

Dr. N.G.P.ARTS AND SCIENCE COLLEGE (Autonomous)

REGULATIONS 2019-20 for Post Graduate Programme (Outcome Based Education model with Choice Based Credit System)

M.Com.with International Business Degree

(For the students admitted during the academic year 2019-20 and onwards)

Programme:M.Com.with International Business Degree

Eligibility:

Candidate who has passed 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, 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 course of study of two academic years.

Programme Educational Objectives:

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

1. The course 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 course prepares students for a professional career in operations, logistics and supply chain management to meet the challenges of a rapidly globalizing Industry.



PROGRAMME OUTCOMES:

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

PO Number	POStatement
PO1	Employ the concepts in FOREX operations and Decision Making
PO2	Apply supply chain models in real time business process.
PO3	Communicate effectively with written, oral and visual means.
PO4	Ability to perform customs clearance operations and logistics activities.
PO5	Exhibit international marketing abilities, plan financial operations , Predicting different business environment and identifying different service industries



Guidelines for Programmes offering Part I& Part II for Two Semesters:

Subjects	No.of Papers	Credit	Semester No.
Core(Credits 4&3)	14	13X4=52 1X3 =03	I to IV
Core- Practical	2	2X3 =06	II&III
Core- Project	1	1X8 =08	IV
DSE	3	3X4 = 12	I to III
EDC	1	1X4 = 4	II
Institutional Training -I (3 Credits) Institutional Training -II (2 Credits)	2	1X3= 3 1X2= 2	II III
TOTAL	23	90	



CURRICULUM

M.Com. (International Business)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
195IB2A1CA	Core I	International Marketing Management	4	1	-	3	25	75	100	4
195IB2A1CB	Core II	Business Communication	4	1	-	3	25	75	100	4
195IB2A1CC	Core III	Economics for Decision Making	4	1	-	3	25	75	100	4
195IB2A1CD	Core IV	Global Business Environment	4	2	-	3	25	75	100	4
195IB2A1CE	Core V	International Business Relations	3	1	-	3	25	75	100	3
195IB2A1DA	DSE- I	Air Transport Management	4	1	-	3	25	75	100	4
195IB2A1DB		Principles and Practices of Marketing of Services								
195IB2A1DC		Financial Markets and Institutions								
			23	7	-				600	23

[Signature]
10/11/2019

BoS Chairman/HoD
Department of Commerce (IB)
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048



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M.Com. (IB) (Students admitted during the AY 2019-20)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
195IB2A2CA	Core VI	Financial and Management Accounting	4	1	-	3	25	75	100	4
195IB2A2CB	Core VII	Foreign Trade Procedures and Documentation	4	-	-	3	25	75	100	4
195IB2A2CP	Core Practical-I	Computer Applications in Business	-	-	6	3	40	60	100	3
195IB2A2CT	Institutional Training- I	Institutional Training -I (EXIM Documentation) -Report & viva-voce	-	-	6	-	40	60	100	3
195CO2A2EA	EDC	Human Resource Management	4	1	-	3	25	75	100	4
195IB2A2DA	DSE- II	Industrial Psychology	4	-	-	3	25	75	100	4
195IB2A2DB		International Human Resource Management								
195IB2A2DC		TotalQuality Management								
Total			16	2	12				600	22



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
195IB2A3CA	Core VIII	Export- Import Finance	4	1	-	3	25	75	100	4
195IB2A3CB	Core IX	Foreign Exchange Management	4	1	-	3	25	75	100	4
195IB2A3CC	Core X	Logistics Management	4	1	-	3	25	75	100	4
195IB2A3CD	Core XI	Business Research Methods	4	1	-	3	25	75	100	4
195IB2A3CP	Core Practical- II	Advanced Excel and SPSS	-	-	6	3	40	60	100	3
195IB2A3CT	Institutional Training- II	Institutional Training II- Report & viva-voce	-	-	-	-	-	50	50	2
195IB2A3DA	DSE- III	Retail Management	4	-	-	3	25	75	100	4
195IB2A3DB		Travel and Hospitality services								
195IB2A3DC		Institutions Facilitating International Trade								
Total			20	4	6				650	25



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
195IB2A4CA	Core XII	Supply Chain Management	4	1	-	3	25	75	100	4
195IB2A4CB	Core XIII	Strategic Management	4	-	-	3	25	75	100	4
195IB2A4CC	Core XIV	Global Financial Management	4	1	-	3	25	75	100	4
195IB2A4CV	CoreXV Project	Project Work	-	-	16	-	80	120	200	8
			12	2	16	-	-	-	500	20
TOTAL									2350	90



DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters III & IV

Semester I (Elective I)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195IB2A1DA	Air Transport Management
2.	195IB2A1DB	Principles and Practices of Marketing of Services
3.	195IB2A1DC	Financial Markets and Institutions

Semester II (Elective II)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195IB2A2DA	Industrial Psychology
2.	195IB2A2DB	International Human Resource Management
3.	195IB2A2DC	Total Quality Management

Semester III (Elective III)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	195IB2A3DA	Retail Management
2.	195IB2A3DB	Travel and Hospitality services.
3.	195IB2A3DC	Institutions Facilitating International Trade



EXTRA CREDIT COURSES

The following are the courses offered under self study to earn extra credits:

S. No.	Course Code	Course Name
1	195IB2ASSA	Business Ethics
2	195IB2ASSB	Entrepreneurial Development



Regulation (2019-2020)

PG Programme

Effective from the academic year 2019-20 and applicable to the students admitted to the Degree of Master of Arts/Commerce/Management/Science.

1. NOMENCLATURE

1.1 Faculty: Refers to a group of programmes concerned with a major division of knowledge. Eg. Faculty of Computer Science consists of Programmes like Computer Science, Information Technology, Computer Technology, Computer Applications etc.

1.2 Programme: Refers to the Master of Arts/Management/Commerce/Science Stream that a student has chosen for study.

1.3 Batch: Refers to the starting and completion year of a programme of study. Eg. Batch of 2015-2017 refers to students belonging to a 2-year Degree programme admitted in 2015 and completing in 2017.

1.4 Course: Refers to a component (a paper) of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva voce, etc or a combination of these, to effectively meet the teaching and learning needs and the credits may be assigned suitably.

a) Core Courses

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

b) Extra Departmental Course (EDC)

A course chosen generally from a related discipline/subject, with an intention to seek exposure in the discipline relating to the core domain of the student.

c) Discipline Specific Elective Course (DSE): DSE courses are the courses offered by the respective disciplinary/ interdisciplinary programme.



d) Project Work:

It is considered as a special course involving application of knowledge in problem solving/analyzing/exploring a real-life situation. The Project work will be given in lieu of a Core paper.

e) Extra credits

Extra credits will be awarded to a student for achievements in co-curricular activities carried out outside the regular class hours. The guidelines for the award of extra credits are given in section two, these credits are not mandatory for completing the programme.

e) Advanced Learner Course (ALC):

ALC is doing work of a higher standard than usual for students at that stage in their education. Research work carried out in University/ Research Institutions/ Industries of repute in India or abroad for a period of 15 to 30 days.

2. EXTRA CREDITS

- Earning extra credit is mandatory. However, it is not essential for programme completion.
- Extra Credits will be awarded to a student for achievement in co-curricular/ extracurricular activities carried other than the regular class-hours.
- A student is permitted to earn a maximum of 10 extra Credits during the programme duration of PG from I to IV Semester.
- Candidate can claim a maximum of 1 credit under each category listed.

The following are the guidelines for the award of Extra credits:

2.1 Proficiency in Foreign Language

Qualification	Credit
A pass in any foreign language in the examination conducted by an authorized agency	1



2.2 Proficiency in Hindi

Qualification	Credit
A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha	1

Examination passed during the programme period only will be considered for extra credit

2.3 Self-study Course

Qualification	Credit
A pass in the self-study courses offered by the department	1

The candidate should register in the self-study course offered by the department only in the III semester

2.4 Typewriting/Short hand

A Pass in shorthand /typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.

Qualification	Credit
A pass in the type writing /short hand examination offered by TNDTE	1

2.5 Diploma / Certificate

Courses offered by any recognized University / NCVRT

Qualification	Credit
A pass in any Certificate /Diploma/PG Diploma Course	1



2.6 CA /ICSI/ CMA

Qualification	Credit
Qualifying foundation/Inter level/Final in CA/ICSI/CMA etc.	1

2.7 Sports and Games

The Student can earn extra credit based on their achievement in sports as given below:

Qualification	Credits
Achievement in University/State /National/ International	1

2.8 Online Courses

Pass in any one of the online courses

Qualification	Credit
SWAYAM/NPTEL/Spoken Tutorial etc.,	1

2.9 Publications / Conference Presentations (Oral/ Poster) /Awards

Qualification	Credit
Research Publications in Journals/oral/poster presentation in Conference	1

2.10 Innovation / Incubation / Patent / Sponsored Projects / Consultancy

Qualification	Credit
Development of model/ Products/ Prototype/ Process/App/Registration of Patents/ Copyrights/ Trademarks/Sponsored Projects/Consultancy	1



2.11 Representation

Qualification	Credit
Participation in State / National level celebrations such as Independence day, Republic day Parade, National Integration camp etc.,	1

3. EXAMINATIONS

The following are the distribution of marks for External and Internal i.e., Comprehensive examination and Continuous Internal Assessment and passing minimum marks for theory papers of PG programmes.

TOTAL MARKS	EXTERNAL		Internal Max. marks	Overall Passing Minimum for total marks (Internal + External)
	Max. marks	Passing Minimum for External alone		
100	75	38	25	50
50	50	25	----	25

The following are the Distribution of marks for the Continuous Internal Assessment in the theory papers of PG programmes.

S. No.	For Theory- PG courses	Distribution of Marks
1	TESTS I (2 hours)	5
2	TESTS II / End semester Model test (3 hours)	10
3	OBE- Rubrics	10
TOTAL MARKS		25



The following are the distribution of marks for the External Assessment in PG Theory courses

S. No.	For Theory- PG courses	Distribution of Marks	
1	Comprehensive (Written) Examination	65	50
2	Online MCQ Examination	10	--
TOTAL MARKS		75	50

The following are the distribution of marks for External examinations (CE) and Continuous Internal Assessment (CIA) and passing minimum marks for the practical courses of PG programmes.

TOTAL MARKS	EXTERNAL		Internal Max. marks	Overall Passing Minimum for total marks (Internal + External)
	Max. marks	Passing Minimum for External alone		
100	60	30	40	50
200	120	60	80	100

The following are the distribution of marks for the Continuous Internal Assessment (CIA) in PG practical courses

S. No.	For Theory - PG Practical courses	Distribution of Marks	
1	Tests: Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	24	48
2	OBE- Rubrics	16	32
TOTAL MARKS		40	80

The following are the distribution of marks for the External Assessment in PG practical courses

S. No.	For Theory - PG Practical courses	Distribution of Marks	
1	Experiment-I	25	50
2	Experiment-II	25	50
3	Record & Viva-Voce	10	20
TOTAL MARKS		60	120



The following are the distribution of marks for Project and Viva voce examinations/Industrial Training and Continuous Internal Assessments and passing minimum marks for the project courses/Industrial Training of PG programmes

TOTAL MARKS	EXTERNAL		Internal Max. marks	Overall Passing Minimum for total marks (Internal + External)
	Max. marks	Passing Minimum for External alone		
100	60	30	40	50
200	120	60	80	100

The following are the distribution of marks for the Continuous Internal Assessment in PG Project/ Industrial Training courses.

S. No.	For- PG Project courses/ Industrial Training	Distribution of Marks	
1	Review-I	8	16
2	Review-II	8	16
3	Review-III	8	16
4	OBE- Rubrics	16	32
TOTAL MARKS		40	80

The following are the distribution of marks for the External Examination (CE) in PG Project / /Industrial Training courses

S. No.	For- PG Project courses/ Industrial Training Courses	Distribution of Marks	
1	Record Work and Presentation	40	80
2	Viva-Voce	20	40
TOTAL MARKS		60	120

- The end semester examinations shall normally be conducted after completing 90 working days for each semester.



- The maximum marks for each theory and practical course (including the project work and Viva-Voce examination in the final Semester) shall be 100 with the following breakup.

(i) Theory Courses

Continuous Internal Assessment (CIA) : 25 Marks

End Semester Exams (ESE) : 75 Marks

(Online Exam: 10 Marks & Written Exam: 65 Marks)

(ii) For Practical Courses

Continuous Internal Assessment (CIA) : 40 Marks

End Semester Exams (ESE) : 60 Marks

Continuous Assessment OBE Rubrics Score Sheet

Degree: _____ Branch: _____ Semester: _____

Course Code: _____ Course: _____

Max. Marks: _____ Internal: _____ External: _____ Total: _____

S. No.	REG. NO.	THEORY / PRACTICAL & LIBRARY CLASS PARTICIPATION (15) (Compulsory)				RUBRICS ASSESSMENT (SELECT ANY ONE)									Total Marks out of : 30	Total Marks out of : 16 / 10 / 08 / 04
						PAPERS / REPORTS (15)			ASSIGNMENTS (15)			CLASS PRESENTATION (15)				
		Library	Integration of Knowledge	Interaction & Participation	Demonstration of Knowledge	Organization & Knowledge	Format & Spelling	Reference / Experiments	Demonstration of Knowledge	Format & Spelling	Reference	Content & Coherence	Creativity and Speaking Skills	Duration of Presentation		
		6	3	3	3	5	5	5	5	5	5	5	5	5		
1																



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M.Com. (IB) (Students admitted during the AY 2019-20)

a) Utilization of Library

Marks will be awarded to the student based on the hours spent in the library after the working hours and submission of report by the student.

Hours spent in Library	Marks	Type of Document submitted
2	1	Report/ Assignment/ Class presentation
4	2	
6	3	
8	4	
10	5	
12	6	

- During the Library hour, the student must spend time in reading the articles, books, journals of their subject of interest
- Each student should borrow minimum three books during the semester

b) Class Participation

Active participation in classroom discussion by the student will be evaluated based on Integration of knowledge, Interaction and Participation and demonstration of knowledge.

c) Papers / Reports/ Assignments/ Class Presentation

The student will be evaluated based on his ability to do analysis of application of theory to real world problems or creative extension of class room learning and his/her ability to communicate the given topic effectively and clearly. The following are the distribution of marks for the continuous internal assessment in PG practical courses

4. FOR PROGRAMME COMPLETION

Programme Completion (for students admitted during the A.Y.2019-20 and Onwards)

Student has to complete the following:



- i) Core, EDC, DSE, Project as mentioned in the scheme
- ii) Internship / Industrial/ Institutional training as mentioned in the scheme

Students must undertake industrial / institutional training for a minimum of 15 days and not exceeding 30 days during the II semester summer vacation. The students will submit the report for evaluation during III semester.

Based on the performance Grade will be awarded as follows:

Marks Scored	Grade to be awarded
75 and above	A
60-74	B
50-59	C
< 50	Re-Appearence



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1CA	CORE : INTERNATIONAL MARKETING MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the process of International Marketing and identifying the barriers in International Marketing	K2
CO2	Apply the concept of value chain, customer retention and competitive marketing strategies.	K3
CO3	Comply the concept of International marketing decisions.	K3
CO4	Identify the types and latest trends in International marketing	K4
CO5	Analyze and evaluate the concepts of International marketing in real time business operations.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

S Strong

M Medium

L Low



195IB2A1CA	CORE : INTERNATIONAL MARKETING MANAGEMENT	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 60 H

Syllabus

Unit I International Marketing 12 H

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 12 H

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

Unit III International Marketing decisions 12 H

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

Unit IV Recent trends in marketing with global perspective 14 H

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 10 H

Case Study: Relevant to all the above four units.



Text Books

- 1 Philip Kotler. 2014. Marketing Management. [15th ed]. Prentice Hall.
- 2 Bhattacharaya B and Varshney R.L. 2015. International Marketing Management. [25th ed], Sultan Chand & Sons.

References

- 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.
- 3 Philip R. Cateora. 2017. International marketing.[16th ed]. Mc Graw-hill
- 4 L. Natarajan. 2013. International marketing. Margham Publications.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1CB	CORE : BUSINESS COMMUNICATION	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the types of communication and identifying barriers.	K2
CO2	Demonstrate and exhibit the procedure in writing business letters	K4
CO3	Construct and impart export import correspondence	K4
CO4	Transform basic contents to final summarized reports	K5
CO5	Explore the skill of oral communication	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	M	S	M	M
CO3	M	M	S	M	M
CO4	S	S	S	M	M
CO5	M	S	S	M	S

S Strong

M Medium

L Low



195IB2A1CB	CORE : BUSINESS COMMUNICATION	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 60 H

Syllabus

Unit I Communication 10 H

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

Unit II Letter writing 11 H

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 13 H

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 13 H

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 13 H

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)

References

- 1 Herta A. Murphy, Herbert W. Hildebrandt. 2010. Effective Business communications. [7th ed]. McGraw-Hill Companies.
- 2 Courtland L. Bovee, John V. Thill, Kulkesh, 2013. Business Communication Today. [12th ed] .Pearson.
- 3 N.S.Raghunathan & B. Santhanam. 2015. Business Communication. [4th ed]. Margham Publications.
- 4 Carmine Gallo. 2016. Talk Like Ted. Pan Publications.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1CC	CORE : ECONOMICS FOR DECISION MAKING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn scope and nature of managerial economics and role of managerial economist.	K1
CO2	Understand National economic policies and economic terms	K2
CO3	Analyze the demands and its techniques	K4
CO4	Determine the cost and pricing techniques	K5
CO5	Build knowledge in International theories.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	M	M	M
CO3	S	S	M	M	S
CO4	S	S	S	S	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



195IB2A1CC	CORE : ECONOMICS FOR DECISION MAKING	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 60 H

Syllabus

Unit I Managerial Economics 9 H

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 10 H

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 14 H

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 13 H

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 Economics 14 H

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.
- 2 Jhingan M.L. 2009. International Economics. [6th ed]. Vrinda Publications.

References

- 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)
- 4 Domnic Salvatore. 2014. International Economics: Trade and finance [11th ed]. Wiley.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1CD	CORE : GLOBAL BUSINESS ENVIRONMENT	CORE	4	2	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand different cultural and business environment	K2
CO2	Ability to demonstrate knowledge on infrastructure	K4
CO3	Able to analysis influence of culture in business activity	K4
CO4	Identify different international legal system and dispute resolution	K2
CO5	Learn environmental protection and regulation relating to it	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	S	S	M	S	S
CO3	S	S	M	M	S
CO4	S	M	M	S	S
CO5	S	S	M	M	S

S Strong

M Medium

L Low



195IB2A1CD	CORE: GLOBAL BUSINESS ENVIRONMENT	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 72 H

Syllabus

Unit I Environmental adjustment needs 13 H

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

Unit II The national physical endowment 14 H

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 14 H

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

Unit IV Legal environment 17 H

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 14 H

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.
- 2 Karpagam. M. 1991. Environmental Economics. [Reprint enlarged edition]. Sterling Publishers.

References

- 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.
- 3 John D.Daniels .2016. International Business environments and operations.[15th ed].Pearson
- 4 Francis Cherunilam.2015.International Business Environment.[7th ed].Himalaya Publishing House.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1CE	CORE : INTERNATIONAL BUSINESS RELATIONS	CORE	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To understand the significance of international treaties and conventions
- To create an understanding on the role of history in international Affairs
- To Demonstrate an understanding of the similarities and differences in political systems and economies

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn about International Relations and Politics.	K2
CO2	Students will be able to understand International Law, collective security, Balance of Power and Peaceful settlement.	K2
CO3	Analyze the role of International Organisation and Regional groups.	K5
CO4	Identifying the relationship of India with other Nation's.	K2
CO5	Applying the knowledge of India's International Relations in business.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	M	M	M	M	M
CO3	M	M	M	M	M
CO4	M	M	M	M	M
CO5	S	S	S	S	S

S Strong

M Medium

L Low



195IB2A1CE	CORE : INTERNATIONAL BUSINESS RELATIONS	SEMESTER I
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Total Credits: 3

Total Instructions Hours: 48 H

Syllabus

Unit I International relations 8 H

Concept of International relations-origin and growth of International Relations-
Element of IRI -Scope of international relations

Unit II International Politics 10 H

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 III International Law 10 H

The nature and content 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 IV International Organizations 10 H

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 V Foreign policy of India 10 H

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.



Text Books

- 1 Biwaranjan Mohanty 2010 International Relations. Atlantic Publishers and Distributors.
- 2 Krishnaveni Muthiah. 2001. International Relations. [1st ed]. Himalaya Publishing House.

References

- 1 Joshua S Goldstein; Jon C Pevehouse. 2014. International Relations. [10th ed]. Pearson Education Limited.
- 2 Pue Ghosh. 2015. Internatioanl Relations. [3rd ed]. PHI learning.
- 3 Palmer & Perkins. 2001 International Relations [3rd ed] CBS Publishers & Distributors.
- 4 L.S. Srivastava, V.P. Joshi 2014 International Relations From 1914 to Present Day
- 5 Urmila Sharma, S K Sharma. 2000. International Relations. Atlantic Publishers and Distributors.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1DA	DSE : AIR TRANSPORT MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To empower students with the practical knowledge of Air Cargo and Air travel industry
- To understand Air Freight operations
- To know the operations in Air Transport Industry

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand Airline Industry, Air cargo industry, Air transportation industry	K2
CO2	Identify air transport infrastructure and its benefits	K3
CO3	Ability to classify types of air cargo and air cargo tariffs	K4
CO4	Learn air port and air craft classifications	K2
CO5	Understand international regulations in aviation	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	M	M	S	M	S
CO3	S	M	M	M	S
CO4	M	M	M	M	S
CO5	S	S	M	M	S

S Strong

M Medium

L Low



195IB2A1DA	DSE : AIR TRANSPORT MANAGEMENT	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 60 H

Syllabus

Unit I Airline Industry 15 H

Airline Industry-Introduction - Challenges and strategies-Aviation-Aero space industry-Air transportation industry -Air cargo industry-Air cargo chain-Traffic/operating rights -customs procedures -Environmental issues

Unit II Air Transport Services 10 H

International trends - Emerging Indian scenario - PPP - Public private participation in Indian airports - participation in International developments - environmental regulations.

Unit III Air Cargo 12 H

Transport of goods through air - types of air cargo - air cargo tariff - Transportation infrastructure - International air transport - benefits of air freight.

Unit IV Airport Classification 11 H

Airport classification - International airports in India - Privatization. Airport charges. International country codes, Airport Codes, Cargo booking procedures, Air Cargo Clearance, Types of Aircrafts and dimension.

Unit V International Regulations 12 H

International Regulations - Open Skies Agreement. Role of TIACA. Federal Aviation Administration (FAA), IMMTA, UNCTAD, DGCA. International Federation of Freight Forwarders Associations (FIATA).



Text Books

- 1 Sudalaimuthu S and Antony Raj. 2009. Logistics Management and International Business. [1st ed]. PHI.
- 2 John G. Wensveen. 2016. Air Transportation: A Management Perspective. [8th ed]. Routledge.

References

- 1 P S Senguttuvan. 2012. Fundamentals of Air Transport Management [1st ed]. Excel Books.
- 2 <https://tiaca.org/>
- 3 <https://fiata.com/home.html>
- 4 <https://www.iata.org/pages/default.aspx>



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1DB	DSE : PRINCIPLES AND PRACTICES OF MARKETING OF SERVICES	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn business services and its industries	K1
CO2	Understand services marketing.	K2
CO3	Ability in making marketing decisions.	K3
CO4	Identify the opportunities in services industries	K3
CO5	Analyze problems and measuring service quality	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	M	M	S	M	S
CO3	S	M	M	M	S
CO4	M	M	M	M	S
CO5	S	S	M	M	S

S Strong

M Medium

L Low



195IB2A1DB	DSE : PRINCIPLES AND PRACTICES OF MARKETING OF SERVICES	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 60 H

Syllabus

Unit I Services 15 H

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 10 H

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

Unit III Marketing Mix for Services 12 H

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

Unit IV Key Services 12 H

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

Unit V Service Quality 11 H

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.
- 2 Jha. S. M., 2014. Services Marketing, [7th ed,] Himalaya Publishing House

References

- 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 Wirtz Jochen .2017. Services Marketing. [8th ed]. Pearson
- 4 Ravishanker.2002. Services Marketing the Indian Perspective. Excel Books



Course Code	Course Name	Category	L	T	P	Credit
195IB2A1DC	DSE : FINANCIAL MARKETS AND INSTITUTIONS	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To overview financial and capital markets in India
- To know about the various financial institutions
- Describing the facilities offered by financial markets

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand different financial markets in India.	K2
CO2	Classify capital markets and derivatives market	K2
CO3	Identify different financial service institutions.	K2
CO4	Analyze the credit rating agencies of India.	K4
CO5	Summarize financial institutions, money market, capital market and EXIM bank	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	S	M	M	M	S
CO3	M	M	M	M	S
CO4	M	M	M	M	S
CO5	M	M	M	M	S

S Strong

M Medium

L Low



195IB2A1DC	DSE : FINANCIAL MARKETS AND INSTITUTIONS	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 60 H

Syllabus

Unit I Financial Markets 12 H

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 10 H

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 12H

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 Investments 14 H

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 12 H

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.
- 2 Nalini Prava Tripathy. 2007. Financial Instruments and Services. Prentice Hall of India.

References

- 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
- 4 Frederic S. Mishkin .2017. Financial Markets and Institutions[8th ed].Pearson education.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A2CA	CORE: FINANCIAL AND MANAGEMENT ACCOUNTING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The fundamental knowledge and techniques in management accounting
- The tools and techniques used to plan, control and make decisions
- The budgetary control procedures, reporting of organizational performance and calculation of variances

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the students with basic accounting concepts and conventions and accounting in double entry system.	K1,K2,K3
CO2	Grasp the accounting treatments relating to the preparation of final accounts and bill of exchange	K2,K3,K4
CO3	Prepare budgets and demonstrate budget control techniques	K2,K3,K4
CO4	Find and apply tools and techniques used to plan, control and make decision	K2,K3,K4
CO5	Illustrate and Build the knowledge of Cash flow and Fund flow analysis.	K3,K4,K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S Strong

M Medium

L Low



195IB2A2CA	CORE: FINANCIAL AND MANAGEMENT ACCOUNTING	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Book-keeping and Accounting 12 h

Meaning and definition of accounting- Objectives of accounting -Branches of accounting - Role of accounting -Concepts and conventions - Double entry system - International accounting standards- Preparation of journal, ledger and trial Balance.

Unit II Preparation of Final Accounts and Bill of Exchange 12 h

Preparation of Final Accounts: Trading account -Profit and loss account - Balance sheet with simple adjustments. Bill of exchange: Definition of bill of exchange-Features- Parties to a bill of exchange- Advantages- Types- Difference between bill of exchange and promissory note- Accounting treatment for bill of exchange - Dishonour of a bill- Renewal of a bill- Accommodation bill(Theory only).

Unit III Introduction to Management Accounting and Budgeting 12 h

Management accounting: Introduction- Difference between financial and management accounting -Objectives and functions of management accounts. Budgeting and Budgetary Control: Cash budget- Production budget - Sales budget- Flexible budget – Marginal costing and its applications

Unit IV Financial Statement Analysis and Interpretation 12 h

Financial statement analysis and interpretation: Meaning of Financial analysis-Types of analysis - Objectives - Tools of analysis. Ratio analysis: Meaning-Objectives - uses and limitations- Classification of ratios: Liquidity ratios- Profitability ratios -Financial and Turnover ratios

Unit V Funds Flow Analysis and Cash Flow Analysis 12 h

Fund flow statement: Meaning - Objectives of preparing fund flow statement-Importance of fund flow statement- Uses and Limitations - Sources and uses of funds- Format of Fund flow statement- Preparation of fund flow statement. Cash flow statement: - Meaning - Objectives of preparing cash flow statement- Classification of cash flow activities-Methods- Uses and limitations- Format of cash flow statement- Preparation of cash Flow statement.

Note: Distribution of marks: 80% Problems and 20% Theory



Text Books

- 1 Reddy T.S and Murthy A, (2017). Financial Accounting. (6th Edn.) Chennai: Margham Publication.
- 2 Sharma R.K, Sashi K.Gupta,Neeti Gupta.,, (2016). Management Accounting. (4thEdn.) New Delhi: Kalyani Publishers.

References

- 1 Jain and Narang,2013 (Cost and Management Accounting). . (21st Edn.) New Delhi: Kalyani Publishers..
- 2 Maheshwari S.N, (2013). Management Accounting.) New Delhi.: Sultan Chand and Sons..
- 3 Reddy T.S and Reddy H.P.,. (2013). Management Accounting. (8th Edn.) Chennai: Margham Publications
- 4 Gupta.RL & Radhasamy.,A. (2018). Advanced Accountancy Vol I. (13th Edn.) New Delhi: Sultan Chand & Sons.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A2CB	CORE :FOREIGN TRADE PROCEDURES AND DOCUMENTATION	CORE	3	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The main types of documentation used in international trade transactions
- The basic rights and obligations of buyers and sellers outlined by international sale of goods
- The incentives given to exports and imports

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn foreign trade policy, acts governing India's International trade	K2
CO2	Obtain the skills relating to import export decisions.	K3
CO3	Understand the categories of exporters, status holders and identifying export promotion council.	K3
CO4	Educate the procedures for imports.	K4
CO5	Inculcate the ability to prepare export import documents.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	M	S	S
CO2	L	S	S	S	S
CO3	L	S	S	S	S
CO4	L	S	M	S	S
CO5	L	S	S	S	S

S Strong

M Medium

L Low



195IB2A2CB	CORE : FOREIGN TRADE PROCEDURES AND DOCUMENTATION	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Foreign Trade Policy 13 h

Foreign trade development and regulation act 1992 : Introduction- Provisions relating to powers of central Government - Provisions relating to IEC Number - Provisions relating to search, seizure, penalty and confiscation - Provisions relating to appeal and revision - Miscellaneous. Foreign trade regulation rules 1993- Foreign trade policy 15-20 - Recent changes- Indian trade classification (HS)

Unit II Export Licensing 13 h

Export licensing and procedures and formalities- Import Export Code (IEC) number- RCMC - Categories of exporters- Export Oriented Unit (EOU) - Special Economic Zone (SEZ) - Free trade zone - Merchandise Exports from India (MEIS) - Service Exports from India (SEIS) - Status holders- clearance of export cargo.

Unit III Import Licensing 13 h

Import procedures and formalities- Categories of importers - Import of capital goods under Export Promotion Capital Goods (EPCG) - Types of import duties - Clearance of import cargo - Canalization of imports and Various canalizing agencies.

Unit IV Export Promotion Councils 11 h

Export promotion councils in India - Apparel Export Promotion Council (AEPC) - Engineering Export Promotion Council (EEPC) - Agricultural and Processed Food Products Export Development Authority (APEDA) - Marine Products Export Development Authority (MPEDA) - Commodity boards - Export import documentation - Documents related to goods - Payment -Transportation - Inspection.

Unit V Bonded Warehousing 10 h

Warehousing in connection with imports - Bonded warehousing - meaning - types - warehousing license - Customs procedures for exports and imports - Indian customs duty and tariff - types - Ice gate services - Single Window Interface for Facilitating Trade (SWIFT)



Text Books

- 1 Mahajam.M.L., (2015). Export Do It Yourself. (19th Edn.) Mumbai:Snow white publicationsl.
- 2 Jeevanandam.C., (2012). International Trade. (1stEdn.) Delhi:Sultan chand&sons .

References

- 1 Mahajan.M.L., (2015). Export Export Policy, Procedures and Documentation. (26 Edn.) Mumbai:Snow white publications..
- 2 Nabhi board of editors, (2013). How to Export. (20th Edn.) Delhi:Nabhi publications.
- 3 Balagopal. T.A.S., (2014). Export Management. (22th Edn.) New Delhi: Himalaya publishing house.
- 4 Justin Paul ,Rajiv Aserkar. (2013). Export Import Management . (2nd Edn.) Northants:Oxford.



195IB2A2CP	CORE PRACTICAL: COMPUTER APPLICATIONS IN BUSINESS	SEMESTER II
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Total Credits: 3

Total Instructions Hours: 72 h

S.No	Contents
1	Type a sample research report and perform the following: insert symbols, insert caption page break indent or spacing.(MS Word)
2	Prepare a diagrammatic representation showing the elements of a BOP (MS Word) You have a problem with your shipment. So prepare a requisition letter regarding the issue to the following offices using Mail merge.
3	(a) Importer (b) Customs department (c) DGFT Office (d) Shipping agent / Shipping company (e) Your bank (MS Word)
4	Prepare a PowerPoint presentation showing the functions of IMF (MS PowerPoint)
5	Prepare a presentation showing the different types of ships used in international logistics (MS PowerPoint)
6	Prepare a table showing imports and exports for period of five years (MS Excel)
7	Prepare a payroll for the employees (10 employees) of an organization and count the number of employees who are getting the salary of more than Rs.10, 000. Calculate with the following components (DA, HRA, CCA, EPF, LIC) as a percentage of basic pay and sum the total basic pay, net pay of all employees. (MS Excel)
8	Prepare a chart showing the export trend of India for the past 10 years. (MS Excel)
9	Create a company's database showing import/export figures. Prepare a report using report wizard (MS Access)
10	Type exporters address and draft a report using design view Add at least 10 addresses Sort the names in alphabetical order Generate report using the queries and Forms (MS Access)



- 11 Creation of a new company, groups, ledgers (Tally)
- 12 Preparation of final accounts with adjustments (Tally)
- 13 Voucher entries for receipt, payment, contra and journal (Tally)
- 14 Voucher entries for purchase, sales bill wise statement with GST.(Tally)
- 15 Preparing FOREX calculation and calculating foreign exchange gain/loss.(Tally)

Note: Out of 15 programs 12 are compulsory



References

- 1.
- 2.
- 3.
- 4.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A2CT	INSTITUTIONAL TRAINING -I (EXIM DOCUMENTATION)	INSTITUTIONAL TRAINING -I	-	-	6	3

CONTENTS

I. EXPORT & IMPORT LICENSING PROCEDURE & FORMALITIES

1. IEC – Application procedures
2. RCMC – Application procedures

I. DOCUMENTS RELATED TO GOODS

1. Proforma Invoice
2. TAX Invoice
3. Consumer Invoice
4. Packing List
5. Certificate of Origin
6. GSP / REX Certificate
7. Health Certificate
8. Phytosanitary Certificate
9. Quarantine Certificate
10. 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
4. FIRC –Foreign Inward Remittance Certificate
5. BRC – Bank Realization Certificate



IV. DOCUMENTS RELATED TO INSPECTION

1. Certificate of Inspection

V. DOCUMENTS RELATED TO EXCHANGE CONTROL

1. Guaranteed Remittance (GR) Form
2. SDF – Self Declaration Form

VI. Others

1. CBM Calculation
2. INCO Terms



Course Code	Course Name	Category	L	T	P	Credit
195CO2A2EA	EDC : HUMAN RESOURCE MANAGEMENT	EDC	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To study about organizational structure and human resource planning
- To understand the various performance appraisal methods
- About conflict management, whistle blowing

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the organizational structure	K2
CO2	Analyze the job and role to select and recruit personnel	K3
CO3	Measure the performance of an employees for promotion and training	K3
CO4	Capture employee grievance redressal procedures for organizational betterment	K4
CO5	Control the organizational conflict through appropriate leadership styles.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	L	S
CO2	L	S	S	M	M
CO3	L	S	S	S	S
CO4	L	S	M	L	S
CO5	L	S	S	S	S

S

Strong

M

Medium

L

Low



195CO2A2EA	EDC : HUMAN RESOURCE MANAGEMENT	56 SEMESTER II
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Total Credits: 4
Total Instruction Hours: 60 h

Syllabus

Unit I Human Resource Management 10 h

Human Resource Management - Meaning – Importance – Evaluation – Objectives – Scope -Hawthorn Studies – Its implications.

Unit II Human Resource Planning 11 h

Human resource planning – Job analysis – Role analysis – Selection and Recruitment – Right Sizing – Testing – Interview- SWOC analysis – Training – Promotion.

Unit III Performance Appraisal 12 h

Performance appraisal – Job evaluation and merit rating – Job satisfaction. Human behaviour process – Perception – Motivation- theories of Motivations – Personality development -Main determinants of Personality – Theories of personality.

Unit IV Organisational Discipline 14 h

Organisational Discipline: Meaning – Causes of Indiscipline – Acts of Indiscipline – Procedure for Disciplinary Action – Organization conflict – Conflict in organizational behaviors – Individual aspect of conflict – Management of conflict – Whistle Blowing - Grievance – Meaning – Characteristics of Grievances – Causes of Grievance – Methods of knowing Grievance – Grievance Redressal Procedure.

Unit V Direction, Control 13 h

Direction – Supervision – Control - Leadership –Types of Leadership - Leadership theories, Theories of supervision



Text Books

- 1 Gupta, C.B. (2011). Human Resource Management. (13th Edn.) Delhi: Sultan Chand & Sons.
- 2 Prasad, L.M.. (2015). Organizational behavior. (5th Edn.) New Delhi: Sultan Chand & Sons.

References

- 1 Memoria, C.B,. (2014). Personnel Management. (24th Edn.) Mumbai: Himalaya Publishing House Pvt. Ltd.
- 2 Fred Luthans,. (2015). Organizational Behaviour. (10 Edn.) New Delhi: Tata Mc Graw Hill Company.
- 3 Aswathappa, K,. (2012). Organizational Behaviour. (10 Edn.) Mumbai: Himalaya Publishing House Pvt. Ltd..
- 4 David Decenzo and Stephen Robins,. (2015). Human Resource Management. (Edn.) New Delhi: Kindle Publishing Pvt. Ltd.,.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A2DA	DSE: INDUSTRIAL PSYCHOLOGY	DSE	4		-	4

PREAMBLE

This course has been designed for students to learn and understand

- The basic concepts of industrial psychology
- The importance of individual and group behaviour.
- The need of learning the concept of organizational culture.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Educate the concept of industrial psychology and individual behaviour in industries.	K2,K3,K4
CO2	Emphasis the importance of group behaviour and motivation in industries.	K2,K3,K4
CO3	Understand the process of decision making in the industries by both the individuals and groups.	K3,K4,K5
CO4	Familiarize the concept of organizational culture.	K3,K4,K5
CO5	Showcase the ways to manage the changes and recent trends in industrial psychology	K3,K4,K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	L	S	L	S
CO2	M	L	S	L	S
CO3	M	M	S	L	S
CO4	M	L	S	L	S
CO5	M	L	S	L	S

S Strong

M Medium

L Low



195IB2A2DA	DSE: INDUSTRIAL PSYCHOLOGY	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction of industrial psychology: 9 h

Industrial psychology: meaning and definition-nature of industrial psychology-roles of industrial psychology. Personality: Meaning - Types - Factors influencing personality - Theories - Determinants of personality. Attitudes: Features - Components - Types -Function of attitude.

Unit II Work Motivation: 10 h

Perception: Meaning - Elements -Significance -Process- Determinants of Perception. Motivation: Meaning - Benefits - Types- Process - Theories of motivation: Theory X and Y- McClelland's need theory - Herzberg's two factor theory-Cultural Differences in Motivation

Unit III Decision Making by Individuals and Groups: 10 h

I Decision Making: Definition - Nature- Characteristics - Need -Benefits - Functions - Types - Group dynamics - Group decision making - Advantages and disadvantages- Process - Effectiveness - Team building - Characteristics of a team - Steps - Group Vs Team.

Unit IV Organizational Design and culture: 9 h

Organisational Culture: Definitions - Features - Components - Types-Determinants- Functions. Organizational Climate: Definition - Features - Elements - Characteristics of good and bad climate - Benefits of a good climate-Organizational culture Vs Organizational climate..

Unit V Conflict management and Organizational change: 10 h

Conflict management: Meaning of organizational conflict-Characteristics-Merits and demerits of conflicts-Levels of conflicts-Reasons for conflicts-Techniques or strategies for managing organizational conflict. Organizational change: Nature-Factors-Resistance to change-Change agents-Organizational growth and change.



Text Books

- 1 Prasad, L M (2015). Organizational Behaviour. (5th Edn.) Sultan Chand & Son.
- 2 Ronald E. Riggio, Jr. (2013). Introduction to Industrial/Organizational Psychology. (6th Edn.) Pearson Publication.

References

- 1 Nelson, Quick and Khandelwal, (2012). An innovative approach to learning and teaching Organizational Behavior. A South Asian Perspective, Cengage Learning.
- 2 Udai Pareek, 2016 (Understanding Organizational Behavior (4th) (Edn.) Oxford University Press.
- 3 Robbins, Stephen, 2010 (Organizational Behavior). 10th. (Edn.) India Prentice Hall.
- 4 Steven G. Rogelberg, (2004). Industrial and Organizational Psychology. (1st Edn.) John Wiley & Sons.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A2DB	DSE : INTERNATIONAL HUMAN RESOURCE MANAGEMENT	DSE	4		-	4

PREAMBLE

This course has been designed for students to learn and understand

- The skill, knowledge, ability and ethics required for the work force to work efficiently in MNCs.
- The staffing and training process followed in MNCs
- The assessment process on performance of employees in global context.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the basic concepts of International Human Resource Management and its role in effective business administration	K1, K2,K3
CO2	Interpret the elements related to various aspects of IHRM, such as Planning, Recruitment, Staffing and Training.	K2,K3,K4
CO3	Create awareness on various compensation and benefits related to IHRM	K3,K4,K5
CO4	Understanding the importance of performance management in Global context	K3,K4,K5
CO5	Educate the importance of ethics to be followed and social responsibility of MNCs.	K3,K4,K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	L	S
CO2	M	M	S	L	S
CO3	M	M	S	L	S
CO4	M	M	S	L	S
CO5	M	M	S	L	S



195IB2A2DB	DSE : INTERNATIONAL HUMAN RESOURCE MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to IHRM 10 h

Concept of international management- IHRM : Introduction – Importance and functions of IHRM - Qualities of human resource manager – Role of human resource manager- Difference between domestic and international HRM – Barriers to effective IHRM- Expanding the role of HRM in international firm.

Unit II Human Resource planning and Recruitment 10 h

HR planning – Recruitment and selection –International labour market – Sources- Recent trends in international staffing –Training strategies and Expatriate Training- Emerging trends in training for competitive advantage.

Unit III Compensation 9 h

Compensation and benefits: Meaning of compensation- Designing compensation programme –Approaches to international compensation – Key components of compensation – Issues associated with compensation.

Unit IV Performance management 10 h

Performance management: Introduction – Identifying variables affecting performance- steps in global performance management –Issues and challenges in performance management. Performance Appraisal: Methods- Recent techniques used in Performance Appraisal in global context.

Unit V Ethics and social responsibilities 9 h

Ethics: Introduction- Meaning- Need and role of ethics in International business – preparation of corporate ethics – ethical initiatives in multinational companies (MNCs) - Ethics and the IHR manager – social responsibility and International Business.



Text Books

- 1 Aswathappa., (2008). International Human Resource Management. New Delhi.: TATA McGraw Hill.
- 2 Rao.,P.L (2008). . International Human Resource Management(Text and cases). (10thEdn.) New Delhi.: Excel Books.

References

- 1 Ian Beardwell and Len Holden., (1995). Human Resource Management- A Contemporary Perspective. Macmillan India Limited.
- 2 Nilanjan Sengupta,.,Mousumi.S.Bhattacharya., (2007). International Human Resource Management. New Delhi Excel Books.
- 3 Peter J.Dowling,Marion Festing,Allen D.Engle.,. (2008). International Human Resource Management. Thomson learning.
- 4 Dennis. R. Briscoe.,. (2015). International Human Resource Management. Roulledge.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A2DC	DSE: TOTAL QUALITY MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The basic concepts of quality and total quality management from organizational point of view.
- Total quality management principles.
- The tools and techniques of TQM.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the basic concept of TQM	K2,K3,K4
CO2	Develop an idea towards the principles of TQM	K2,K3,K4
CO3	Learn and understand about the tool and technique I of TQM	K2,K3,K4
CO4	Analyze and identify the other tools and technique II of TQM.	K3,K4,K5
CO5	Understand the application and processes of the various quality Awards.	K2,K4,K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	M
CO2	M	M	S	M	M
CO3	M	M	S	M	M
CO4	M	M	S	M	M
CO5	M	M	S	M	M

S Strong

M Medium

L Low



195IB2A2DC	DSE: TOTAL QUALITY MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction of TQM 9 h

Quality: Introduction - Need for quality -Types and categories - Dimensions of product and service quality. Total Quality Management(TQM):Definition -Basic concepts of TQM -Elements - TQM framework - Barriers to TQM - Aims of TQM - Fundamental principles of TQM - Strategic tools and techniques of TQM - TQM VS Traditional management .

Unit II TQM Principles 10 h

Quality Leadership: Concepts - Different roles of leader - 7 habits of highly effective people - Managerial role in TQM. Quality planning: Strategic quality planning - Steps- Quality Councils- Quality teams and team building: Employee involvement - Motivation- Empowerment- Team and teamwork- Quality circles. Kaizen: segmentation of kaizen - principles supplier partnership - Partnering - Supplier selection- Supplier rating.

Unit III TQM Tools and Techniques - I 10 h

The Seven traditional tools of quality - New management tools - Six Sigma: Definition -Key players in the six sigma approach. Bench Marking: Meaning- Objectives - Categories - Benefits - Steps in benchmarking process - Failure mode and effect analysis (FMEA).

Unit IV TQM Tools and Techniques - II 10 h

Quality cost: Definition -Types - Composition - Quality Function Development (QFD) -Characteristics and functions - Objectives- Benefits - House of quality - TPM: Elements and fundamental elements -Features - Objectives - Role and functions - Benefits.

Unit V Quality Systems 9 h

Quality System: Definition- Elements- Documentation. Quality management system (QMS): Concepts- Requirements and benefits -Surveillance - Purpose - Types. ISO: Need for ISO 9000 - ISO 9001-2008 -Advantages / benefits of ISO 9000 Certification - Difference between ISO 9000 and TQM.



Text Books

- 1 Saravanel & S.Balakumar., P. (2017.). Total Quality Management. (5th Edn.) Margham publications.
- 2 Dale H. Besterfield. H (2006). Total Quality Management. (3rdEdn.) Location Pearson Education Asia.

References

- 1 James R. Evans and William M. Lindsay, (2012). The Management and Control of Quality. (8th Edn.) Cengage Learning.
- 2 Suganthi.L and Anand Samuel,. (2006). Total Quality Management. (10 Edn.): Prentice Hall (India) Pvt. Ltd.
- 3 Janaki Raman. B and Gopal .R.K. (2006). Total Quality Management - Text and Cases. (10 Edn.) Prentice Hall (India) Pvt. Ltd.
- 4 Sharma.D.D (2004). Total Quality Management- Principles, Practices and Cases. (10 Edn.) Sultan Chand & Sons Educational Publications.



Course Code	Course Category	Course Name	L	T	P	Ex am (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
195IB2A3CA	Core	Export- Import Finance	4	1	-	3	25	75	100	4
195IB2A3CB	Core	Foreign Exchange Management	4	1	-	3	25	75	100	4
195IB2A3CC	Core	Logistics Management	4	1	-	3	25	75	100	4
195IB2A3CD	Core	Business Research Methods	4	1	-	3	25	75	100	4
195IB2A3CP	Core Practical	Advanced Excel and SPSS	-	-	6	3	40	60	100	3
195IB2A3CT	Institutional Training	Institutional Training II- Report & viva-voce	-	-	-		-	50	50	2
195IB2A3DA/ 195IB2A3DB/ 195IB2A3DC	DSE	Retail Management/ Travel and Hospitality services/ Institutions Facilitating International Trade	4	-	-	3	25	75	100	4
Total			20	4	6				650	25



EXTRA CREDIT COURSES

The following are the courses offered under self study to earn extra credits:

S. No.	Course Code	Course Name
1	195IB2ASSA	BUSINESS ETHICS
2	195IB2ASSB	ENTREPRENEURIAL DEVELOPMENT



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3CA	EXPORT - IMPORT FINANCE	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The export credit agencies and international financial institutions in international trade.
- The importance of adequate planning relative to the financial aspects of international trade.
- The key elements of an import / export transaction.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learning basic elements of EXIM transactions and the sources of/ financing those transactions.	K2,K3,K4
CO2	Identifying the requirements for Pre & Post Shipment finance.	K2,K3,K4
CO3	Organize import transactions and its procedures.	K2,K3,K4
CO4	Exploring the agencies funding for the long term finance and analyzing the deferred payment procedures.	K2,K3,K4
CO5	Analyzing and applying the concepts of EXIM finance.	K3,K4K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	S	M	S
CO3	S	M	S	S	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



195IB2A3CA	EXPORT - IMPORT FINANCE	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Export Finance 10 h

Introduction- 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 and Post Shipment Finance 14 h

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 Import Finance 12 h

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 12 h

Long term finance - Deferred payments for Export and import - Categories of deferred payments- Buyers credit-Application procedures for long term finance- Approval bodies- conditions for approving.

Unit V Financial Agencies involved in EXIM Finance. 12 h

Financial agencies – Reserve Bank of India-Industrial and Export Credit Department –Exchange Control Department- EXIM Bank- Commercial Bank- Export Credit Guarantee Corporation- ICICI – IDBI – IFCI.



Text Books

- 1 ParasRam, 2012, Export Import Finance and LC, [17th ed], Anupam Publishers, Mumbai.
- 2 Jeevanandam.C, 2012, International Trade, [1st ed], Sultan Chand & Sons, New Delhi.

References

- 1 Maurice D. Levi, 2009, International Finance, [5th ed], Taylor & Francis, Inc, United Kingdom.
- 2 Varma.M.L Agarwal, 1999, International Marketing Management,[1st ed], King Books, Hyderabad.
- 3 Shailaja.G, 2008, International Finance , University Press, United Kingdom.
- 4 Jeevanandam C, 2002, Foreign Exchange : Practices Concepts and control, Sultan chand Publications, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3CB	FOREIGN EXCHANGE MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Foreign exchange rules and exchange rate determination and forward contracts and risk.
- The mechanism of Forex market.
- The concept of Forex and financing of foreign trade in India.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand foreign exchange Administration and Foreign exchange market	K1,K2,K3
CO2	Educate exchange rates and foreign exchange Transactions	K2,K3,K4
CO3	Analyse and understand Interbank deals	K2,K3,K4
CO4	Explore foreign exchange Risk and exposure	K2,K3,K4
CO5	Learn the techniques adopted in the management of Foreign exchange risk.	K3,K4,K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	S	S	S	S
CO3	M	S	S	S	S
CO4	M	S	M	S	S
CO5	M	S	S	S	S

S Strong

M Medium

L Low



195IB2A3CB	FOREIGN EXCHANGE MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Foreign Exchange and Foreign Exchange Market 10 h

Foreign exchange – Administration of foreign exchange – FEMA 1992 – Foreign exchange market – Participants in the foreign exchange markets; Cash and spot markets – FEDAI regulations – Authorized dealers – Role

Unit II Exchange Rates 13 h

Exchange rates – Exchange rate systems – Determining exchange rates – Fixed and flexible exchange rate system – Exchange rate quotes – LERMS – Determinants of exchange rates – Spot rates, Forward exchange rates – Forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India – Exchange controls.

Unit III Foreign Exchange Transactions 12 h

Purchase and sale transactions – Spot vs forward transactions – Forward margins – Interbank deals – Cover deals – Trading – Swap deals – Arbitrage operations – Factors determining forward margins – Managing foreign exchange reserves – Devaluation – pros and cons.

Unit IV Foreign Exchange Risk 13 h

Transaction exposure – Translation exposure – Economic exposure; Management of exposures – External techniques: Forward contract hedging – Money market hedging – Hedging with options – Hedging with future – Internal techniques: Exposure netting – Cross hedging – Denomination in local currency – Foreign currency accounts – Leads and lags

Unit V Management of Risk in Foreign Exchange Markets 12 h

Forex Derivatives: Swaps – Future and option and forward contracts – Currency derivatives – Currency forwards – Currency futures – Currency options – Exchange traded transactions – Financial Swaps – Forward rate agreements – Interest rate options.



Text Books

- 1 Jeevanandam C, 2017, Foreign Exchange – Practice, Concepts & Control. [15th Ed], Sultan Chand & Sons, New Delhi.
- 2 Agarwal. O P, 2019, International Finance (Mumbai Univ), [2nd Ed], Himalaya Publishing House, Mumbai.

References

- 1 Rajwade A V, Desai H G, 2014, Foreign Exchange, International Finance and Risk Management, [5th Ed], Tata McGraw Hill, New Delhi.
- 2 Apte P G, 2014, International Financial Management, [7th Ed], Tata McGraw Hill, New Delhi.
- 3 Maurice D. Levi, 2009, International Finance, [5th Ed], Taylor & Francis, Inc., Bengaluru.
- 4 Annie Stephen 2015, International Finance, [1st Ed] Himalaya Publishing House, Mumbai.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3CC	LOGISTICS MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The operative features of the International logistics world
- The better management of transportation, distribution and inventory functions
- The logistical competency fits into the global trade.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand objectives and introduction of Logistics and importance of Logistics.	K1,K2,K3
CO2	Identify the modes of transport and transportation and major and minor ports in India.	K2,K3,K4
CO3	Formulate the ocean freight calculation and recognize the ship classification.	K3,K4,K5
CO4	Exploring the containerization and movements of containers.	K2,K3,K4
CO5	Learn to interpret Airline industry and international air transport.	K2,K3,K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

S Strong

M Medium

L Low



195IB2A3CC	LOGISTICS MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Logistics Management 12 h

Logistics - Definition - Introduction - Logistics cost - International logistics development - Shippers logistics requirement in trade - Objectives of logistics management - 3PL - 4PL - Logistics in export business - International commercial terms - Reverse logistics

Unit II Transportation 12 h

Types of cargos and classifications - Transportation - Modes of transportation - MMT - CTD - Transportation industry defined - Transport and communication - Transport management.

Unit III Carriage of goods by sea 12 h

Types of ships - Carriage of goods by sea - Ocean freight calculation - CBM calculations - Shipping formalities - Shipping intermediaries - Major, minor ports in India - World major ports - Important sea routes.

Unit IV International Air Transportation 12 h

Airline Industry - Transportation of goods through air - Transportation infrastructure - International air transport - World air cargo growth - Benefits of air transport - IATA

Unit V Containerization 12 h

Containerization - Origin - Classification - Movements of containers - Container dimension and capacity - Benefits of containers - LCL - FCL - Cargo consolidation - ICD & CFS - CONCOR - Functions

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 Sudalaimuthu. S and Antony Raj, 2014, Logistics Management and International Business, PHI, Delhi.
- 2 Krishnaveni Muthiah, 2018, Logistics Management World Seaborne Trade, [1st ed], Himalaya Publishing House, Mumbai.

References

- 1 Rai Usha Kiran, 2015, Export - Import and Logistics Management, [2nd Ed], PHI, Delhi.
- 2 Pierre A, David, 2014, International Logistics: The Management of International Trade Operation, [4th Ed], Cicero Books, Berea, Ohio
- 3 David P, 2006, International Logistics, Biztantra, New Delhi
- 4 Kapoor, Kansal, 2016, Basics of Distribution Management: A Logistical Approach, PHI, Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3CD	BUSINESS RESEARCH METHODS	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The importance of well-planned and efficient research strategies for guiding and promoting company activities
- The utilization of research information which helps to identify and evaluate the international trade opportunities
- The implementation of various techniques for efficient decision making process

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts in Research.	K2,K3,K4
CO2	Build hypothesis and to understand the sampling and methods of data Collection.	K2,K3,K4
CO3	Prepare the research report.	K3,K4,K5
CO4	Apply statistical tools in research.	K3,K4,K5
CO5	Apply various tests in research.	K3,K4,K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	M	M	M	M	M
CO3	M	S	S	M	S
CO4	S	S	M	M	S
CO5	M	M	M	M	M

S Strong

M Medium

L Low



195IB2A3CD	BUSINESS RESEARCH METHODS	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Business Research and Research Process 12 h

Business Research – Meaning – scope and significance – Qualities of good research – Types of research – Research process: Identification, selection, defining and formulation of research problems- Review of literature – Limitation of the study – Scope of the study – Setting objectives – Research design – meaning, need, feature and important concepts relating to research design.

Unit II Sampling and Data Collection 12 h

Hypothesis: Meaning- Types of hypothesis-Formulation of hypothesis – Sampling: Meaning- Steps in sample design- Types of Sampling-Sample Size- Pilot Study – Data collection: Primary and Secondary Data: Observation, Interview, Telephonic Interview, Questionnaire – Internal and External source of Secondary data – Construction of Interview schedule and Questionnaire

Unit III Data processing and Research Report 12 h

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 Descriptive and Inferential Statistical tools 12 h

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 Inferential Statistical tools 12 h

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. and Gaurav Garg, 2019, Research Methodology Methods and Techniques , (4th Ed), New Age International Publishers, Bengaluru.
- 2 Pamela Schindler, 2019, Business Research methods, [13th ED], MC Graw Hill, United States..

References

- 1 Alan Bryman& Emma Bell, 2015, Business Research methods, [4th ED], Oxford University press, United Kingdom.
- 2 Shyama Prasad Mukherjee, 2019, A Guide to Research Methodology an Overview of Research Problems, Tasks and Methods, [1st ED], CRS press Taylor and Francis group, United Kingdom.
- 3 Uma sekaran and Roger Bougie, 2016, Research methods for business, [5TH ED], John Wiley & Sons Ltd, United States.
- 4 Panneerselvam R, 2014, Research Methodology, [2nd ED], PHI Learning, New Delhi.



195IB2A3CP	CORE PRACTICAL II : ADVANCE EXCEL AND SPSS	SEMESTER III
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Total Credits: 3
Total Instructions Hours: 72h

S.No

- 1 Prepare a student mark list by using conditional formatting option
- 2 Prepare a purchase order in excel and use different formatting option and advanced filter option to display the output
- 3 Calculate the sales revenue using user-defined formulas.
- 4 Calculate Average quarterly sales using built- in functions
- 5 Sorting out of employee pay slip based on salary
- 6 Construct pivot table and charts for the purchase order and sales order
- 7 Using text, date, time functions and advanced paste special techniques.
- 8 Using statistical tools in calculation of mean, median and mode
- 9 Creating a data file, defining the variables and entering the data and saving the data
- 10 Computation of basic statistics.
- 11 Calculation of Chi Square test using cross table.
- 12 Analysis of variance (one way classification anova)

Note: Out of 12 programs 10 programs are compulsory.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3DA	RETAIL MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Skills to be acquired in retail management.
- Necessities to have deep insights on retail operations.
- The theoretical and applied aspects of retail management and importance of retailing as an economic and social process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the introduction of retailing.	K1,K2,K3
CO2	Understand the retailing market segmentation and strategies.	K1,K2,K3
CO3	Analyze the various retail operations..	K1,K2,K3
CO4	Identify the retail marketing mix	K2,K3,K4
CO5	Build knowledge in future of retailing.	K2,K3,K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	M	S	M	M	M
CO3	M	S	S	M	S
CO4	M	S	S	S	S
CO5	M	S	S	S	M

S Strong

M Medium

L Low



195IB2A3DA	RETAIL MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Retailing 9 h

Retailing : Meaning and definition – Characteristics – Evolution of retailing in India- Types of retailers -Functions of a retailer- Retailing principles – Retailing in India – Retailing across the globe – Reasons for retail growth – Emerging trends in retailing – Retailing formats: Store based retail format – Non- store-based retail format.

Unit II Retailing Strategy 10 h

Retail marketing segmentation: Concept – Significance – Philosophies – Identification of target market – Market segmentation process – Understanding target market – Market demand potential. Retail market strategy – Meaning – Strategic retail planning process – Rural retailing – Opportunities in retail sales – Threats in retail sales.

Unit III Retail Operations 10 h

Store location: Importance – Target market and store location – Selection – Site analysis – Recent trends in store location – Trading area analysis – Inventory management – Methods – Selective inventory management – Category management – Essentials –Process – Merchandise management – Planning merchandise assortments – Visual merchandising – Essentials – Signage: Concept – Types –Characteristics.

Unit IV Retail Marketing Mix 9 h

Retail Marketing Mix - Product: Decision related to selection of goods and delivery of service - Pricing: Concept of retail merchandise pricing – Setting the retail price – Types – Strategies – Price adjustments – Price discrimination - Place – Supply chain management - Promotion-Retail communication – Methods – Process – Role of communication in retail.

Unit V Future of Retailing 10 h

Retailing through internet: Meaning – Definition – Traditional retailing vs. Cyber retailing – Items of internet retailing – Factors affecting internet buying decisions – Emerging retail destinations – Government policy for retailing in India – Implications for Indian retailers. Mall management - Types of mall – Components of mall management – Reasons for mall growth- Career opportunities in retailing.



Text Books

- 1 Harjit Singh, 2014, Retail Management – A Global Perspective, [Revised 3rd ED], Sultan Chand & Sons, New Delhi.
- 2 Suja Nair, 2018, Retail Management [1st ED], Himalaya Publishing House, Mumbai.

References

- 1 Arif Shelkh, Kaneez Fathima, 2019, Retail Management, [1st ED], Himalaya Publishing House, Mumbai, India.
- 2 Rinkesh Chheda, Falguni Mathews, 2019, Retail Management, [1st ED], Himalaya Publishing House, Mumbai, India.
- 3 Barry Berman, Joel R. Evans, 2017, Retail Management, [10th ED], Pearson.
- 4 Venkateswarlu, Devi Prasad Kotni, 2018, Retail Management, [1st ED], Himalaya Publishing House, Mumbai, India.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3DB	TRAVEL AND HOSPITALITY SERVICES	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The major environmental factors which have impact on hospitality customers and organization.
- The special characteristics of service business to which marketers need to respond.
- The elements of the hospitality marketing mix.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand tourism.	K1,K2,K3
CO2	Identify tourist destinations and future of tourism in India.	K2,K3,K4
CO3	Learn to understand marketing mix of tourism.	K2,K3,K4
CO4	Understand Hospitality services.	K2,K3,K4
CO5	Learn marketing mix for hotels.	K2,K3,K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	M	M	S
CO4	S	M	M	M	S
CO5	S	M	M	M	S

S Strong

M Medium

L Low



195IB2A3DB	TRAVEL AND HOSPITALITY SERVICES	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Tourism- An Overview 10 h

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 Tourism Marketing 9 h

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 10 h

Marketing mix for tourism –Product mix – Promotion mix – Price mix – Place mix – People – Tourism marketing in Indian perspective.

Unit IV Introduction to Hospitality Services 9 h

Hospitality services: Hotels – Classification of hotels by physical characteristics – Classification of hotels by price level.

Unit V Marketing of Hospitality Services. 10 h

Behavioural profile of users – Market Information System for Hotels – Product plans 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, United States.
- 2 Philip Kotler, John.T.Bowen, James c. Makens.2017, Marketing for Hospitality and Tourism .(7th Ed)Prentice hall international editions, United States.

References

- 1 Charles R. Goeldner, JR Brent Ritchie, 2011, Tourism Principles, Practices and Philosophies, (12th Ed), John Willey & sons, United States.
- 2 Ghosh Biswanath, 2000, Tourism and Travel Management, 2nd Edition, Vikas Publishing House, New Delhi.
- 3 Devashish Dasgupta. 2011. Tourism Marketing. Pearson Education, New Delhi
- 4 Philip Kotler, John.T.Bowen, James c. Makens.2005, Marketing for Hospitality and Tourism .(4th Ed)Prentice hall international editions, United States.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A3DC	INSTITUTIONS FACILITATING INTERNATIONAL TRADE	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The concept of export promotion in India
- The role of RBI and other institutions in India's foreign trade
- The functions of International institutions in facilitating global trade.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire Knowledge on Export Promotion in India	K1,K2,K3
CO2	Understand the role of financial institutions in the growth of India's foreign trade.	K2,K3,K4
CO3	Know the importance of World trade organization in International trade.	K2,K3,K4
CO4	Educate the role of International Monetary Funds	K2,K3,K4
CO5	Learn the role of International financial institutions.	K2,K3,K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	M	M	S
CO4	S	M	M	M	S
CO5	S	M	M	M	S

S Strong

M Medium

L Low



195IB2A3DC	INSTITUTIONS FACILITATING INTERNATIONAL TRADE	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Export Promotion in India 10 h

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 Financial Institutions in India 9 h

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 10 h

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 9 h

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 International Financial Institutions 10 h

International 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, United Kingdom.
- 2 Rakesh Mohan Joshi. 2005, International Marketing. Illustrated edition. Oxford University Press, United Kingdom.

References

- 1 Maurice D. Levi. 2009, International Finance. [5th ED] Routledge, United Kingdom.
- 2 Bhalla.V.K. International Financial Management. S. Chand Publishing.New Delhi
- 3 Ian H. Giddy. 1994, Global Financial Markets. [1st ED]. Heath Canada Limited.
- 4 Varma.M.L Agarwal, 1999, International Marketing Management, [1st ED], King Books, Hyderabad.



195IB2ASSA	SELF STUDY I: BUSINESS ETHICS	SEMESTER III
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Total Credit: 1

Syllabus

Unit I Business Ethics

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

Unit III Corporate Social Responsibility

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 Behaviour Strategies

Social class Consumer Behaviour – Life style Profiles of consumer classes – Cross Cultural Customers Behaviour Strategies.

Unit V Business Culture

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, 2014, "Governance, Ethics & Social Responsibility of Business", 2nd Ed, Sultan Chand & Sons, New Delhi.
- 2 Anita Shukla, 2015, "Business Ethics", 1st Ed, Himanshu Publications, New Delhi.

References

- 1 A.C. Fernando, 2010, "Business Ethics and Corporate Governance", Pearson Publication, United Kingdom.

- 2 Dr. NGPASC, Ghosh, 2012, "Business Ethics and Corporate Governance", Tata McGraw Hill Education Private Limited, New Delhi



195IB2ASSB	SELF STUDY : ENTREPRENEURIAL DEVELOPMENT	SEMESTER III
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Total Credit: 1

Syllabus

Unit I Entrepreneurship

Entrepreneurship-Meaning-Origin-Functions-Factor affecting entrepreneurial growth-Types-Entrepreneur vs. Intrapreneur vs. Manager.

Unit II Women and rural entrepreneurship

Women entrepreneurship- Rural entrepreneurship-Barriers in entrepreneurial development-Role of entrepreneurship in economic development.

Unit III Entrepreneurial support

Entrepreneurial support - DIC- Industrial estates- SIDCO - SIPCOT -STEP - SIDO-EDII-NSIC-SISI-TIIC-NAYC-KVIC-TCO-SEZ-Incubators.

Unit IV Intellectual property

Intellectual property-Meaning- Need for protection - Copyright- Registration- Patents-Trademark-Design and Procedure for registration.

Unit V Starting a New venture

Starting a New venture - Steps for starting a small Industry - Project Idea generation-Project identification and clarification-Project formulation.

Text Books

- 1 Gupta.C. and Srinivasan N.P 2017, "Entrepreneurial Development", Sultan Chand and Sons, New Delhi.
- 2 Khanka .S.S, 2012, "Entrepreneurial Development.", Sultan Chand and Sons, New Delhi.

References

- 1 Jayshree Suresh, 2018, "Entrepreneurial Development", Margham Publications, Chennai.

- 2 Vasant Desai, 2002, "Dynamics of Entrepreneur Development & Management", Dr. NGPASC



Himalayan Publishing House, Mumbai.
COIMBATORE | INDIA

M.Com. (IB) (Students admitted during the AY 2019-20)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
Part – I										
195IB2A4CA	Core XII	Supply Chain Management	4	1	-	3	25	75	100	4
195IB2A4CB	Core XIII	Strategic Management	4	-	-	3	25	75	100	4
195IB2A4CC	Core XIV	Global Financial Management	4	1	-	3	25	75	100	4
195IB2A4CV	Core XV Project	Project Work	-	-	16	-	80	120	200	8
Total			12	2	16				500	20



Course Code	Course Name	Category	L	T	P	Credit
195IB2A4CA	SUPPLY CHAIN MANAGEMENT	Core	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The application of supply chain management.
- The impact of supply chain management.
- The impact of IT on supply chain management.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To obtain knowledge on the concept of supply chain management.	K4
CO2	To know the concepts of supply chain drivers.	K4
CO3	Understand the importance of an effective supply chain network.	K5
CO4	Evaluate the supply chain performance.	K5
CO5	Analyze the importance of information technology in supply chain.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	M
CO2	M	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	S	M

S Strong

M Medium

L Low



195IB2A4CA	SUPPLY CHAIN MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Supply Chain Management 12 h

Evolution – Objectives – Importance – Decision phase in a supply chain – Process views of supply chain – Demand forecasting in supply chain – Scope – Role – Components – Approaches – Methods.

Unit II Supply Chain Drivers 12 h

Framework for structuring drivers – Logistical drivers: Facilities – Inventory – Transportation. Cross functional drivers: Information – Sourcing – Pricing.

Unit III Supply Chain Network Design 12 h

Factors influencing network design decision – Framework for network design decision – Role of network design decision – Evaluating network design – Network design in an uncertain environment – Impact of globalization – The offshore decision – Risk management in global supply chains.

Unit IV Supply Chain Performance: Achieving Strategic Fit 12 h

Competitive and supply chain strategies – Achieving strategic fit – Expanding strategic scope – Challenges to achieving and maintaining strategic fit.

Unit V Information Technology in a Supply Chain 12 h

The role of IT in a supply chain – The supply chain IT framework – Customer relationship management – Internal supply chain management – Supplier relationship management – The transaction management foundation – The future of IT in the supply chain – Risk management in IT – Supply chain IT in practice.



Text Books

- 1 Sunil Chopra and Peter Meindl, 2018. Supply Chain Management: Strategy, Planning and Operation, [7th ed], Pearson Education., Inc.
- 2 Mohanty R.P and Deshmukh S.G, 2010. Essentials of Supply Chain Management, [6th ed], Jaico Publishing House.

References

- 1 Daniel Stanton, 2020. Supply Chain Management for Dummies, [2nd ed], John Wiley & Sons, Inc
- 2 Robert. B. Handfield & Ernest. L. Nichols Jr, 2012. Introduction to Supply Chain Management, [2nd Revised ed], PHI Learning Pvt., Ltd.
- 3 Rahul. V. Altekar, 2005. Supply Chain Management, Concepts and Cases, [Eastern Economy Editions], PHI Learning Pvt., Ltd.
- 4 Stephen Pryke, 2020. Successful construction supply chain management, [2nd ed], University college London.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A4CB	STRATEGIC MANAGEMENT	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the features and limitations of strategy and strategic management.	K2
CO2	Learn strategic planning, organizational structure and strategy.	K3
CO3	Identifying the competitive cost dynamic techniques.	K3
CO4	Ability to demonstrate knowledge on implementation and evaluation of strategy.	K4
CO5	Analyze the strategic decisions in business environment.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	M	M	S	M	S
CO3	S	M	M	M	S
CO4	M	M	M	M	M
CO5	S	S	S	S	S

S Strong

M Medium

L Low



195IB2A4CB	STRATEGIC MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Basics of strategic management 9 h

Meaning-Definition of strategy and strategic management- Features – Limitations - Environmental analysis: Scanning- Techniques.

Unit II Strategic planning 9 h

Corporate strategic plans – Mission & Vision of the firm, hierarchical levels of planning –Strategic planning and process – Merits and limitations –Comprehensive strategic planning model- Organizational structure and strategy.

Unit III Strategic theories 10 h

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

Unit IV Strategies for globalization 10 h

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 Recent developments 10 h

Managing technology and innovation-Strategic issues for non-profit organizations. New business models and strategies for internet economy- Other strategic issues.



Text Books

- 1 Sontakki.C.N., Neeti Gupta, Anuj Gupta, 2014, Strategic Management, [3rd revised ed], Kalyani Publishers, New Delhi.
- 2 Thomas L. Wheelen, J.David Hunger and Krish Rangarajan, 2007, Strategic Management and Business policy, [11th ed], Pearson Education, Mumbai.

References

- 1 Srivastava.R.M., 2018, International Strategic Management, [11th ed], Himalaya Publishing House, Bombay.
- 2 Azar kazmi, 2008, Strategic Management & Business Policy, Tata McGraw Hill Education Private Limited, United States.
- 3 Jacob Thomas, 2015, Strategic Management, Pearson Education, New York.
- 4 Fred.R.David, 2010, Strategic Management and cases, [4th ed], PHI Learning, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
195IB2A4CC	GLOBAL FINANCIAL MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the various trade finance instruments and services available to importers and exporters.
- the factors responsible for emergence of globalized financial markets.
- about the importance of short term and long term financial decisions.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the types of international financial markets.	K3
CO2	Understand the flow of goods and funds in financial markets.	K3
CO3	Summarize financial environment, BOP, international financial institutions.	K3
CO4	Identify the recent changes in international financing.	K4
CO5	Analyze the multinational working capital management.	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	S	M	M	S
CO3	S	M	M	M	S
CO4	M	S	M	M	M
CO5	S	S	S	S	S

S Strong

M Medium

L Low



195IB2A4CC	GLOBAL FINANCIAL MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I International money market 12 h

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 12 h

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 financial environment 12 h

International monetary and financial environment – International monetary investments –Balance of payments – Role of IMF in international liquidity – International institutions – World bank.

Unit IV International financial institutions 12 h

International development associations – International finance corporation – Asian development bank and Asian infrastructure investment bank- The international debt and country analysis – Recent changes in international financing.

Unit V Inventory management 12 h

Multinational working capital management –Sources of short term financing – Current asset management –International cash management: –Inventory management –Managing blocked currency trade.



Text Books

- 1 Bhalla.V.K,2014, International Financial Management , S . Chand Publishing , New Delhi.
- 2 Maurice D.Levi, 2009, International Finance, [5thED], Routledge,New Delhi.

References

- 1 Buckley, A, 2012, International Finance; A practical perspective. Financial Times, Prentice Hall, New Delhi
- 2 Madura. J, 2013, International Financial Management, South-Western College Publishing, United States.
- 3 Shapiro, A. C,2013, Multinational Financial Management, John Wiley & Sons Inc,New Jersey
- 4 Sharan, V, 2009, International Financial Management, Prentice Hall India Learning Private Limited, New Delhi.



195IB2A4CV	PROJECT WORK	SEMESTER-IV
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Total Credits: 8

Hours Per Week: 16

The curriculum prescribes for the IV semester PROJECT WORK in any of the areas of International Business

The following are the guidelines that the student should adhere to

OBJECTIVE

- To enhance the ability of the student to understand the practical business situations, opportunities in international market and problems faced by the exporters.
- To have an idea on the export performance of various export sectors.
- To understand the nature, importance and attitude of the human resource in the export industries.
- To develop the analytical and presentation skills.

CRITERIA FOR TITLE SELECTION

The title should be preferably related to the international business. The student could area of study.

GUIDELINES

- The topic and area of study is to be finalized within a week after the allocation of guide.
- Review of Literature, Introduction to the study, Statement of the problem, Objectives, Need/ Scope of the study is to be framed and finalized at the time of first review.
- At the time of second review questionnaire (in case of primary data)is to be finalized and in case of secondary data required raw data is to be submitted to the guide. Research methodology is also to be finalized at this juncture.
- 2 weeks could be utilized for data collection.



- During the last review full project should be completed and approved by the guide.
- The student should present for each reviews as per the scheduled date.
- The student should prepare the PPT in given template to present their contents in each review. The PPT should be submitted to guide/ class in charge in advance.
- Publication in reputed journals is compulsory for all the student.

CONTENT OF THE REPORT FOR PROJECT

- The Title page
- Declaration
- Acknowledgement
- Table of contents
- List of tables
- List of figures
- List of abbreviations used
- Introduction and design of the study
- Review of literature
- Theoretical aspect / conceptual framework of the study
- Analysis and Interpretation to the study
- Summary of findings, suggestions and conclusion.
- Annexures.

CHAPTERISATION

- **Chapter I** : Introduction and design of the study
- **Chapter II** : Review of literature
- **Chapter III**: Theoretical aspect / conceptual framework of the study
- **Chapter IV** : Analysis and Interpretation to the study
- **Chapter V** : Summary of findings, suggestions and conclusion.

ANNEXURE

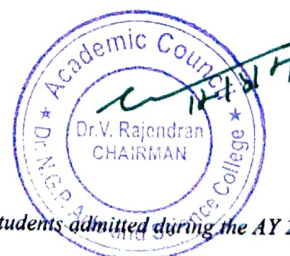
- Appendix
- References



Dr.NGPASC

COIMBATORE | INDIA

[Signature]
20/11/21
BoS Chairman/BoD
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M.Com.(IB) (Students admitted during the AY 2019-20)