students have to complete the following Courses:

- 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

Earning Extra credits is **NOT MANDATORY** for programme completion

**Extra credits:**

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

**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 programme 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**)
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
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.

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

S. No.	Semester	Course Code	Course Title
1.	Semester III	17PIBSS1	International Human Resource Management
2.		17PIBSS2	Business Ethics

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

1. Supply chain
2. International Marketing
3. Strategic Management
4. Cross Cultural Communication
5. Entrepreneurship

**Program Outcomes**

On the successful completion of the programme, the following are the expected outcomes.

<b>PO Number</b>	<b>PO Statement</b>
<b>PO 1</b>	Employ the concepts in FOREX operations and Decision Making
<b>PO 2</b>	Apply supply chain models in real time business process.
<b>PO 3</b>	Communicate effectively with written, oral and visual means.
<b>PO 4</b>	Ability to perform customs clearance operations and logistics activities.
<b>PO 5</b>	Exhibit international marketing abilities, plan financial operations , Predicting different business environment and identifying different service industries

<b>17PIB13A</b>	<b>CORE - I - INTERNATIONAL MARKETING MANAGEMENT</b>	<b>SEMESTER I</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the process of International Marketing and identifying the barriers in International Marketing.	K2
<b>CO 2</b>	Apply the concept of value chain, customer retention and competitive marketing strategies.	K3
<b>CO 3</b>	Comply the concept of International marketing decisions.	K3
<b>CO 4</b>	Identify the types and latest trends in International marketing.	K4
<b>CO 5</b>	Analyze and evaluate the concepts of International marketing in real time business operations.	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	S	M	S
<b>CO 2</b>	M	S	S	S	S
<b>CO 3</b>	S	S	M	S	S
<b>CO 4</b>	S	S	M	M	M
<b>CO 5</b>	S	S	M	M	S

S – Strong; M – Medium; L – Low.

17PIB13A	<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****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 international 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**

Recent trends in marketing with global perspective- Managing direct and on-line marketing - the growth and benefits of direct marketing - major channels 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**. [15th ed]. Prentice Hall. (Unit II & IV)
2. Bhattacharaya B and Varshney R.L. 2015. **International Marketing Management**. [25th ed], Sultan Chand & Sons. (Unit I & III).

**REFERENCE BOOKS:**

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

<b>17PIB13B</b>	<b>CORE -II- BUSINESS COMMUNICATION</b>	<b>SEMESTER I</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the types of communication and identifying barriers	K2
<b>CO 2</b>	Demonstrate and exhibit the procedure in writing business letters.	K4
<b>CO 3</b>	Construct and impart export import correspondence	K4
<b>CO 4</b>	Transform basic contents to final summarized reports	K5
<b>CO 5</b>	Explore the skill of oral communication	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	S	M	S
<b>CO 2</b>	M	M	S	M	M
<b>CO 3</b>	M	M	S	M	M
<b>CO 4</b>	S	S	S	M	M
<b>CO 5</b>	M	S	S	M	S

S – Strong; M – Medium; L – Low.

<b>17PIB13B</b>	<b>CORE -II- BUSINESS COMMUNICATION</b>	<b>SEMESTER I</b>
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**Total Credits: 4****Hours Per Week: 6****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 to banker to open an irrevocable L/C – Importers informs the exporter about the opening of L/C – The bankers informing the exporter that the credit have been opened in his favor.

**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--fundamentals of speaking-elements of effective speaking-speaking and technology -Road block to good speaking -strategies for successful speaking and listening-public speaking- communicating cross culturally.

**TEXT BOOKS:**

1. Rajendra Pal , J. S. Korlahalli. 2011. **Essentials of Business Communication**. [13th 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**. [7th ed]. McGraw-Hill Companies.
2. Courtland L. Bovee, John V. Thill, K. K. Kulkarni, 2013. **Business Communication Today**. [12th ed] .Pearson.

<b>17PIB13C</b>	<b>CORE - III - ECONOMICS FOR DECISION MAKING</b>	<b>SEMESTER I</b>
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### Preamble

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.

### Course Outcomes

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn scope and nature of managerial economics and role of managerial economist.	K1
<b>CO 2</b>	Understand National economic policies and economic terms.	K2
<b>CO 3</b>	Analyze the demands and its techniques	K4
<b>CO 4</b>	Determine the cost and pricing techniques	K5
<b>CO 5</b>	Build knowledge in International theories.	K3

### Mapping with Programme Outcomes

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	S	M	S
<b>CO 2</b>	S	M	M	M	M
<b>CO 3</b>	S	S	M	M	S
<b>CO 4</b>	S	S	S	S	S
<b>CO 5</b>	S	M	S	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB13C</b>	<b>CORE - III - ECONOMICS FOR DECISION MAKING</b>	<b>SEMESTER I</b>
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**Total Credits: 4****Hours Per Week: 6****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**

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

**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**

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 - 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**. [22nd ed]. Sultan Chand & Sons. (Unit I To III)
2. Jhingan M.L. 2009. **International Economics**. [6th ed]. Vrinda Publications. (UNIT V).

**REFERENCE BOOKS:**

1. Mehta P.L. 2014. **Managerial Economics - Analysis, Problems, Cases**. [20th Revised & Enlarged Edition], Sultan Chand & Sons.
2. Dr. Francis Cherunilam, 2008. **International Economics**. [5th ed]. Tata McGraw – Hill.
3. B.M. Wali, A.B. Kalkundrikar. 2001. **Managerial Economics A Basic Approach**, [2001 Edition], R. Chand & Co. (Unit IV)

<b>17PIB13D</b>	<b>CORE - IV- FINANCIAL AND MANAGEMENT ACCOUNTING</b>	<b>SEMESTER I</b>
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**PREAMBLE**

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.

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the basic concepts in accounts.	K2
<b>CO 2</b>	Ability to prepare Journal, Ledger, Trial balance and Subsidiary books.	K4
<b>CO 3</b>	Able to prepare Final accounts.	K4
<b>CO 4</b>	Construct budgets and determine the managerial decisions.	K3
<b>CO 5</b>	Apply the accounting concepts in real time cases of financial and management control of a firm.	K3

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	S	M	M	S
<b>CO 5</b>	S	M	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB13D</b>	<b>CORE - IV- FINANCIAL AND MANAGEMENT ACCOUNTING</b>	<b>SEMESTER I</b>
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**Total Credits: 5****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.**

**UNIT - I**

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

**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, [7th Edition], Advanced Accountancy. (UNIT I, II and III).
2. R. Ramachandran and Dr. R. Srinivasan. 2013. **Management Accounting**. [16th 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**. [2nd ed]. Tata McGraw – Hill Companies.

<b>17PIB1EA</b>	<b>ELECTIVE- I: PRINCIPLES AND PRACTICE OF MARKETING OF SERVICES</b>	<b>SEMESTER I</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn business services and its industries.	K1
<b>CO 2</b>	Understand services marketing.	K2
<b>CO 3</b>	Ability in making marketing decisions.	K3
<b>CO 4</b>	Identify the opportunities in services industries.	K3
<b>CO 5</b>	Analyze problems and measuring service quality.	K4

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	M	M	S
<b>CO 2</b>	M	M	S	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	M	M	M	M	S
<b>CO 5</b>	S	S	M	M	S

S – Strong; M - Medium; L – Low.

<b>17PIB1EA</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****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.

**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**, [7th ed,] Himalaya Publishing House.

<b>17PIB1EB</b>	<b>ELECTIVE- I: FINANCIAL MARKETS AND INSTITUTIONS</b>	<b>SEMESTER I</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand different financial markets in India.	K2
<b>CO 2</b>	Classify capital markets and derivatives market.	K2
<b>CO 3</b>	Identify different financial service institutions.	K2
<b>CO 4</b>	Analyze the credit rating agencies of India.	K4
<b>CO 5</b>	Summarize financial institutions, money market, capital market and EXIM bank.	K3

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	M	M	M	M	S
<b>CO 4</b>	M	M	M	M	S
<b>CO 5</b>	M	M	M	M	S

S – Strong; M - Medium; L – Low.

<b>17PIB1EB</b>	<b>ELECTIVE- I: FINANCIAL MARKETS AND INSTITUTIONS</b>	<b>SEMESTER I</b>
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**Total Credits: 4****Hours Per Week: 5****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.

**TEXT BOOKS:**

1. Bhole. L.M 2009. **Financial Institutions and Markets**. [5th 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**. [3rd 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>17PIB1EC</b>	<b>ELECTIVE I: PRINCIPLES OF INTERNATIONAL TRADE</b>	<b>SEMESTER I</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understanding international trade theories and global economy.	K2
<b>CO 2</b>	Identify international commodity agreements and multi lateral contracts.	K3
<b>CO 3</b>	Ability to classify tariff, subsidies and barriers.	K4
<b>CO 4</b>	Learn international investments and factors affecting international investments.	K2
<b>CO 5</b>	Understand multinational corporations, importance of globalization and essential conditions.	K2

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	S	M	S
<b>CO 2</b>	S	S	S	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	M	M	M	S
<b>CO 5</b>	S	S	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB1EC</b>	<b>ELECTIVE I: PRINCIPLES OF INTERNATIONAL TRADE</b>	<b>SEMESTER I</b>
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**Total Credits: 4****Hours Per Week: 5****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 Foreign Investment – Significance of Foreign 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.

**TEXT BOOKS:**

1. Nabhi board of editors. 2013. **How to Export**. [20th 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**. [18th ed] Himalaya Publications.

<b>17PIB23A</b>	<b>CORE - V: EXPORT - IMPORT FINANCE</b>	<b>SEMESTER II</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learning basic elements of EXIM transactions and the sources of/ financing those transactions.	K2
<b>CO 2</b>	Identifying the requirements for Pre & Post Shipment finance.	K3
<b>CO 3</b>	Organize import transactions and its procedures.	K3
<b>CO 4</b>	Exploring the agencies funding for the long term finance and analyzing the deferred payment procedures.	K4
<b>CO 5</b>	Analyzing and applying the concepts of EXIM Finance.	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	S	M	S
<b>CO 3</b>	S	M	S	S	S
<b>CO 4</b>	S	M	S	M	S
<b>CO 5</b>	S	M	S	M	S

S – Strong; M - Medium; L – Low.

<b>17PIB23A</b>	<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****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 partner's feasibility – Foreign Exchange for import of inputs – Payment methods for imports.

**UNIT - IV**

Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – 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**. [17th ed]. Anupam Publishers. (Unit I to IV)
2. Jeevanandam.C. 2012. **International Trade**. [1st ed]. Sultan Chand & Sons. (Unit I & II).

**REFERENCE BOOKS:**

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

<b>17PIB23B</b>	<b>CORE - VI: LOGISTICS MANAGEMENT</b>	<b>SEMESTER II</b>
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**PREAMBLE**

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.

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand objectives and introduction of Logistics and importance of Logistics.	K2
<b>CO 2</b>	Identify the modes of transport and transportation and major and minor ports in India.	K3
<b>CO 3</b>	Formulate the ocean freight calculation and recognize the ship classification.	K4
<b>CO 4</b>	Exploring the containerization and movements of containers.	K5
<b>CO 5</b>	Learn to interpret Airline industry and international air transport.	K2

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	M	S	S
<b>CO 2</b>	S	S	M	S	S
<b>CO 3</b>	S	S	S	S	S
<b>CO 4</b>	S	S	S	S	S
<b>CO 5</b>	S	S	S	S	M

S - Strong; M - Medium; L - Low.

<b>17PIB23B</b>	<b>CORE - VI: LOGISTICS MANAGEMENT</b>	<b>SEMESTER II</b>
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**Total Credits: 4****Hours Per Week: 6****UNIT - I**

Logistics - definition - introduction - logistics cost - international logistics development - shippers logistics requirement in trade - objectives of logistics management - logistics in export business - international commercial terms - documentation for Exim - reverse logistics.

**UNIT - II**

Transportation - modes of transportation - transportation industry defined - transport and communication - transport management - major, minor ports in India - world major ports - important sea routes.

**UNIT - III**

types of cargos and classifications- Types of ships- Carriage of goods by sea - Ocean freight calculation - shipping formalities - shipping intermediaries

**UNIT - IV**

Containerization - origin - classification - movements of containers - container dimension and capacity - benefits of containers - ICD & CFS - introduction - functions - benefits - CONCOR.

**UNIT - V**

Airline Industry - transportation of goods through air - transportation infrastructure - international air transport - world air cargo growth - benefits of air transport - IATA.

**TEXT BOOKS:**

1. Sudalaimuthu.S and Antony Raj. 2009. **Logistics management and international business**. [1st ed]. PHI. (Unit I To V)
2. Krishnaveni Muthiah. 2010. **Logistics Management World Seaborne Trade**. [2nd ed]. Himalaya Publishing House. (Unit I to V)

**REFERENCE BOOKS:**

1. Rai Usha Kiran. 2010. **Export - Import and Logistics Management**. [2nd ed] . PHI Publishing House.
2. **Pierre A. David**. 2014. **International Logistics: The Management of International Trade Operation**. [4th ed]. Cicero Books,.

<b>17PIB23C</b>	<b>CORE - VII: FOREIGN TRADE PROCEDURES AND DOCUMENTATION</b>	<b>SEMESTER II</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn foreign trade policy, acts governing India's international trade.	K2
<b>CO 2</b>	Organize import export decisions.	K4
<b>CO 3</b>	Understand the categories of exporters, status holders and identifying export promotion council.	K2
<b>CO 4</b>	Inculcate the procedures for imports.	K3
<b>CO 5</b>	Students will be able to prepare export import documents.	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	S	S
<b>CO 2</b>	S	S	S	S	S
<b>CO 3</b>	S	S	S	S	S
<b>CO 4</b>	S	S	M	S	S
<b>CO 5</b>	S	S	S	S	S

S - Strong; M - Medium; L - Low.

<b>17PIB23C</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****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

**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**. [19th ed]. Snow White Publications. (UNIT I to V)
2. Jeevanandam.C. 2012. **International Trade**. [1st ed]. Sultan chand & Sons.(Unit I to V)

**REFERENCE BOOKS:**

1. Mahajam.M.L. 2015. **Export Export Policy, Procedures and Documentation**. [26th ed]. Snow White Publications.
2. Nabhi board of editors. 2013. **How to Export**. [20thed]. 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: 3**  
**Hours Per Week: 6**

**MS-WORD:**

Introduction to MS-Word

Using shapes, charts & other picture options in ms-word

Creating mail merge

Preparation of documents using available options.

**MS-EXCEL:**

Introduction to MS-Excel

Creating excel document using formulas and statistical tools

Preparation of charts and Formatting cells and tables

Identifying the calculation options available.

Preparation of Invoices and Packing list

**MS-POWERPOINT:**

Introduction to MS - PowerPoint

Creating, inserting, altering slides.

Preparation of power point presentations.

Using the animations and design options

Customizing slide show

Inserting pictures and images in presentations.

**MS-ACCESS:**

Introduction to MS-Access

Creation of database

Query

Generating reports

Altering reports

Using run command.

**INTERNET:**

Introduction to Internet

Using 911.com

Downloading the export and import documents

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>17PIB23T</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**

1. Letter of Credit
2. Bill of Exchange
3. Bank Certificate of Payment

**IV. DOCUMENTS RELATED TO INSPECTION**

1. Certificate of Inspection

**V. DOCUMENTS RELATED TO EXCHANGE CONTROL**

1. Guaranteed Remittance (GR) Form
2. Post Parcel (PP) Form
3. Value Payable/ Cash on- Delivery Form

**VI. DOCUMENTS RELATING TO EXCISABLE GOODS**

1. ARE 1 Form
2. Form C
3. Form H

<b>17PIB2EA</b>	<b>ELECTIVE- II: MARKETING OF FINANCIAL SERVICES</b>	<b>SEMESTER II</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand financial markets in India.	K2
<b>CO 2</b>	Learn different stock exchanges in India.	K2
<b>CO 3</b>	Ability to understand types of cards and Bancassurance.	K2
<b>CO 4</b>	Identifying the insurance companies and types of insurance.	K2
<b>CO 5</b>	Classify real estate industry and securitization.	K2

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1.</b>	<b>PO 2.</b>	<b>PO 3.</b>	<b>PO 4.</b>	<b>PO 5.</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	M	M	M	S
<b>CO 5</b>	S	M	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB2EA</b>	<b>ELECTIVE- II: MARKETING OF FINANCIAL SERVICES</b>	<b>SEMESTER II</b>
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**Total Credits: 4****Hours Per Week: 4****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 – Disadvantages 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.

**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**, 8th 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>17PIB2EB</b>	<b>ELECTIVE-II: INDIAN STOCK EXCHANGE</b>	<b>SEMESTER II</b>
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**Preamble**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn stock exchange and trading of securities.	K2
<b>CO 2</b>	Understand regulatory frame work of SEBI and acts governing Indian stock exchange.	K2
<b>CO 3</b>	Identify legal provisions in trading.	K3
<b>CO 4</b>	Students will be able to understand securities contracts regulation act, functioning and working of SEBI.	K2
<b>CO 5</b>	Analyze current scenario of trading in e-commerce act.	K4

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	S
<b>CO 2</b>	M	M	M	M	S
<b>CO 3</b>	M	M	M	M	S
<b>CO 4</b>	M	M	M	M	S
<b>CO 5</b>	M	M	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB2EB</b>	<b>ELECTIVE-II: INDIAN STOCK EXCHANGE</b>	<b>SEMESTER II</b>
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**Total Credits: 4****Hours Per Week: 4****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-Jobbers Vs. 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.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

1. Gurusamy.S **Financial Markets and Institutions**. [3rd 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>17PIB2EC</b>	<b>ELECTIVE II: EXPORT AND IMPORT TRADE PROCEDURES</b>	<b>SEMSTER II</b>
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**Preamble**

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 liberalization of imports and RBI directives for import payments

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understanding international trade, benefits of international trade and finance for exports.	K2
<b>CO 2</b>	Learn categories of exporters and export licensing procedures.	K2
<b>CO 3</b>	Identify documents for exports, institutional support and customs clearance procedures.	K3
<b>CO 4</b>	Ability to understand import rate law in India and payment terms in International Business.	K3
<b>CO 5</b>	Apply the knowledge of making payments for imports and custom clearance for importing goods.	K4

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	M	S	S
<b>CO 3</b>	S	M	M	S	S
<b>CO 4</b>	S	M	M	S	S
<b>CO 5</b>	S	M	M	S	S

S - Strong; M - Medium; L - Low.

<b>17PIB2EC</b>	<b>ELECTIVE II: EXPORT AND IMPORT TRADE PROCEDURES</b>	<b>SEMSTER II</b>
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**Total Credits: 4****Hours Per Week: 4****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.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

<b>17PIB33A</b>	<b>CORE - VIII: BUSINESS RESEARCH METHODS</b>	<b>SEMESTER - III</b>
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**PREAMBLE**

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.

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand the basic concepts in Research.	<b>K2</b>
<b>CO 2</b>	Classifying Hypothesis, sampling and Data Collection.	<b>K4</b>
<b>CO 3</b>	Applying the scaling and statistical procedures and preparing the research report.	<b>K3</b>
<b>CO 4</b>	Ability to apply statistical tools in research.	<b>K4</b>
<b>CO 5</b>	Applying various tests in research.	<b>K3</b>

**Mapping with Programme Outcomes**

<b>COS/POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	M
<b>CO 2</b>	M	M	M	M	M
<b>CO 3</b>	M	M	M	M	M
<b>CO 4</b>	M	M	M	M	M
<b>CO 5</b>	M	M	M	M	M

S – Strong; M – Medium; L – Low.

<b>17PIB33A</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.****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**. [2nd ed]. New Age International Publishers. (Unit I to III).
2. Gupta.S.P. 2011. **Statistical Methods**. [4th ed] Sultan Chand & Sons. (Unit IV and V).

**REFERENCE BOOKS:**

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

<b>17PIB33B</b>	<b>CORE - IX: FOREIGN EXCHANGE MANAGEMENT</b>	<b>SEMESTER - III</b>
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**PREAMBLE:**

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.

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand foreign exchange Administration	K2
<b>CO 2</b>	Learn foreign exchange market	K2
<b>CO 3</b>	Explore foreign exchange Risk and exposure	K5
<b>CO 4</b>	Analyse Interbank deals	K4
<b>CO 5</b>	Apply foreign exchange Transactions	K3

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	S	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	M	M	S	S
<b>CO 5</b>	S	S	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB33B</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**

### **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, SWAP Deals - Arbitrage operations-Managing foreign exchange reserves - Devaluation - pros and cons.

### **UNIT - V**

Case Study: Relevant to all the above four units.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

<b>17PIB33C</b>	<b>CORE - X: GLOBAL BUSINESS ENVIRONMENT</b>	<b>SEMESTER III</b>
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**PREAMBLE**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand different cultural and business environment	K2
<b>CO 2</b>	Ability to demonstrate knowledge on infrastructure	K4
<b>CO 3</b>	Able to analysis influence of culture in business activity	K4
<b>CO 4</b>	Identify different international legal system and dispute resolution	K2
<b>CO 5</b>	Learn environmental protection and regulation relating to it	K2

Mapping with Programme Outcomes:

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	S	S	M	S
<b>CO 2</b>	S	S	M	S	S
<b>CO 3</b>	S	S	M	M	S
<b>CO 4</b>	S	M	M	S	S
<b>CO 5</b>	S	S	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB33C</b>	<b>CORE - X: GLOBAL BUSINESS ENVIRONMENT</b>	<b>SEMESTER III</b>
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**Total Credits: 4****Hours per Week: 5****UNIT - I**

Environmental adjustment needs - Analyzing 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 - Urbanization, 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 - Commercial law within countries - Impact on International law on Business.

**UNIT - V**

Fundamentals of environmental protection - 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**. [3rded]. 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**. [16thed]. McGraw-Hill Higher Education.
2. Katyal, Timmy & Satake. 2002. **Environmental Pollution**. Anmol Publications.

<b>17PIB33D</b>	<b>CORE - IX: STRATEGIC MANAGEMENT</b>	<b>SEMESTER - III</b>
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**PREAMBLE:**

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.

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO 1	Understand the features and limitations of strategy and strategic management.	K2
CO 2	Learn strategic planning, organizational structure and strategy.	K2
CO 3	Identifying the competitive cost dynamic techniques.	K2
CO 4	Ability to demonstrate knowledge on implementation and evaluation of strategy.	K4
CO 5	Analyze the strategic decisions in business environment.	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CO 1	S	M	M	M	S
CO 2	M	M	S	M	S
CO 3	S	M	M	M	S
CO 4	M	M	M	M	M
CO 5	S	S	S	S	S

S – Strong; M – Medium; L – Low.

<b>17PIB33D</b>	<b>CORE - IX: 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**

### **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 and 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.

### **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**, [3rd revised ed], Kalyani Publishers, New Delhi. (Unit I)

**REFERENCE BOOKS:**

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

<b>17PIB33P</b>	<b>Core Practical – II: Computer Application (Tally)</b>	<b>SEMESTER - III</b>
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**Total Credits: 3**  
**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. Go-down creation and maintenance.
8. Maintaining Bill-Wise Details.
9. Creating Cost Centre's And Categories.
10. Preparing Forex Calculation.
11. Calculating foreign Exchange Gain/Loss.
12. Preparing Interest calculation.
13. Interest calculation with different parameters.

<b>17PIB3EA</b>	<b>ELECTIVE- III: TRAVEL AND HOSPITALITY SERVICES</b>	<b>SEMESTER - III</b>
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**PREAMBLE:**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understand tourism	K2
<b>CO 2</b>	Identify tourist destinations and future of tourism in India	K2
<b>CO 3</b>	Learn to understand marketing mix of tourism	K2
<b>CO 4</b>	Understand Hospitality services	K2
<b>CO 5</b>	Learn marketing mix for hotels	K2

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	M	M	M	S
<b>CO 5</b>	S	M	M	M	S

S - Strong; M - Medium; L - Low.

<b>17PIB3EA</b>	<b>ELECTIVE- III: TRAVEL AND HOSPITALITY SERVICES</b>	<b>SEMESTER - III</b>
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**Total Credits: 3**  
**Hours per Week: 4**

### **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.

### **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**, 2nd Edition, Vikas Publishing House.

<b>17PIB3EB</b>	<b>ELECTIVE III: FUTURES AND OPTIONS</b>	<b>SEMESTER - III</b>
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**PREAMBLE:**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn introduction and participants of derivatives	K2
<b>CO 2</b>	Understand index derivatives and stock market	K2
<b>CO 3</b>	Learn to understand forward market	K2
<b>CO 4</b>	Learn and understand hedging speculations and	K2
<b>CO 5</b>	Understand commodity market	K2

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	M	M	M	S
<b>CO 5</b>	S	M	M	M	S

**S - Strong; M - Medium; L - Low.**

<b>17PIB3EB</b>	<b>ELECTIVE III: FUTURES AND OPTIONS</b>	<b>SEMESTER - III</b>
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**Total Credits: 3**  
**Hours per Week: 4**

### **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.

**TEXT BOOKS:**

1. Gurusamy.S **Financial Markets and Institutions**. [3rd 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**. [7th 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.

<b>17PIB3EC</b>	<b>ELECTIVE III: INSTITUTIONS FACILITATING INTERNATIONAL TRADE</b>	<b>SEMESTER - III</b>
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**PREAMBLE:**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn Export Promotion in India	K2
<b>CO 2</b>	Understand Export Imp[ort finance	K2
<b>CO 3</b>	Learn World Trade Organisation	K2
<b>CO 4</b>	Learn International Monetary Funds	K2
<b>CO 5</b>	Learn IDA	K2

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	M	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	S	M	M	M	S
<b>CO 5</b>	S	M	M	M	S

**S - Strong; M - Medium; L - Low.**

<b>17PIB3EC</b>	<b>ELECTIVE III: INSTITUTIONS FACILITATING INTERNATIONAL TRADE</b>	<b>SEMESTER - III</b>
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**Total Credits: 3****Hours per Week: 4****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**. [5th. ed] Routledge.
2. Bhalla.V.K. **International Financial Management**. S. Chand Publishing.

<b>17PIBSS1</b>	<b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>	<b>SEMESTER - III</b>
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**Total Credit: 1****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

**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. K. Aswathappa. **International HRM and Ethical Issues** McGraw Hill
2. Anne-Will Harzing **International Human Resource Management.** Sage Publisher

**REFERENCE BOOKS:**

1. V SP Rao 2008. **Human Resource Management- Text and Cases.** [2nd. ed] , Excel Books.
2. John Martin. 2010. **Key Concepts in Human Resource Management-**. Sage Publication.

<b>17PIBSS2</b>	<b>BUSINESS ETHICS</b>	<b>SEMESTER - III</b>
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**Total Credit: 1****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

**Unit I**

Business Ethics - Meaning and Definition - Nature of Business Ethics - Importance of Ethics in Business - Elements in Business Ethics - Values and Human Behaviour - Business Values.

**Unit II**

Management of Ethics - Management process and Ethics - Managerial Performance - Ethical issues - Management by Values - Corporate Governance - Concept and Need - Principles.

**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 - Corporate Culture - Concept and Nature - Elements and Types.

**Text Books:**

1. Gupta. C.B. **Governance, Ethics & Social Responsibility of Business**. 2014 [2nd ed]. Sultan Chand & Sons.
2. Anita Shukla, **Business Ethics** 2015 [1st ed]. Himanshu Publications.

**REFERENCE BOOKS:**

1. A.C.Fernando. 2010. **Business Ethics and Corporate Governance**. Pearson Publication.
2. B N Ghosh. 2012. **Business Ethics and Corporate Governance**. Tata McGraw Hill Education Private Limited.

<b>17PIB43A</b>	<b>CORE - XII: SUPPLY CHAIN MANAGEMENT</b>	<b>SEMESTER IV</b>
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**PREAMBLE**

1. To train the students with the application of SCM
2. To understand the impact of SCM.
3. To create awareness on green SCM.

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Understanding the concept of SCM and its impact	K2
<b>CO 2</b>	Ability to classify SC drivers	K2
<b>CO 3</b>	Analyse SCM networks and network design	K4
<b>CO 4</b>	Evaluate SC performance measurement and GSC strategies	K5
<b>CO 5</b>	Analyse and evaluate the concept of SCM in real time business operations	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	S	S	S	M
<b>CO 2</b>	M	S	M	S	S
<b>CO 3</b>	S	S	M	S	S
<b>CO 4</b>	S	S	M	M	M
<b>CO 5</b>	S	S	M	S	M

S - Strong; M - Medium; L - Low

<b>17PIB43A</b>	<b>CORE - XII: SUPPLY CHAIN MANAGEMENT</b>	<b>SEMESTER IV</b>
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**Total Credits: 5****Hours per Week: 7****Note: Question Paper Pattern: Part D - (15 Marks) Case Study Compulsory****UNIT- I**

Supply Chain Management- Concept - Meaning - Objectives - Importance - Process views of Supply Chain - Demand forecasting in supply chain - Role - Components - Approaches - methods.

**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 - Role of Network design - Factors - Evaluating network design.

**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

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

### REFERENCE BOOKS

1. Robert. B. Handfield & Mr. Ernest. L. Nichols Jr, 2012. **Introduction to Supply Chain Management**, [2nd 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>17PIB43B</b>	<b>CORE - XIII: INTERNATIONAL BUSINESS RELATIONS</b>	<b>SEMESTER - IV</b>
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**PREAMBLE:**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn about International Relations and Politics.	K2
<b>CO 2</b>	Students will be able to understand International Law, collective security, Balance of Power and Peaceful settlement.	K2
<b>CO 3</b>	Analyze the role of International Organisation and Regional groups.	K5
<b>CO 4</b>	Identifying the relationship of India with other Nation's.	K2
<b>CO 5</b>	Applying the knowledge of India's International Relations in business.	K3

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	M	M	M	M	M
<b>CO 2</b>	M	M	M	M	M
<b>CO 3</b>	M	M	M	M	M
<b>CO 4</b>	M	M	M	M	M
<b>CO 5</b>	S	S	S	S	S

S - Strong; M - Medium; L - Low.

<b>17PIB43B</b>	<b>CORE - XIII: INTERNATIONAL BUSINESS RELATIONS</b>	<b>SEMESTER - IV</b>
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**Total Credits: 4**

**Hours per Week: 6**

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

### **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 for maintaining the balance of power -balance of power today-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**

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**. [1st ed]. Himalaya Publishing house. (Unit I to IV)

**REFERENCE BOOKS:**

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

<b>17PIB43C</b>	<b>CORE XIV: GLOBAL FINANCIAL MANAGEMENT</b>	<b>SEMESTER - IV</b>
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**PREAMBLE:**

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

**Course Outcomes**

In the successful completion of the course, students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO 1</b>	Learn the types of international financial markets.	K2
<b>CO 2</b>	Understand the flow of goods and funds in financial markets.	K2
<b>CO 3</b>	Summarize financial environment, BOP, International Financial institutions.	K3
<b>CO 4</b>	Identify the recent changes in international financing.	K4
<b>CO 5</b>	Analyze the international financial transactions, environment, markets, and institutions.	K5

**Mapping with Programme Outcomes**

<b>COS/ POS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>CO 1</b>	S	M	M	M	S
<b>CO 2</b>	S	S	M	M	S
<b>CO 3</b>	S	M	M	M	S
<b>CO 4</b>	M	S	M	M	M
<b>CO 5</b>	S	S	S	S	S

S – Strong; M – Medium; L – Low.

17PIB43C	CORE XIV: GLOBAL FINANCIAL MANAGEMENT	SEMESTER - IV
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Total Credits: 5

Hours per Week: 7

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

**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.

**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**. 5th 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**. [1st ed]. Macmillan Publishers India.