

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

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A++' Grade (3<sup>rd</sup> Cycle-3.64 CGPA)  
Dr. N.G.P. - Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

### REGULATIONS 2023 -24 for Post Graduate Programme

(Outcome Based Education model with Choice Based Credit System)

#### Master of Commerce with International Business Degree

(For the students admitted during the academic year 2023-24 and onwards)

**Programme: M. Com. International Business**

#### Eligibility

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





***Credit Distribution Summary***

| Subjects                            | No. of Papers | Credit    | Semester No. |
|-------------------------------------|---------------|-----------|--------------|
| Core (Credits 4)                    | 15            | 15X4=60   | I to IV      |
| Core-Practical                      | 2             | 2X2=04    | II&III       |
| Core-Project                        | 1             | 1X8=08    | IV           |
| DSE                                 | 3             | 3X4=12    | I to III     |
| EDC                                 | 1             | 1X4=04    | II           |
| Institutional Training- (4 Credits) | 1             | 1X4=04    | III          |
| <b>TOTAL</b>                        | <b>23</b>     | <b>92</b> |              |



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## CURRICULUM

| Course Code    | Course Category | Course Name                        | L  | T | P | Exam (h) | Max Marks |     |       | Credits |
|----------------|-----------------|------------------------------------|----|---|---|----------|-----------|-----|-------|---------|
|                |                 |                                    |    |   |   |          | CIA       | ESE | Total |         |
| First Semester |                 |                                    |    |   |   |          |           |     |       |         |
| 235CO2A1CA     | Core I          | Managerial Economics               | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A1CA     | Core II         | Human Resource Management          | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A1CB     | Core III        | International Marketing Management | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A1CC     | Core IV         | Global Business Environment        | 6  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A1CD     | Core V          | International Business Relations   | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A1DA     | DSE- I          | Warehouse and Inventory Management | 4  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A1DB     |                 | Retailing and Franchising          |    |   |   |          |           |     |       |         |
| 235IB2A1DC     |                 | Industrial Psychology              |    |   |   |          |           |     |       |         |
| Total          |                 |                                    | 30 | - | - |          |           |     | 600   | 24      |

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

|   |            |            |
|---|------------|------------|
|  <b>Dr.N.G.P. Arts and Science College</b> |            |            |
| <b>APPROVED</b>   |            |            |
| AC -  | GB -       |            |
| 09/06/2023  | 14/07/2023 | 05/08/2023 |

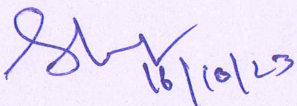



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| Course Code     | Course Category  | Course Name                                | L  | T | P | Exam (h) | Max Marks |     |       | Credits |
|-----------------|------------------|--|----|---|---|----------|-----------|-----|-------|---------|
|                 |                  |  |    |   |   |          | CIA       | ESE | Total |         |
| Second Semester |                  |  |    |   |   |          |           |     |       |         |
| 235IB2A2CA      | Core VI          | Financial and Management Accounting        | 5  | 1 | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A2CB      | Core VII         | Foreign Trade Procedures and Documentation | 5  | 1 | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A2CC      | Core VIII        | Logistics Management                       | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A2CP      | Core Practical-I | Computer Application in Business           | -  | - | 4 | 3        | 40        | 60  | 100   | 2       |
| 234DA2A2EA      | EDC              | Business Analytics                         | 5  |   | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A2DA      | DSE-II           | Air Transport Management                   | 4  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A2DB      |                  | Digital Marketing                          |    |   |   |          |           |     |       |         |
| 235IB2A2DC      |                  | Cross Cultural Management                  |    |   |   |          |           |     |       |         |
| Total           |                  |  | 24 | 2 | 4 |          |           |     | 600   | 22      |

  
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| <b>APPROVED</b>   |                                    |                                   |
| BoS- 16 <sup>th</sup><br>16/10/2023   | AC- 16 <sup>th</sup><br>13/12/2023 | GB- 21 <sup>st</sup><br>5/01/2024 |





| Course Code    | Course Category     | Course Name  | L  | T | P | Exam (h) | Max Marks |     |       | Credits |
|----------------|---------------------|--|----|---|---|----------|-----------|-----|-------|---------|
|                |                     |  |    |   |   |          | CIA       | ESE | Total |         |
| Third Semester |                     |  |    |   |   |          |           |     |       |         |
| 235CO2A3CA     | Core IX             | Business Research Methods                                      | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A3CA     | Core X              | Export-Import Finance  | 4  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A3CB     | Core XI             | Foreign Exchange Management                                    | 5  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A3CC     | Core XII            | Executive Communication and EXIM Correspondence                | 4  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235CO2A3CP     | Core Practical-II   | Statistical Tools for Research                                 | -  | - | 4 | 3        | 40        | 60  | 100   | 2       |
| 235IB2A3CT     | Internship Training | Internship Training (EXIM Documentation) –Report and viva-voce | -  | - | 4 | -        | 40        | 60  | 100   | 4       |
| 235IB2A3DA     | DSE -III            | Legal Aspects of Shipping                                      | 4  | - | - | 3        | 25        | 75  | 100   | 4       |
| 235IB2A3DB     |                     | Travel and Hospitality Services                                |    |   |   |          |           |     |       |         |
| 235IB2A3DC     |                     | Total Quality Management                                       |    |   |   |          |           |     |       |         |
| Total          |                     |  | 22 | - | 8 |          |           |     | 700   | 26      |

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| BoS- 17 <sup>th</sup><br>03/04/2024   | AC - 17 <sup>th</sup><br>17/04/2024 | GB - |




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| Course Code     | Course Category | Course Name                 | L  | T | P  | Exam (h) | Max Marks |     |       | Credits |
|-----------------|-----------------|-----------------------------|----|---|----|----------|-----------|-----|-------|---------|
|                 |                 |                             |    |   |    |          | CIA       | ESE | Total |         |
| Fourth Semester |                 |                             |    |   |    |          |           |     |       |         |
| 235IB2A4CA      | Core XIII       | Supply Chain Management     | 5  | - | -  | 3        | 25        | 75  | 100   | 4       |
| 235IB2A4CB      | Core XIV        | Strategic Management        | 4  | - | -  | 3        | 25        | 75  | 100   | 4       |
| 235IB2A4CC      | Core XV         | Global Financial Management | 5  | - | -  | 3        | 25        | 75  | 100   | 4       |
| 235IB2A4CV      | Core XVI        | Project and Viva-Voce       | -  | - | 16 | -        | 80        | 120 | 200   | 8       |
| Total           |                 |                             | 14 | - | 16 | -        | -         | -   | 500   | 20      |
| *Grand Total    |                 |                             |    |   |    |          |           |     | 2400  | 92      |

  
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| <b>APPROVED</b>   |                               |      |
| R/S- <i>18th</i><br>7/11/2024   | AC- <i>18th</i><br>26/11/2024 | GB - |



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### DISCIPLINE SPECIFIC ELECTIVE

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

#### Semester V (Elective I) List of Elective Course

| S. No. | Course Code | Name of the Course                 |
|--------|-------------|------------------------------------|
| 1      | 235IB2A1DA  | Warehouse and Inventory management |
| 2      | 235IB2A1DB  | Retailing and Franchising          |
| 3      | 235IB2A1DC  | Industrial Psychology              |

#### Semester VI (Elective II) List of Elective Courses

| S. No. | Course Code | Name of the Course        |
|--------|-------------|---------------------------|
| 1      | 235IB2A2DA  | Air Transport Management  |
| 2      | 235IB2A2DB  | Digital Marketing         |
| 3      | 235IB2A2DC  | Cross Cultural Management |

#### Semester VI (Elective III) List of Elective Courses

| S. No. | Course Code | Name of the Course              |
|--------|-------------|---------------------------------|
| 1      | 235IB2A3DA  | Legal Aspects of Shipping       |
| 2      | 235IB2A3DB  | Travel and Hospitality services |
| 3      | 235IB2A3DC  | Total Quality Management        |





### EXTRA CREDIT COURSES

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

| S. No. | Course Code | Course Name                 |
|--------|-------------|-----------------------------|
| 1      | 235IB2ASSA  | Investment Management       |
| 2      | 235IB2ASSB  | Entrepreneurial Development |





**PG REGULATION (R5)**  
**(2023-24 and onwards)**  
**(OUTCOME BASED EDUCATION WITH CBCS)**

Effective from the academic year 2023-24 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, Cognitive Systems, Artificial Intelligence and Machine Learning and Cyber Security and Data Analytics 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 2023–2025 refers to students belonging to a 2-year Degree programme admitted in 2023 and completing in 2025.

**1.4 Course:** Refers to component 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):** Elective courses are offered under main discipline/ subject of study.

**d) Internship/Industrial Training (IT)**

Students must undertake industrial / institutional training for a minimum of 15 days during the II semester summer vacation. The students will submit the report for evaluation during III semester.

e) **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.

f) **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.

g) **Advanced Learner Course (ALC):** ALC is doing work of a higher standard than usual for students at that stage in their education. Research work / internships carried out in University/ Research Institutions/ Industries of repute in India or abroad for a period of 15 to 30 days.

## 2. STRUCTURE OF PROGRAMME

- Core Course
- Extra Departmental Course (EDC)
- Discipline Specific Elective (DSE)
- Industrial Training (IT)
- Project

## 3. DURATION OF THE PROGRAMME

M.Sc. /M.Com. / M.A. Programme must be completed within 2 Years (4 semesters) and maximum of 4 Years (8 semesters) from the date of acceptance to the programme. If not, the candidate must enroll in the course determined to be an equivalent by BoS in the most recent curriculum recommended for the Programme.





#### 4. REQUIREMENTS FOR COMPLETION OF A SEMESTER

Every student shall ordinarily be allowed to keep terms for the given semester in a program of his/ her enrolment, only if he/ she fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials, etc. wherein short and/or long excursions/field visits/study tours organised by the college and supervised by the faculty as envisaged in the syllabus shall be credited to his attendance. Every student shall have a minimum of 75% as an overall attendance.

#### 5. EXAMINATIONS

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 as follows,

##### Mark distribution for Theory Courses

Continuous Internal Assessment (CIA) : 25 Marks

End Semester Exams (ESE) : 75 Marks

Total : 100 Marks

##### i) Distribution of Internal Marks

| S.No.        | Particulars  | Distribution of Marks |
|--------------|--|-----------------------|
| 1            | CIA I (2.5 Units) (On completion of 45 <sup>th</sup> working day)    | 5                     |
| 2            | Model ( All 5 Units) (On completion of 85 <sup>th</sup> working day) | 5                     |
| 3            | Attendance   | 05                    |
| 4            | Library Usage  | 05                    |
| 5            | Skill Enhancement *  | 05                    |
| <b>Total</b> |  | <b>25</b>             |

##### Breakup for Attendance Marks:

| S.No | Attendance Range | Marks Awarded |
|------|------------------|---------------|
| 1    | 95% and Above    | 5             |
| 2    | 90% - 94%        | 4             |
| 3    | 85% - 89%        | 3             |
| 4    | 80% - 84%        | 2             |
| 5    | 75% - 79%        | 1             |





**Note:**

Special Cases such as NCC, NSS, Sports, Advanced Learner Course, Summer Fellowship and Medical Conditions etc. the attendance exemption may be given by principal and Mark may be awarded.

**Break up for Library Marks:**

| S.No | Attendance Range  | Marks Awarded |
|------|-------------------|---------------|
| 1    | 10h and above     | 5             |
| 2    | 9h- less than 10h | 4             |
| 3    | 8h - less than 9h | 3             |
| 4    | 7h - less than 8h | 2             |
| 5    | 6h - less than 7h | 1             |

**Note:**

In exception, the utilization of e-resources of library will be considered.

**\*Components for "Skill Enhancement" may include the following:**

Class Participation, Case Studies Presentation/Term paper, Field Study, Field Survey, Group Discussion, Term Paper, Presentation of Papers in Conferences, Industry Visit, Book Review, Journal Review, e-content Creation, Model Preparation, Seminar and Assignment.

**Components for Skill Enhancement**

Any one of the following should be selected by the course coordinator

| S.No. | Skill Enhancement                      | Description   |
|-------|--|---|
| 1     | Class Participation                    | <ul style="list-style-type: none"> <li>• Engagement in class</li> <li>• Listening Skills</li> <li>• Behaviour</li> </ul>  |
| 2     | Case Study Presentation/<br>Term Paper | <ul style="list-style-type: none"> <li>• Identification of the problem</li> <li>• Case Analysis</li> <li>• Effective Solution using creativity/imagination</li> </ul> |
| 3     | Field Study                            | <ul style="list-style-type: none"> <li>• Selection of Topic</li> <li>• Demonstration of Topic</li> <li>• Analysis &amp; Conclusion</li> </ul>                         |
| 4     | Field Survey                           | <ul style="list-style-type: none"> <li>• Chosen Problem</li> <li>• Design and quality of survey</li> <li>• Analysis of survey</li> </ul>                              |





|    |                                       |  |
|----|---------------------------------------|--|
| 5  | Group Discussion                      | <ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Subject knowledge</li> <li>• Attitude and way of presentation</li> <li>• Confidence</li> <li>• Listening Skill</li> </ul> |
| 6  | Presentation of Papers in Conferences | <ul style="list-style-type: none"> <li>• Sponsored</li> <li>• International/National</li> <li>• Presentation</li> <li>• Report Submission</li> </ul>   |
| 7  | Industry Visit                        | <ul style="list-style-type: none"> <li>• Chosen Domain</li> <li>• Quality of the work</li> <li>• Analysis of the Report</li> <li>• Presentation</li> </ul>   |
| 8  | Book Review                           | <ul style="list-style-type: none"> <li>• Content</li> <li>• Interpretation and Inferences of the text</li> <li>• Supporting Details</li> <li>• Presentation</li> </ul>                             |
| 9  | Journal Review                        | <ul style="list-style-type: none"> <li>• Analytical Thinking</li> <li>• Interpretation and Inferences</li> <li>• Exploring the perception if chosen genre</li> <li>• Presentation</li> </ul>       |
| 10 | e-content Creation                    | <ul style="list-style-type: none"> <li>• Logo/ Tagline</li> <li>• Purpose</li> <li>• Content (Writing, designing and posting in Social Media)</li> <li>• Presentation</li> </ul>                   |
| 11 | Model Preparation                     | <ul style="list-style-type: none"> <li>• Theme/ Topic</li> <li>• Depth of background Knowledge</li> <li>• Creativity</li> <li>• Presentation</li> </ul>  |
| 12 | Seminar                               | <ul style="list-style-type: none"> <li>• Knowledge and Content</li> <li>• Organization</li> <li>• Understanding</li> <li>• Presentation</li> </ul>   |
| 13 | Assignment                            | <ul style="list-style-type: none"> <li>• Content and Style</li> <li>• Spelling and Grammar</li> <li>• References</li> </ul>  |





## ii) Distribution of External Marks

Total : 75  
Written Exam : 75

## Marks Distribution for Practical course

Total : 100  
Internal : 40  
External : 60

### i) Distribution of Internals Marks

| S. No. | Particulars           | Distribution of Marks |
|--------|-----------------------|-----------------------|
| 1      | Experiments/Exercises | 15                    |
| 2      | Test 1                | 10                    |
| 3      | Test 2                | 10                    |
| 4      | Observation Notebook  | 05                    |
| Total  |                       | 40                    |

### ii) Distribution of Externals Marks

| S.No. | Particulars | External Marks |
|-------|-------------|----------------|
| 1     | Practical   | 40             |
| 2     | Record      | 10             |
| 3     | Viva- voce  | 10             |
| Total |             | 60             |

Practical examination shall be evaluated jointly by Internal and External Examiners.

## A) Mark Distribution for Project

Total : 200  
Internal : 80  
External : 120

### i) Distribution of Internal Marks

| S.No. | Particulars | Internal Marks |
|-------|-------------|----------------|
| 1     | Review I    | 30             |
| 2     | Review II   | 40             |
| 3     | Attendance  | 10             |
| Total |             | 80             |





## ii) Distribution of External Marks

| S.No         | Particulars                 | External Marks |
|--------------|-----------------------------|----------------|
| 1            | Project Work & Presentation | 100            |
| 2            | Viva –voce                  | 20             |
| <b>Total</b> |                             | <b>120</b>     |

Evaluation of Project Work shall be done jointly by Internal and External Examiners.

## 6 . Credit Transfer

a. Upon successful completion of 1 NPTEL Course (4 Credit Course) recommended by the department, during Semester I to II, a student shall be eligible to get exemption of one **4 credit course** during the 3<sup>rd</sup> semester. The proposed NPTEL course should cover content/syllabus of exempted core paper in 3<sup>rd</sup> semester.

| S. No. | Course Code | Course Name | Proposed NPTEL Course  | Credit |
|--------|-------------|-------------|------------------------|--------|
| 1      |             |             | Option – 1 Paper title | 4      |
|        |             |             | Option – 2 Paper title |        |
|        |             |             | Option – 3 Paper title |        |

b. Upon successful completion of **2 NPTEL Courses** (2 Credit each) recommended by the department, during Semester I to II, a student shall be eligible to get exemption of **one 4 credit course** during the 3<sup>rd</sup> semester. Out of 2 NPTEL proposed courses, **at least 1 course** should cover content/syllabus of exempted core paper in 3<sup>rd</sup> semester.

### Mandatory

The exempted core paper in the 3<sup>rd</sup> semester should be submitted by the students for approval before the end of 2<sup>nd</sup> semester

Credit transfer will be decided by equivalence committee





| S. No. | Course Code | Course Name | Proposed NPTEL Course  | Credit |
|--------|-------------|-------------|------------------------|--------|
| 1      |             |             | Option - 1 Paper title | 2      |
|        |             |             | Option - 2 Paper title |        |
|        |             |             | Option - 3 Paper title |        |
| 2      |             |             | Option - 1 Paper title | 2      |
|        |             |             | Option - 2 Paper title |        |
|        |             |             | Option - 3 Paper title |        |

| NPTEL Courses to be carried out during semester I – II. |              |       |                       |   |  |
|---|--------------|-------|-----------------------|---|--|
| S. No.  | Student Name | Class | Proposed NPTEL Course |   | Proposed Course for Exemption                  |
|   |              |       | Course I              | Option 1- Paper Title<br>Option 2- Paper Title<br>Option 3- Paper Title | Any one Core Paper in 3 <sup>rd</sup> Semester |
|   |              |       | Course II             | Option 1- Paper Title<br>Option 2- Paper Title<br>Option 3- Paper Title |  |
| Class Advisor   |              | HoD   |                       | Dean  |  |

### 7. Internship/Industrial Training

#### Mark Distribution for Internship/ Industrial Training

|          |   |     |
|----------|---|-----|
| Total    | : | 100 |
| Internal | : | 40  |
| External | : | 60  |

#### i) Distribution of Internal Marks

| S.No. | Particulars | Internal Marks |
|-------|-------------|----------------|
| 1     | Review I    | 15             |
| 2     | Review II   | 20             |
| 3     | Attendance  | 5              |
| Total |             | 40             |





## ii) Distribution of External Marks

| S.No         | Particulars                                   | External Marks |
|--------------|---|----------------|
| 1            | Internship / Industrial training Presentation | 40             |
| 2            | Viva -voce                                    | 20             |
| <b>Total</b> |   | <b>60</b>      |

Internship/ Industrial training shall be evaluated jointly by Internal and External Examiners.

## 9. Extra Credits: 10

Earning extra credit is not essential for programme completion. Student is entitled to earn extra credit for achievement in Curricular/Co-Curricular/ Extracurricular activities carried out other than the regular class hours.

A student is permitted to earn a maximum of 10 extra Credits during the programme period.

A maximum of 1 credit under each category is permissible.

| Category  | Credit   |
|---|----------|
| Self study Course   | 1        |
| CA/ICSI/CMA (Foundations)   | 1        |
| CA/ICSI/CMA (Inter)   | 1        |
| Sports and Games  | 1        |
| Publications / Conference Presentations (Oral/Poster)/ Awards       | 1        |
| Innovation / Incubation / Patent / Sponsored Projects / Consultancy | 1        |
| Representation in State / National level celebrations               | 1        |
| Awards/Recognitions/Fellowships                                     | 1        |
| <b>Advanced Learner Course (ALC)*</b>                               | <b>2</b> |

Credit shall be awarded for achievements of the student during the period of study only.

## GUIDELINES

### Self study Course

A pass in the self study courses offered by the department.

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





**CA/ICSI/CMA(Foundations)**

Qualifying foundation in CA/ICSI/CMA / etc.

**CA/ICSI/CMA(Inter)**

Qualifying Inter in CA/ICSI/CMA / etc.

**Sports and Games**

The Student can earn extra credit based on their Achievement in sports in University/  
State / National/ International.

**Publications / Conference Presentations (Oral/Poster)**

Research Publications in Journals

Oral/Poster presentation in Conference

**Innovation / Incubation / Patent / Sponsored Projects / Consultancy**

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

**Representation in State/ National level celebrations**

State / National level celebrations such as Independence day, Republic day Parade,  
National Integration camp etc.

**Awards/Recognitions/Fellowships**

Regional/ State / National level awards/ Recognitions/Fellowships

**\*Advanced Learner Course (ALC):**

ALC is doing work of a higher standard than usual for students at that stage in their  
education.

Research work/internships carried out in University/ Research Institutions/ Industries  
of repute in India or abroad for a period of 15 to 30 days will be considered as  
Advanced Learners Course.





### QUESTION PAPER PATTERN

#### CIA Test I : [1½ Hours-2.5 Units] - 25 Marks

| SECTION     | MARKS             | DESCRIPTION  | TOTAL    | Remarks                                   |
|-------------|-------------------|--|----------|---|
| Section - A | 8 x 0.5= 04 Marks | MCQ  | 25 Marks | Marks secured will be converted To 5 mark |
| Section - B | 3 x 2 = 06 Marks  | Answer ALL Questions<br>Either or Type ALL Questions Carry Equal Marks |          |   |
| Section - C | 3 x 05 = 15 Marks |  |          |   |

#### CIA Test II/ Model [3 Hours-5 Units] - 75 Marks

| SECTION     | MARKS             | DESCRIPTION   | TOTAL    | Remarks   |
|-------------|-------------------|---|----------|---|
| Section - A | 10 x 1 = 10 Marks | MCQ   |          |   |
| Section - B | 5 x 3 = 15 Marks  | Answer ALL Questions<br>(Either or Type Questions)<br>Each Questions Carry Equal<br>Marks | 75 Marks | Marks<br>secured<br>will be<br>converted<br>To 5 mark |
| Section - C | 5 x 8 = 40 Marks  |   |          |   |
| Section - D | 1 x 10 = 10 Marks | Compulsory Question   |          |   |

#### End Semester Examination [3 Hours-5 Units] - 75 Marks

| SECTION     | MARKS             | DESCRIPTION   | TOTAL    |
|-------------|-------------------|---|----------|
| Section - A | 10 x 1 = 10 Marks | MCQ   | 75 Marks |
| Section - B | 5 x 3 = 15 Marks  | Answer ALL Questions<br>(Either or Type Questions)<br>Each Questions Carry Equal<br>Marks |          |
| Section - C | 5 x 8 = 40 Marks  |   |          |
| Section - D | 1 x 10 = 10 Marks | Compulsory Question   |          |





| Course Code | Course Name          | Category | L | T | P | Credit |
|-------------|----------------------|----------|---|---|---|--------|
| 235CO2A1CA  | MANAGERIAL ECONOMICS | CORE     | 5 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- realize the importance of a managerial economist.
- analyze demand, cost, decide production and determine price.
- assess the influence of macroeconomic factors in managerial decision making.

#### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | execute well the role of a managerial economist.                              | K3              |
| CO2       | identify the concept of demand and consider them in business decision making. | K2              |
| CO3       | relate cost, production and price.  | K4              |
| CO4       | be responsive to dynamic macroeconomic factors in business.                   | K3              |
| CO5       | analyze international trade considerations in business decisions.             | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     |     |     |     | ✓   |
| CO2     |     | ✓   |     | ✓   | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     | ✓   | ✓   |     | ✓   | ✓   |
| CO5     | ✓   | ✓   |     | ✓   | ✓   |

#### COURSE FOCUSES ON

|  |  |
|--|--|
| <input checked="" type="checkbox"/> Skill Development            | <input checked="" type="checkbox"/> Entrepreneurial Development      |
| <input checked="" type="checkbox"/> Employability                | <input checked="" type="checkbox"/> Innovations                      |
| <input checked="" type="checkbox"/> Intellectual Property Rights | <input type="checkbox"/> Gender Sensitization                        |
| <input type="checkbox"/> Social Awareness/ Environment           | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |                      |            |
|------------|----------------------|------------|
| 235CO2A1CA | MANAGERIAL ECONOMICS | SEMESTER I |
|------------|----------------------|------------|

**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I** Managerial Economics 9 h

Nature and Scope of Managerial Economics – Managerial Economics in Relation with other Disciplines – Goals of Corporate Enterprises – Social Responsibility – Decision Making in Business – Roles and Responsibilities of a Managerial Economist – Value of Enterprise - Case study on Goals of Corporate Enterprises.

#### **Unit II** Demand Analysis and Forecasting 11 h

Demand Function – Demand Function for a Business Manager – Demand Distinctions - Law of Demand – Elasticity of Demand – Application of Price Elasticity of Demand – Overseas Demand Analysis: Need, Estimating Market Potential and Factors Affecting Overseas Demand – Demand Forecasting: General Considerations and Methods - Case study on Law of Demand.

#### **Unit III** Cost, production and Price Analysis 12 h

Cost Concepts – Cost-output Relation in Short-run and Long-run – Economies of Scale – Cost Control – Break-Even-Point (BEP) Analysis and its Application – Production Function and Managerial Use of Production Function - Pricing Policies – Pricing over Life Cycle of a Product - Export Pricing Strategy and Decisions - Case study on Pricing.

#### **Unit IV** Macro Economics for Management 14 h

Major Issues in Macroeconomics: National Income, Inflation and Deflation, Business Cycle and Balance of Payments (BoP) – Consumer Price Index (CPI), Wholesale Price Index (WPI), Inflation Rate and Exchange Rate – Fiscal Policy and Monetary Policy - Case study on Fiscal Policy.

#### **Unit V** International Economics 14 h

International Trade: Features, Advantages and Disadvantages – International Trade Theories: Comparative Cost Theory, Opportunity Cost Theory and H.O. Theory – Gains from Trade – Terms of Trade - TRIPS, TRIMS and IPR - Case study on comparative cost theory.





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

### Text Books

- 1 Sundharam K.P.L. & Sundharam E.L, 2020, "Business Economics", Sultan Chand and Sons.
- 2 Dr. Ahuja. H.L., 2014, "Business Economics", Eleventh Edition, S.Chand and Company Pvt. Ltd., New Delhi.

### References

- 1 Maheswari, Maheswari and Sinha, 2015, "Business Economics", SPD Publishing House.
- 2 Dr. Sankaran. S, 2015, "Business Economics", Margham Publication.
- 3 Aryamala.T, 2013, "Business Economics", Vijay Nicole Imprints Pvt. Ltd, Chennai.
- 4 Manab Adhikary, 2010, "Business Economics", Second Edition, Excel Books, New Delhi.





| Course Code | Course Name               | Category | L | T | P | Credit |
|-------------|---------------------------|----------|---|---|---|--------|
| 235IB2A1CA  | HUMAN RESOURCE MANAGEMENT | CORE     | 5 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the importance of human resource management.
- the role and functions of the various human resource activities in an organization.
- the necessity of retaining the Employees.

### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Highlight the importance of Human resource management in an organization.     | K2              |
| CO2       | Describe the process of job analysis and recruitment.                         | K2              |
| CO3       | Interpret the concept of placement & employee training.                       | K3              |
| CO4       | Infer the issues in training, appraising and compensating internal employees. | K4              |
| CO5       | Explain the concept of job satisfaction and stress management.                | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   | ✓   |     | ✓   | ✓   |
| CO2     |     |     |     |     | ✓   |
| CO3     | ✓   |     |     | ✓   | ✓   |
| CO4     |     |     |     |     | ✓   |
| CO5     | ✓   |     |     |     | ✓   |

### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input checked="" type="checkbox"/> | Constitutional Rights/ Human Values/ Ethics |





|            |                           |            |
|------------|---------------------------|------------|
| 235IB2A1CA | HUMAN RESOURCE MANAGEMENT | SEMESTER I |
|------------|---------------------------|------------|

**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I** Introduction to Human Resource Management 12 h

Introduction to human resource management – Characteristics – Scope of HRM – Objectives – Importance and functions of HRM – Qualities of human resource manager – Role of human resource manager- Human resource management strategy and analysis – e-HRM: Nature of e-HRM, e-learning, e-compensation –Recent techniques in HRM.

Case study on Qualities of HR Manager

#### **Unit II** Job analysis & Recruitment 12 h

Job analysis- Objectives – Significance – Process – Techniques – Job description – Job specification – Role analysis. Job design – Concept – Approaches – Methods. Recruitment and Selection: Process- Sources of recruitment – Techniques- Testing and competency mapping.

Case study on Job analysis

#### **Unit III** Placement & Employee Training 12 h

Placement and induction-Concept of placement and induction – Objectives – Advantages- Steps to make induction effective. Employee training: Concept –Need –Importance- Types –Objective –Design – Methods –Evaluating training effectiveness.

Case study on Training and development

#### **Unit IV** Performance Appraisal & Job Evaluation 12 h

Performance appraisal- Concept – Objective – Importance – Process – Problems – Essentials – Methods – Performance appraisal through MBO – 360degree appraisal techniques- Performance Management. Job evaluation: Concept – Objectives – Process – Advantages – Limitations – Essentials – Methods- Establishing strategic pay plans – Pay for performance and financial incentives – Benefits and services.

Case study on Performance appraisal





**Unit V**      Job Satisfaction & Employee Relations

12 h

Job satisfaction – Concept – Measurement – Determinants – Quality of work life – Concept – Measure – Dimension – Principles. Employee relations: Building positive employee relations – Safety, health and risk management–Management of stress – Concept – Sources – Consequences – Coping with stress – Methods of stress management.

Case study on Employee Equality

**Note:** Case Study examined externally (Section C: Compulsory question)

**Text Books**

- 1 Gupta C.B, 2020, "Human Resource Management Text and Cases", 15th Edition, Sultan Chand & Sons, New Delhi.
- 2 Subba Rao. P, 2018, "Human Resource Management", 8th Edition, Himalaya Publishing House, New Delhi.

**References**

- 1 Aswathappa K, 2017, "Human Resource Management: Text and Cases", 8th Edition, Tata McGraw Hill Education, New York, United States.
- 2 Khanka S.S, 2013, "Human Resource Management Text and Cases", 5th Edition, S Chand Company Private Limited, New Delhi.
- 3 Prasad. L.M, 2010, "Human Resource Management", 2020 Edition, Sultan Chand & Sons, New Delhi.
- 4 Garry Dessler & Varkey, 2009, "Human Resource Management", 15th Edition, Pearson, New Delhi.





| Course Code | Course Name                        | Category | L | T | P | Credit |
|-------------|------------------------------------|----------|---|---|---|--------|
| 235IB2A1CB  | INTERNATIONAL MARKETING MANAGEMENT | CORE     | 5 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- how marketing should fit within the organization's global business.
- the marketing strategies required to remain competitive in the current and future global business.
- the need of 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 identify the barriers in International Marketing. | K2              |
| CO2       | Emphasis the concept of value chain, customer retention and competitive marketing strategies.           | K3              |
| CO3       | Examine the concept of International marketing decisions.   | K4              |
| 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     | ✓   | ✓   |     | ✓   | ✓   |
| CO2     | ✓   | ✓   |     | ✓   | ✓   |
| CO3     | ✓   | ✓   |     | ✓   | ✓   |
| CO4     | ✓   | ✓   |     | ✓   | ✓   |
| CO5     | ✓   | ✓   |     | ✓   | ✓   |

#### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                                       |            |
|------------|---------------------------------------|------------|
| 235IB2A1CB | INTERNATIONAL MARKETING<br>MANAGEMENT | SEMESTER I |
|------------|---------------------------------------|------------|

Total Credits: 4

Total Instruction 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.

Case study on barriers in international 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-AIDA Model.

Case study on value chain.

#### Unit III Market Segmentation and International Product Planning 12 h

Market segmentation- Basis of market segmentation-International product planning: Need-New product development- Product adaption- Product life cycle – Branding and packaging.

Case study on market segmentation.

#### Unit IV International Pricing and Promotion 12 h

Role of pricing in the international market- Pricing decisions - Pricing strategies. Place - Components of Place Mix Promotion: Need for promotion - Promotion strategies - Personal selling- Publicity- Sales promotion- Advertising-DAGMAR model.

Case study on promotion mix.

#### Unit V Recent trends in marketing with global perspective 12 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.

Case study on digital marketing.





**Note:** Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1     Bhattacharya.B and Varshney. R.L, 2015, "International Marketing Management", 25th Edition, Sultan Chand and Sons, New Delhi.
- 2     Philip Kotler, 2014, "Marketing Management", 15th Edition, Pearson Education Pvt Ltd, Australia.

### References

- 1     Natarajan. L, 2019, "International Marketing (Global Marketing) ", Margham Publications, Chennai.
- 2     PhlipR.Cateora, 2017, "International marketing ", 16th Edition, McGraw-hill , United States.
- 3     Warren J. Keegan, 2014, "Global Marketing Management", 8th Edition, Pearson Education, United Kingdom.
- 4     SakOnkvist and John J. Shaw, 2009, "International Marketing: Strategy and Theory", 5th Edition, Taylor & Francis, United Kingdom.





| Course Code | Course Name                 | Category | L | T | P | Credit |
|-------------|-----------------------------|----------|---|---|---|--------|
| 235IB2A1CC  | GLOBAL BUSINESS ENVIRONMENT | CORE     | 6 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the global business environment from the global and national perspectives.
- the key strategies and characteristics that ensure the competitiveness of an organization in the global environment.
- the 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       | Summarize the importance of business environment.                         | K2              |
| CO2       | Obtain the knowledge on physical infrastructure and economic system.      | K2              |
| CO3       | Learn the influence of socio-culture environment in business activity.    | K3              |
| CO4       | Identify different international legal system and dispute resolution.     | K4              |
| CO5       | Conceptualize the environmental protection and regulation relating to it. | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   | ✓   |     | ✓   | ✓   |
| CO2     |     | ✓   |     | ✓   | ✓   |
| CO3     | ✓   | ✓   |     | ✓   | ✓   |
| CO4     | ✓   | ✓   |     | ✓   | ✓   |
| CO5     |     | ✓   | ✓   | ✓   | ✓   |

### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input checked="" type="checkbox"/> | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                             |            |
|------------|-----------------------------|------------|
| 235IB2A1CC | GLOBAL BUSINESS ENVIRONMENT | SEMESTER I |
|------------|-----------------------------|------------|

Total Credits: 4

Total Instruction Hours: 72 h

### Syllabus

**Unit I** Introduction to global business environment 13 h

Nature and importance of International business- Reason for going global- Mode of entry into global business- Business environment- Meaning- Nature-Importance- Framework for analysing international business environment: Micro environment and macro environment.

Case study on marketing strategy to enter global business

**Unit II** Physical and Economic environment 15 h

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation – Energy – communication – Urbanization, Foreign Investment. Economic environment- Economic factors influencing international business- Types of economic system- World economic institutions and Agreements.

Case study on rostow's stages of economic growth

**Unit III** Socio - Cultural environment 14 h

Cultural environment – Importance of cultural environment in business decisions- Elements of socio – cultural environment: Material culture – language – Aesthetics –Education– Religious – Attitudes and values- Consumer preference and buying behaviour– Eastern Vs Western business culture- Social responsibilities of business.

Case study on social responsibilities of business

**Unit IV** Political and Legal environment 15 h

Political environment: Types of political system- Role of government in business – Political risks of global business- Legal environment: Bases for legal system – International law: Origin- Sources of international law- International Legal disputes- International dispute resolution –Impact of International law on Business.

Case study on political risk in global business





## Unit V      Technological environment and fundamentals of environmental protection      15 h

Technological environment: Phases of technological development in business- Importance of technological up gradation in international business- Recent technological development in business sectors- Environmental protection: Fundamentals of environmental protection - Environmental problems - Environmental policy: Basic approach - Regulation- Distributive effects.

Case study on adoption of new technology for innovation

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

### Text Books

- 1      Karpagam. M. 2021, "Environmental Economics", 3rd Ed, Sterling Publishers, New York.
- 2      Francis Cherunilam, 2017, "International Business Environment", 7th Ed, Himalaya Publishing House, New Delhi.

### References

- 1      John D.Daniels, 2016,"International Business environments and operations",15th Ed, Pearson Publication, Chennai.
- 2      Philip R. Cateora, Mary C. Gilly, and John L. Graha , 2013,"International Marketing", 16th Ed, McGraw-Hill Higher Education, United States.
- 3      Vyuptakeshsharan, 2010," International Business: Concept, Environment and Strategy, 3e", 3rd Ed, Pearson Publication, Chennai.
- 4      Katyal, Timmy & Satake, 2002," Environmental Pollution", Anmol Publications, New Delhi.





| Course Code | Course Name                      | Category | L | T | P | Credit |
|-------------|----------------------------------|----------|---|---|---|--------|
| 235IB2A1CD  | INTERNATIONAL BUSINESS RELATIONS | Core     | 5 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- the significance of international treaties and conventions.
- the role of history in international affairs.
- 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 concepts.  | K2              |
| CO2       | summarize International Relations and Politics.  | K2              |
| CO3       | outline the essence of International Law, collective security, balance of power and peaceful settlement. | K3              |
| CO4       | analyze the role of international organization and regional groups.                                      | K3              |
| CO5       | identifying the relationship of India with other Nation's.   | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   | ✓   |     |     | ✓   |
| CO2     | ✓   | ✓   |     |     | ✓   |
| CO3     | ✓   | ✓   |     |     | ✓   |
| CO4     | ✓   | ✓   |     |     | ✓   |
| CO5     | ✓   | ✓   |     |     | ✓   |

#### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input checked="" type="checkbox"/> | Constitutional Rights/ Human Values/ Ethics |





|            |                                  |            |
|------------|----------------------------------|------------|
| 235IB2A1CD | INTERNATIONAL BUSINESS RELATIONS | SEMESTER 1 |
|------------|----------------------------------|------------|

**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

**Unit I** International relations 12 h

Concept of International relations- Origin and growth of international relations- Element of IRI - Scope of international relations.

Case study on international relations

**Unit II** International Politics 12 h

International politics - Foreign policy - Values of foreign policy - Objectives of nation foreign policy - Determinants of foreign policy - Internal factor and external factor.

Case study on foreign policy

**Unit III** International Law 12 h

The nature and content of international law - The balance of power- Nature - Definition-Characteristics - Role -Historical significance - Devices for maintaining the balance of power -Collective security and peaceful settlement.

Case study on balance of power

**Unit IV** International Organizations 12 h

IMF- World bank - Evolution of international organization and regional grouping for the development of international relations- Role of regional grouping (viz) BRICS, EU, ASEAN, NAFTA, LAFTA, SAARC, OECD, QUAD and ARAB LEAGUE- world bodies (viz) UN and WTO-Economic grouping (viz) G-8, G-15, G20 and G-77 - NATO.

Case study on world trade organization

**Unit V** Foreign policy of India 12 h

Foreign policy of India-Nehru's foreign policy- Features - Non-alignment foreign policy since 1962- Indo Soviet relations - Relations with China and Great Britain - Relations with US - India's neighborhood relations.

Case study on India's foreign policy





**Note:** Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1 Khanna V.N, 2018 ,“International Relations”, 5th Edition, VIKAS Publishing House Pvt Ltd, Noida
- 2 Joshua S Goldstein, Jon C Pevehouse, 2014, “International Relations”, 10th Edition, Pearson Education Limited, Chennai

### References

- 1 Pue Ghosh, 2020, “International Relations “, 5th Edition, PHI Learning Pvt. Ltd, New Delhi
- 2 Aneek Chatterjee , 2018 , “International Relations Today” 2nd Edition, Pearson , Chennai
- 3 Krishnaveni Muthiah , 2001,“International Relations”, 1st Edition, Himalaya Publishing House, Bengaluru
- 4 Palmer & Perkins, 2001,“ International Relations”, 3rd Edition, CBS Publishers & Distributors, Coimbatore





| Course Code | Course Name                        | Category | L | T | P | Credit |
|-------------|------------------------------------|----------|---|---|---|--------|
| 235IB2A1DA  | WAREHOUSE AND INVENTORY MANAGEMENT | DSE      | 4 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts and various functions of Warehouse.
- the various types of warehouses and their advantages.
- the technological applications in warehousing and inventory management.

#### COURSE OUTCOMES

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Understand the various functions of warehouse and also about its various types and their advantages. | K2              |
| CO2       | measure the metrics of warehouse operations.   | K2              |
| CO3       | Interpret the design packaging utilizing different materials.  | K3              |
| CO4       | outline inventory analysis and tools to manage stocks.   | K4              |
| CO5       | select the current technological applications in warehousing and inventory management.               | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     |     | ✓   |
| CO2     |     | ✓   |     |     | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     |     | ✓   |     | ✓   | ✓   |
| CO5     |     | ✓   |     | ✓   | ✓   |

#### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input checked="" type="checkbox"/> | Constitutional Rights/ Human Values/ Ethics |





|            |                                       |            |
|------------|---------------------------------------|------------|
| 235IB2A1DA | WAREHOUSE AND INVENTORY<br>MANAGEMENT | SEMESTER I |
|------------|---------------------------------------|------------|

**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I**      Inbound Logistics 10 h

Logistics support for inward transportation-Unloading-Inspection- Acceptance and recording. Storing: space allocation- Facilitation to stocking - Risk bearing- Processing- Grading and branding - Disinfecting services-issuing: order preparation-picking, dispatching/ delivery & record handling -Transportation & storage of ISO containers- Utility and advantages of warehouses- Problems and issues in receiving processes.

Case Study on disinfecting services.

#### **Unit II**      Warehouse Types 10 h

Characteristics of ideal warehouses - Warehouse layout - Principles and facilities- Private and public warehouses- Government warehouses- Bonded warehouses- Free Trade warehouses- Co-operative warehouses- Distribution warehouses- fulfillment/ consolidation warehouses. Warehouses providing value added services- Cross docking and trans-loading warehouses- Break bulk warehouses- Refrigerated warehouses.

Case Study on Warehouse.

#### **Unit III**      Packaging and Material Handling 08 h

Packing considerations: protection, convenience, environment, use/re- use- Cost and competition - Packing as a systems approach to logistics- Transport/storage requirements- Biological nature of the products packing as protection against hazards- Package design considerations: structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory - Packaging for marketing and visual appeal- Sustainable packaging - Waste management.

Case Study on Waste management.

#### **Unit IV**      Inventory Management 10 h

Inventory management- Need and functions- Stock levels under conditions of certainty, risk and uncertainty- Cost of carrying or not holding adequate inventory- EOQ- Stock-out cost based inventory decisions- Inventory classification: ABC, VED and FSN-methods of inventory issue pricing- Cost and profit implications- Inventory ledger- Goods receipt processing with inbound delivery/without Inbound delivery





- Goods issue with outbound delivery/internal consumption- Stock transfer scenarios.

Case Study on Stock Transfer Scenarios.

## **Unit V Trends in Warehouse Management**

10 h

IT for Warehouse Management (WM): Documentation- Information flows in the warehouse-EDI- ERP- WMS - Barcode - RFID- Technological equipment for warehouse management- Futuristic warehousing models and practices.

Case study on Technological equipment for warehouse management.

**Note:** Case Study examined externally (Section C: Compulsory question)

### **Text Books**

- 1 Jeroen P. Van Den Berg, 2009, Integral Warehouse Management: Management Outlook, The Netherlands.
- 2 David J. Piasecki. 2003. Inventory Accuracy: People, Processes, & Technology, Inventory Operations Consultant, Kenosha, Wisconsin.

### **References**

- 1 Napolitana M. 2017, "The Time, Space & Cost Guide to Better Warehouse", 2nd Ed, Distribution Center Management, New York.
- 2 Steven M. Bragg. 2011, "Inventory Best Practices" Wiley, Hoboken, New Jersey, U.S.
- 3 Max Muller. 2009. "Essentials of Inventory Management", 2nd Ed, AMACOM, New York, USA.
- 4 McKinley A. H. (2004). Transport Packaging, Institute of Packaging Professionals, Herndon, US.





| Course Code | Course Name               | Category | L | T | P | Credit |
|-------------|---------------------------|----------|---|---|---|--------|
| 235IB2A1DB  | RETAILING AND FRANCHISING | DSE      | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the skills to be acquired in the retailing sector.
- the necessities to have deep insights on retail operations.
- the theoretical and applied aspects of franchising & its operations.

### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | comprehend the concept of global and Indian retail scenario.            | K2              |
| CO2       | understand the steps to be followed in planning and procurement.        | K2              |
| CO3       | examine store layout and store atmospherics including store management. | K3              |
| CO4       | analyze franchise agreement and franchise disclosure document.          | K4              |
| CO5       | discriminate Indian and global franchising scenario.                    | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     |     | ✓   |
| CO2     |     | ✓   |     |     | ✓   |
| CO3     |     | ✓   |     |     | ✓   |
| CO4     |     | ✓   |     |     | ✓   |
| CO5     |     | ✓   |     |     | ✓   |

### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input checked="" type="checkbox"/> | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                           |            |
|------------|---------------------------|------------|
| 235IB2A1DB | RETAILING AND FRANCHISING | SEMESTER I |
|------------|---------------------------|------------|

**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I      Retailing      9 h**

Introduction to retailing - Global and Indian retail scenario - Types of retail formats (store and non-store) - Multi-channel and omni channel retailing - Retail market strategy.

Case study on retailing strategy.

#### **Unit II      Retail Strategy      10 h**

Retail locations - Site selection - Retail merchandising - Planning and procurement- Category management - Private labels/store brands as a strategy tool.

Case study on procurement.

#### **Unit III      Retail Operations      10 h**

Store layout - Design and visual merchandising - Store atmospherics - Customer service- Managing human resources as a key to store management.

Case study on customer service.

#### **Unit IV      Franchising      10 h**

Introduction to franchising- Types - Advantages and disadvantages of franchising - Franchisee and franchisor - Franchise agreement and franchise disclosure document - Franchising opportunities - Business plan development -The legal environment of franchising.

Case study on franchising.

#### **Unit V      Franchise Operations      9 h**

Financial aspects of franchise operations - Marketing in franchise business - Importance of HR for the franchise Sector - Indian and global franchising scenario - Social responsibility & business ethics -Risks in franchising.

Case study on business ethics in retail.





**Note:** Case Study examined externally (Section C: Compulsory question)

### Text Books

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

### References

- 1 Arif Shelkh and Kaneez Fathima, 2019, "Retail Management", 1st Edition, Himalaya Publishing House, Mumbai, India.
- 2 Rinkesh Chheda and Falguni Mathews, 2019, "Retail Management", 1st Edition, Himalaya Publishing House, Mumbai, India.
- 3 Barry Berman, Joel R. Evans, 2017, "Retail Management", 10th Edition, Pearson, United Kingdom.
- 4 Manish V Sidhpuria, 2009, "Retail franchising", 1st Edition, Tata McGraw-Hill Education, New Delhi.





| Course Code | Course Name           | Category | L | T | P | Credit |
|-------------|-----------------------|----------|---|---|---|--------|
| 235IB2A1DC  | 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 behavior.
- 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 behavior in industries.             | K3              |
| CO2       | Emphasis the importance of group behavior and motivation in industries.                         | K3              |
| CO3       | Understand the process of decision making in the industries by both the individuals and groups. | K3              |
| CO4       | Familiarize the concept of organizational culture.  | K4              |
| CO5       | Showcase the ways to manage the changes and recent trends in industrial psychology.             | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     |     | ✓   |     | ✓   |
| CO2     |     |     | ✓   |     | ✓   |
| CO3     |     |     | ✓   |     | ✓   |
| CO4     |     |     | ✓   |     | ✓   |
| CO5     |     | ✓   | ✓   |     | ✓   |

#### COURSE FOCUSES ONJ

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                       |            |
|------------|-----------------------|------------|
| 235IB2A1DC | INDUSTRIAL PSYCHOLOGY | SEMESTER I |
|------------|-----------------------|------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to industrial psychology 09 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.

Case study on factors influencing personality.

#### 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.

Case study on theories of motivation: Theory X and Y.

#### Unit III Decision making by individuals and groups 10 h

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.

Case study on group decision making

#### Unit IV Organizational design and culture 09 h

Organizational 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.

Case study on organizational culture

#### 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 Case study on conflict management.





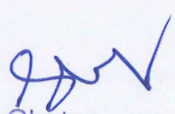
**Note:** Case Study examined externally (Section C: Compulsory question)


### Text Books

- 1 Prasad. L M, 2015, "Organisational Behaviour", 5th Edition, Sultan Chand & Son, New Delhi
- 2 Ronald.E.Riggio, 2013, "Introduction to Industrial/Organizational Psychology", 6th Edition, Pearson Publication, New York

### References

- 1 Udai Pareek, 2016, "Understanding Organizational Behavior, 4th Edition, Oxford University Press, England.
- 2 Fred Luthans, 2013, "Organizational behavior", 12th Edition, McGraw Hill, United States.
- 3 Nelson, Quick and Khandelwal, 2012, "An innovative approach to learning and teaching Organizational Behavior. A South Asian Perspective", Cengage Learning, New Delhi.
- 4 Robbins, Stephen, 2010, "Organizational Behavior", 10th Edition, India Prentice Hall, New Delhi.

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

|   |                           |                           |
|---|---------------------------|---------------------------|
|  <b>Dr.N.G.P. Arts and Science College</b> |                           |                           |
| <b>APPROVED</b>   |                           |                           |
| Date -<br><b>09/06/2023</b>   | AC -<br><b>14/07/2023</b> | GB -<br><b>05/08/2023</b> |



Dr.NGPASC

COIMBATORE | INDIA

*M.Com.IB (Students admitted during the AY 2023-24)*



| Course Code | Course Name                         | Category | L | T | P | Credit |
|-------------|-------------------------------------|----------|---|---|---|--------|
| 235IB2A2CA  | FINANCIAL AND MANAGEMENT ACCOUNTING | CORE     | 5 | 1 | - | 4      |

**PREAMBLE**

This course has been designed for students to learn and understand

- The concepts and techniques in financial and management accounting
- The tools and techniques used for decision making.
- The budgetary control techniques for organizational performance.

**COURSE OUTCOMES**

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Apply the accounting concepts and conventions.  | K3              |
| CO2       | Apply the accounting treatments relating to the preparation of final accounts and bill of exchange. | K3              |
| CO3       | Prepare various budgets and adopt budgetary control techniques.                                     | K3              |
| CO4       | Analyse the tools and techniques used for effective planning.                                       | K4              |
| CO5       | Assess the cash flow and fund flow statements for effective decision making.                        | K5              |

**MAPPING WITH PROGRAMME OUTCOMES**

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   |     |     |     | ✓   |
| CO2     | ✓   |     |     |     | ✓   |
| CO3     | ✓   |     |     |     | ✓   |
| CO4     | ✓   |     |     |     | ✓   |
| CO5     | ✓   |     |     |     | ✓   |

**COURSE FOCUSES ON**

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
|   | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |                                     |             |
|------------|-------------------------------------|-------------|
| 235IB2A2CA | FINANCIAL AND MANAGEMENT ACCOUNTING | SEMESTER II |
|------------|-------------------------------------|-------------|

Total Credits: 4

Total Instruction Hours: 72 h

### Syllabus

**Unit I** Book-keeping and accounting 14 h

Meaning and definition of accounting- Need of accounting- Objectives of accounting -Branches of accounting - Role of accounting - Users of accounting information- Concepts and conventions - Double entry system - IFRS: Importance- Standard IFRS requirement - Steps of accounting-Preparation of journal, ledger and trial balance.

Case Study on accounting concepts and conventions.

**Unit II** Preparation of final accounts and bill of exchange 15 h

Preparation of final accounts: Trading account -Profit and loss account - Balance sheet with simple adjustments. Bill of exchange: Types- Difference between bill of exchange and promissory note- Accounting treatment for bill of exchange( Excluding accommodation and foreign bills) - Dishonor of a bill.

Case Study on bill of exchange.

**Unit III** Introduction to management accounting and budgeting 14 h

Management accounting: Users of management accounting information- Tools of management accounting - Difference between financial and management accounting -Budgets and budgetary control: Meaning of budget and forecast- Objectives of budget and budgeting- Cash budget- Production budget - Sales budget- Flexible budget.

Case Study on budgetary control implementation.

**Unit IV** Financial statement analysis and interpretation 14 h

Financial statement: Essentials of good financial statement- Analysis and interpretation: Meaning-Importance- Types of analysis - Objectives - Tools of financial statement analysis- Ratio analysis: Uses and limitations- Classification of ratios: Liquidity ratios- Profitability ratios -Financial and turnover ratios- Solvency ratios





Case Study: Analysis of companies profit statements and applying various ratios.

**Unit V** Funds flow analysis and cash flow analysis 15 h

Fund flow statement: Meaning of fund- Sources and uses of funds- Statement of changes in working capital- Format of fund flow statement- Preparation of fund flow statement. Cash Flow statement: Difference between fund flow and cash flow statement- Format of cash flow statement- Preparation of cash flow statement as per IFRS Standards.

Case Study: Analysis of fund flow and cash flow statement of any selected company

Note: 1. Distribution of marks: 80% Problem and 20% Theory)

2. Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1 Reddy T.S. and Murthy A. 2020, "Advanced Accountancy", Second Revised Edition, Margham Publications, Chennai..
- 2 Sharma R.K, Sashi Gupta. K ,Neeti Gupta, 2016, "Management Accounting", 4th Edition, Kalyani Publishers, Chennai.

### References

- 1 Gupta.R. L & Radhasamy.A, 2018, "Advanced Accountancy Vol II", 13th Edition , Sultan Chand & Sons, New Delhi.
- 2 Reddy T.S and Murthy A, 2017, "Financial Accounting", 6th Edition, Margham Publication, Chennai.
- 3 Reddy T.S and Reddy H.P, 2013, "Management Accounting", 8th Edition, Margham Publishers. Chennai .
- 4 Jain S.P and Narang, 2013, "Cost and Management Accounting", 21st Edition,, Kalyani Publishers. Chennai.





| Course Code | Course Name                                | Category | L | T | P | Credit |
|-------------|--|----------|---|---|---|--------|
| 235IB2A2CB  | FOREIGN TRADE PROCEDURES AND DOCUMENTATION | CORE     | 5 | 1 | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- The Legal framework for India's international trade
- The documents used in international trade transactions
- 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       | Apply legal provisions in EXIM trade                                   | K3              |
| CO2       | Explain export licensing procedures and formalities                    | K4              |
| CO3       | Explain import licensing procedures and formalities                    | K4              |
| CO4       | Identify the schemes of export promotion councils and commodity boards | K4              |
| CO5       | Classify and prepare export and import documents                       | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     | ✓   | ✓   |
| CO2     |     | ✓   |     | ✓   | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     |     | ✓   |     | ✓   | ✓   |
| CO5     |     | ✓   | ✓   | ✓   | ✓   |

#### COURSE FOCUSES ON

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
| ✓ | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |  |             |
|------------|--|-------------|
| 235IB2A2CB | FOREIGN TRADE PROCEDURES AND DOCUMENTATION | SEMESTER II |
|------------|--|-------------|

Total Credits: 4

Total Instruction Hours: 72 h

## Syllabus

## Unit I Legal Framework 14 h

Foreign trade development and regulation act 1992- Foreign trade regulation rules 1993-Role and functions of DGFT- Customs Act 1962- Foreign trade policy -Hand book of procedures- Appendices - Indian trade classification (HS)- Schedule-I & II - Recent changes in policies and provisions.

Case Study on Compliance Requirements

## Unit II Export Licensing 14 h

Export licensing procedures and formalities- Import export code (IEC) number-RCMC- Free trade agreement- Categories of exporters- Deemed exports- EOU- SEZ- Status holders - Free trade and warehousing zones (FTWZ) - Procedure for realization of export proceeds - Major Export incentive schemes- Procedural compliance.

Case Study related to export incentives

## Unit III Import Licensing 14 h

Import licensing procedures and formalities- Categories of importers - Import incentives - Import of capital goods under EPCG- Types of import duties - Canalization of imports and various canalizing agencies- Clearance of import cargo- Manufacturing and other Operations in Warehouse Regulations, 2019 (MOOWR)- Import under IGST.

Case Study on import clearance

## Unit IV Export Promotion Organizations 15 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)- Software Export Promotion Council (SEPC)- Commodity boards- Federation of Indian Export Organization (FIEO).

Case Study on Export Promotion Councils

## Unit V Documentation Procedures 15 h

Export import documentation - Documents related to goods, Payment, Transportation and Inspection - Mandatory documents: Invoice Cum-packing list- Bill of lading- Shipping bill- Bill of entry- Customs procedures for exports and imports -Single Window Interface for Facilitating Trade (SWIFT) - ICEGATE Services- eSANCHIT - Customs trade partners - Participating Government Agencies (PGA'S)

Case Study on documentation





Note: Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1 Mahajan.M.L,2017, "A guide on Export policy procedures and documentation", 3rd Edition, RBSA publishers, Jaipur
- 2 Jain. R.K,2020-21," Customs Law Manual "63rd Edition, Centax's Publications, New Delhi

### References

- 1 Shiva Chaudhari, 2017, " Practical Guide on How to Start Export-Import Business", Educreation Publishing, New Delhi.
- 2 Mahajan.M.L,2015,"Export Do It Yourself ",19th Edition, Snow white publications, Mumbai
- 3 Balagopal.T.A.S, 2014, "Export Management" , 21st Edition, Himalaya publishing House, New Delhi
- 4 Ajay Kumar Garg , 2020,"How to Export" , Nabhi publications, New Delhi.





| Course Code | Course Name          | Category | L | T | P | Credit |
|-------------|----------------------|----------|---|---|---|--------|
| 235IB2A2CC  | LOGISTICS MANAGEMENT | CORE     | 5 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- The logistics operation.
- The logistics role in the Export and import.
- The recent technology in the logistics sector

#### COURSE OUTCOMES

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Summarize the logistics operations and process             | K2              |
| CO2       | Classify the export and import logistics operations        | K3              |
| CO3       | Choose the suitable mode of transportation and warehousing | K4              |
| CO4       | Explain the concepts of containerization                   | K4              |
| CO5       | Outline the technological implementations in logistics     | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   | ✓   |     |     |
| CO2     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     |     | ✓   | ✓   |     | ✓   |
| CO5     |     | ✓   | ✓   | ✓   | ✓   |

#### COURSE FOCUSES ON

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
|   | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |                      |             |
|------------|----------------------|-------------|
| 235IB2A2CC | LOGISTICS MANAGEMENT | SEMESTER II |
|------------|----------------------|-------------|

Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Introduction to Logistics Management 10 h

Logistics: Components- Importance- Objectives- Types of cargo- Integrated logistics - Barrier- Logistics Service Providers - Green logistics - Reverse logistics- Gati Shakti Scheme- National Logistics Policy.

Case Study on Green Logistics and Reverse Logistics

#### Unit II EXIM Logistics 13 h

EXIM Logistics: Importance of global logistics- Export logistics: Special aspects of EXIM logistics -Process flow- Import logistics: Documentation - Bonded warehousing- Customs formalities - Clearing and distribution to units - Security & insurance- Multimodal transport- UN International convention on MT of goods- Terminal networks: Types and roles

Case Study on Multi Modal Transportation (MMT)

#### Unit III Transportation & Warehousing 14 h

Transportation : Carriage of goods by sea- Types of ships - Ocean freight calculation - CBM calculations -Shipping formalities - Shipping intermediaries - Major, minor ports in India - Privatisation of ports in India- World major ports - Important sea routes - INCO terms. International air transport - Benefits of air transport- IATA - Warehousing: Types of Warehouses.

Case Study on Freight Forwarding

#### Unit IV Containerization 11 h

Containerization: Genesis - Advantages and challenges in containerization- Containers- Types of containers- Less than Container Load(LCL)- Full Container Load (FCL) - Inland Container Depot (ICD)- CFS - CONCOR- ICDs under CONCOR. Chartering: Kinds of charter - Charter party and arbitration.

Case Study on containerization

#### Unit V Logistics and E-Commerce 12 h

E- Logistics- Intelligent Transportation Management System- Communication systems - Automatic vehicle location systems - Geographic Information Systems-





High tech logistics system - Introduction to block chain in logistics Industry- Unified Logistics Interface Platform (ULIP).

Case Study on Automation in Logistics Management.

Note: Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1 Donald J. Bowersox, David J. Closs, M. Bixby Cooper, 2017, "Logistic and Supply Chain Management", McGraw Hill Education, India.
- 2 Krishnaveni Muthiah, 2018, "Logistic Management and World Sea borne Trade", Himalaya Publishing House, India.

### References

- 1 Rai Usha Kiran, 2015, "Export - Import and Logistics Management", 2nd Edition, PHI, Delhi.
- 2 Pierre A, David, 2021, "International Logistics: The Management of International Trade Operation", 4th Edition, Cicero Books, Berea, Ohio
- 3 Rajiv Sathe, 2021, "A Professional's Guide to International Trade Operations, Bills of Lading and Payment Methods", 1st Edition, Amazon Asia-Pacific Holdings Private Limited, Singapore.
- 4 Kapoor, Kansal, 2016, "Basics of Distribution Management: A Logistical Approach", PHI, Delhi.





|            |                                  |             |
|------------|----------------------------------|-------------|
| 235IB2A2CP | COMPUTER APPLICATION IN BUSINESS | SEMESTER II |
|------------|----------------------------------|-------------|

Total Credits: 2

Total Instructions Hours: 48 h

S.No

Contents

1. Create a student database and Perform the following Functions: Use cut & paste, use cell widening, use format painter, use font, colour, borders, use wrap text, Use merge cells, Use Numbers, date and currency as format. (Excel).
2. Show the regional sales data of a company using conditional formatting function in the excel sheet. (Excel).
3. Calculate employee salary by using the following function in the excel sheets . Functions: min, max, sum, average, Count, filter and sort (Excel).
4. Create Pivot tables, Set Pivot table options and adding subtotals in Pivot table to analyze sales data. (Excel).
5. Create a supplier database using HLOOKUP functions in a excel sheet (Excel).
6. Calculate transportation cost using VLOOKUP functions in a excel sheet (Excel).
7. Understanding to Macros, Custom number formats, Using Custom list. (Excel).
8. Create an airport database and perform following functions: Length, Right, Left, Mode and IF ERROR (Excel).
9. Creation of a new company, groups and ledgers. (Tally).
10. Preparation of final accounts with adjustments. (Tally).
11. Voucher entries for receipt, payment, contra and journal. (Tally).
12. Voucher entries for purchase and sales bill wise statement with GST. (Tally).
13. Prepare FOREX calculation and calculating foreign exchange gain/loss. (Tally).

Note: Out of 13 exercises 10 are compulsory





| Course Code | Course Name        | Category | L | T | P | Credit |
|-------------|--------------------|----------|---|---|---|--------|
| 234DA2A2EA  | BUSINESS ANALYTICS | EDC      | 5 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- Concepts of data processing, data warehousing and data modeling
- The different statistical techniques to analyze business data
- Analysis of data using spreadsheets

### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Understand the concepts of data processing, business intelligence                         | K2              |
| CO2       | Apply the concepts of data warehouse for data storage                                     | K3              |
| CO3       | Understand the techniques of data modeling and enterprise reporting                       | K2              |
| CO4       | Analyze and apply the appropriate statistical technique for a managerial problem          | K4              |
| CO5       | Apply data analysis techniques for real-world decision-making problems using spreadsheets | K3              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     | ✓   | ✓   |
| CO2     |     | ✓   | ✓   | ✓   | ✓   |
| CO3     |     | ✓   | ✓   | ✓   | ✓   |
| CO4     |     | ✓   | ✓   | ✓   | ✓   |
| CO5     |     | ✓   |     | ✓   | ✓   |

### Course Focuses on

|  |  |
|--|--|
| <input checked="" type="checkbox"/> Skill Development  | <input type="checkbox"/> Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> Employability      | <input type="checkbox"/> Innovations                                 |
| <input type="checkbox"/> Intellectual Property Rights  | <input type="checkbox"/> Gender Sensitization                        |
| <input type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |                    |             |
|------------|--------------------|-------------|
| 234DA2A2EA | BUSINESS ANALYTICS | SEMESTER II |
|------------|--------------------|-------------|

**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I** Data Processing Architectures and BI 12 h

Key Purpose of Using IT in Business - Enterprise Applications - Types of Digital Data - Structured Data - Unstructured Data - Semi Structured Data - OLTP - OLAP - OLAP Architectures - OLAP Operations - BI Component Framework - BI Users - BI Applications - BI Roles and Responsibilities

Case Study : Predictive Trendline Models

#### **Unit II** Data Warehouse and Data Mart 12 h

Need for Data Warehouse - Definition - Data Mart - ODS - Goals - Components of Data Warehouse - Extract, Transform, Load - Data Integration - Data Integration Technologies - Data Quality - Data Profiling.

Case Study : ETL in McDonalds

#### **Unit III** Data Modeling Techniques 12 h

Data Modeling Basics - Types of Data Model - Data Modeling Techniques - Fact Table - Dimension Table - Dimension Models - Dimension Modeling Life Cycle - Enterprise Reporting - Balanced Scorecard - Dashboards

Case Study : Data Modeling in Advertising

#### **Unit IV** Statistical Analysis 12 h

Statistics in Analysis - Data, Data Description and Summarization - Statistical Tests - Hypothesis and t-Test - Correlation Analysis - Regression - ANOVA - F-Test - Time Series Analysis

Case Study : Applying Statistics to detect financial problems

#### **Unit V** Data Analysis with Spreadsheets 12 h

Importing and Exporting Data in Excel - Formulas and Functions: Logical, Summarizing, Statistical and Financial Functions - Data Visualization with Charts - Complex Data Analysis: ANOVA in Excel - Forecasting in Excel

Case Study : Social Media Analytics





Note: Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1 R N Prasad, Seema Acharya, Fundamentals of Business Analytics, 2016, 2nd Edition, Wiley India Pvt. Ltd
- 2 Manisha Nigam, 2019, Data Analysis with Excel, BPB Publications

### References

- 1 S. Christian Albright, Wayne L. Winston, Business Analytics: Data Analysis & Decision Making, 2019, 6th Edition, Cengage Learning India.
- 2 Regi Mathew, Business Analytics for Decision Making, 2020, Pearson Education
- 3 Ramesh Sharda, Dursun Delen, Efraim Turban, Business Intelligence and Analytics: Systems for Decision Support, 2018, Pearson Education.
- 4 Asslani Arben, Business Analytics with Management Science Models and Methods, 2017, Pearson Education





| Course Code | Course Name              | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| 235IB2A2DA  | AIR TRANSPORT MANAGEMENT | DSE      | 4 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- Air cargo and air transport industry
- The requirement for air transport infrastructure
- The regulatory framework of the 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, air cargo and air transportation industry | K2              |
| CO2       | Chart out air transport infrastructure.                       | K3              |
| CO3       | Differentiate the types of airports and aircrafts             | K4              |
| CO4       | Classify the types of air cargo and air cargo tariffs         | K4              |
| CO5       | Explain International air transport regulations               | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     | ✓   | ✓   |
| CO2     |     | ✓   |     | ✓   | ✓   |
| CO3     |     |     |     | ✓   | ✓   |
| CO4     | ✓   | ✓   |     | ✓   | ✓   |
| CO5     |     |     |     | ✓   | ✓   |

#### COURSE FOCUSES ON

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
|   | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |                          |             |
|------------|--------------------------|-------------|
| 235IB2A2DA | AIR TRANSPORT MANAGEMENT | SEMESTER II |
|------------|--------------------------|-------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Airline industry 10 h

Airline Industry- Challenges and strategies - Air transportation industry -Air cargo industry- Air cargo chain- Air transport: Importance- Factors influencing the selection of air transport- Traffic and operating rights -Customs procedures - Environmental issues.

Case Study on strategies used in air transport

#### Unit II Air transport services 10 h

International trends - Emerging Indian scenario - Public Private Participation in Indian airports - Participation in International developments - Liabilities of airlines- Environmental regulations.

Case Study on PPP in Indian air transport

#### Unit III Airport classification 10 h

Airport classification and management- Airport strategic planning- International airports in India - Privatization- Airport charges- International country codes - Airport codes - Cargo booking procedures - Air cargo clearance - Types of aircrafts and dimensions.

Case Study on challenges faced by aviation industry in air cargo handling

#### Unit IV Air cargo 8 h

Transport of goods through air - Air transport documentations - Types of air cargo - Air cargo tariff - Transportation infrastructure - International Air Transport - Benefits of air freight- Dangerous Goods Regulation (DGR) - Precautions in handling dangerous goods- Cold chain operation.

Case Study on carriage of dangerous goods by air.

#### Unit V Air transport regulations 10 h

International regulations - Open skies agreement - Multilateral & Bilateral Interline Traffic Agreements - Role of TIACA - Airport authority of India - AAICLAS (Airports Authority of India Cargo Logistics and Allied Services)- IMMTA - UNCTAD - DGCA - IATA regulations for International air transport- CASS - International Federation of Freight Forwarders Associations (FIATA).





Case Study on India's Open skies policy on air cargo.

Note: Case Study examined externally (Section C: Compulsory question)

### Text Books

- 1 Sudalaimuthu S and Anthony Raj, 2009, "Logistics Management and International Business", 1st Edition, PHI, New Delhi.
- 2 John G. Wensveen, 2016, "Air Transportation: A Management Perspective", 8th Edition, Routledge, United Kingdom.

### References

- 1 Senguttuvan . P S, 2012, "Fundamentals of Air Transport Management", 1st Edition, Excel Books, New Delhi..
- 2 <https://www.fiata.com>
- 3 <https://tiaca.org/>.
- 4 <https://www.iata.org/pages/default.aspx>.





| Course Code | Course Name       | Category | L | T | P | Credit |
|-------------|-------------------|----------|---|---|---|--------|
| 235IB2A2DB  | DIGITAL MARKETING | DSE      | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- The importance of digitizing marketing operations.
- The dynamics of digital media advertising.
- The Mobile marketing and web analytics

### COURSE OUTCOMES

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Explain the concept of digital marketing and its plan.                             | K2              |
| CO2       | Apply the concepts of display ads and email marketing in digital campaigns.        | K3              |
| CO3       | Apply effective social media marketing strategies for various types of industries. | K3              |
| CO4       | Outline the concept of Search Engine Advertising and Search Engine Optimization    | K4              |
| CO5       | Analyze the impact of Mobile Marketing and Web Analytics                           | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     |     | ✓   |
| CO2     |     | ✓   |     |     | ✓   |
| CO3     |     | ✓   | ✓   |     | ✓   |
| CO4     |     |     | ✓   |     | ✓   |
| CO5     |     |     |     |     | ✓   |

### COURSE FOCUSES ON

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
|   | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |                   |             |
|------------|-------------------|-------------|
| 235IB2A2DB | DIGITAL MARKETING | SEMESTER II |
|------------|-------------------|-------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Digital Marketing 10 h

Digital Marketing: Meaning- Evolution - Traditional Vs digital marketing- Grehan's 4Ps of digital marketing- P-O-E-M framework- Digital marketing plan- Ethical challenges- Information technology act, 2000- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

Case Study on digital marketing strategy.

#### Unit II Display Advertising and Email Marketing 10 h

Concept of display advertising- Types of display Ads- Display plan- Targeting - Remarketing - Interest categories- Geographic language- Ad fraud- Brand health - Email marketing - Building a list- Content strategies - Email newsletter - Automating email marketing- Concept of marketing analytics.

Case Study on ethical challenges in digital marketing.

#### Unit III Social Media Marketing 10 h

The role of social media marketing - Benefits and challenges in social media marketing- Goals and strategies - Identifying target audiences - Social media platforms and social network sites - Micro blogging - Video marketing - Social media monitoring and maintenance- Social media marketing plan.

Case Study on social media marketing

#### Unit IV Search Engine Advertising and Search Engine Optimization 9 h

Search advertising- Understanding Ad placement- Ad ranks- Creating and enhancing the first Ad campaign - Performance reports- Google ad sense- Search engine optimization - How search engine works- SEO phases- On and Off page optimization.

Case Study on content marketing.

#### Unit V Mobile Marketing and Web Analytics 9 h

Mobile advertising - Mobile marketing toolkit - Mobile marketing features - Mobile marketing on social networks- Mobile analytics- Web analytics - Key metrics - Making web analytics actionable - Types of tracking codes.

Case Study on mobile marketing

Note: Case Study examined externally (Section C: Compulsory question)





## Text Books

- 1 Seema Gupta, 2018 , “Digital Marketing” , 2nd Edition, Tata Mc Graw Hill, United States.
- 2 Damian Ryan and Calvin Jones, 2008 , “Understanding Digital Marketing” , 4th Edition, Kogan Page, United Kingdom.

## References

- 1 Teresa Pineiro-Otero and Xabier Martinez-Rolan, 2016, “Understanding Digital Marketing- Basics and Actions”, 1st Edition, Springer International Publishing, New York City..
- 2 Ryan, D. and Jones, C , 2012, “Understanding digital marketing: Marketing strategies for engaging the digital generation”, 3rd Edition, Kogan Page, United Kingdom
- 3 Teixeira, J, 2010, “Your Google Game Plan for Success: Increasing Your Web Presence with Google Ad Words, Analytics and Website Optimizer”, 1st Edition, John Wiley & Sons, United States..
- 4 Evans. D. and Bratton, S, 2008, “Social Media Marketing: An Hour a Day” , 2nd Edition, Sybex, United Kingdom..





| Course Code | Course Name               | Category | L | T | P | Credit |
|-------------|---------------------------|----------|---|---|---|--------|
| 235IB2A2DC  | CROSS CULTURAL MANAGEMENT | DSE      | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- The importance of cross cultural management.
- The process of international human resource management and negotiation.
- The necessity of cultural awareness.

### COURSE OUTCOMES

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Describe the concept of culture in business context.                   | K2              |
| CO2       | Sketch the process of communication across culture.                    | K3              |
| CO3       | Explain process of negotiations & decision making.                     | K4              |
| CO4       | Analyze cultural dimension in International human resource management. | K4              |
| CO5       | Measure and manage global teams performance.                           | K5              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     |     | ✓   |     | ✓   |
| CO2     |     |     | ✓   |     | ✓   |
| CO3     |     |     | ✓   |     | ✓   |
| CO4     |     |     | ✓   |     | ✓   |
| CO5     |     |     | ✓   |     | ✓   |

### COURSE FOCUSES ON

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
|   | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |                           |             |
|------------|---------------------------|-------------|
| 235IB2A2DC | CROSS CULTURAL MANAGEMENT | SEMESTER II |
|------------|---------------------------|-------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Introduction to cross-cultural management 10 h

Introduction – Concept of culture for a business context; Brief wrap up of organizational culture & its dimensions; Cultural background of business stakeholders [managers, employees, shareholders, suppliers, customers, and others] – An analytical framework).

Case Study on business stake holders and cultural background

**Unit II** Dimensions of culture 9 h

Culture and global management – Global business scenario and role of culture-A framework for analysis- Elements & processes of communication across cultures; Communication strategy for/of an Indian MNC and Foreign MNC- High-performance winning teams and cultures- culture implications for team building.

Case Study on communication across culture

**Unit III** Negotiating across cultures 10 h

Cross culture – Negotiation & decision making – Process of negotiation-Negotiation skills & knowledge base –International and global business operations- Strategy formulation & implementation - Aligning strategy- Structure & culture in an organizational context

Case Study on International and global business operations (Multicultural contexts [India – Europe/ India – US settings).

**Unit IV** Cultural dimensions of HRM 10 h

Global human resources management – Staffing and training for global operations – Expatriate – Developing a global management cadre- Motivation and leadership across culture- Challenge in handling multicultural work groups and teams- Retention strategies.

Case Study on Global Human Resource Management

**Unit V** Managing global teams 9 h

Corporate culture – The nature of organizational cultures-Diagnosing the As-Is Condition; Designing the strategy for a culture change building; Successful implementation of culture change phase; Measurement of ongoing improvement

Case Study on culture change phases in organization.

Note: Case Study examined externally (Section C: Compulsory question)





## Text Books


- 1 Shobana Madhavan, 2020, "Cross Cultural Management", 3rd Edition, Oxford University Press, New Delhi.
- 2 Dipak Kumar Bhattacharyya, 2010, "Cross Cultural Management- Text & Cases", 1st Edition, PHI Learning Private Limited, New Delhi

## References

- 1 Browaeys, Marie Joelle and Roger Price, 2010, "Understanding Cross-cultural Management", Pearson Education, New Delhi.
- 2 Sinha, Jai B.P. 2004, "Multinationals in India. Managing the Interface of Cultures", Sage Publications. New Delhi
- 3 Marie-Joëlle Browaeys and Roger Price, 2011, "Understanding Cross-Cultural Management", Pearson Education
- 4 Madhavan, Shobhana, 2016, "Cross-Cultural Management - Concepts and Cases", Oxford University Press, 2nd Edition, New Delhi.

*Signature* 16/10/23

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

|   |                                    |                                    |
|---|------------------------------------|------------------------------------|
|  <b>Dr.N.G.P. Arts and Science College</b> |                                    |                                    |
| <b>APPROVED</b>   |                                    |                                    |
| BoS- 16 <sup>th</sup><br>16/10/2023   | AC- 16 <sup>th</sup><br>13/12/2023 | GB- 21 <sup>st</sup><br>05/01/2024 |





| Course Code | Course Name               | Category | L | T | P | Credit |
|-------------|---------------------------|----------|---|---|---|--------|
| 235CO2A3CA  | BUSINESS RESEARCH METHODS | CORE     | 5 | - | - | 4      |

**PREAMBLE**

This course has been designed for students to learn and understand

- the fundamentals of Research.
- about research design.
- the data processing and hypothesis.

**COURSE OUTCOMES**

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

| CO Number | CO Statement                               | Knowledge Level |
|-----------|--|-----------------|
| CO1       | understand the concept of research, types. | K2              |
| CO2       | develop a research design.                 | K3              |
| CO3       | analyze the methods for data collection.   | K3              |
| CO4       | categorize the data analysis.              | K4              |
| CO5       | determine and conclude the report.         | K4              |

**MAPPING WITH PROGRAMME OUTCOMES**

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     |     |     |     | ✓   |
| CO2     |     |     |     |     | ✓   |
| CO3     |     |     |     |     | ✓   |
| CO4     |     |     |     |     | ✓   |
| CO5     | ✓   |     | ✓   |     | ✓   |

**COURSE FOCUSES ON**

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input checked="" type="checkbox"/> | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                           |              |
|------------|---------------------------|--------------|
| 235CO2A3CA | BUSINESS RESEARCH METHODS | SEMESTER III |
|------------|---------------------------|--------------|

Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Introduction to Business Research 12 h

Business Research: – Definition and significance - Features of business research – The research process – Variable - Proposition - Types of research – Exploratory and causal research - Basic and applied research - Descriptive research – Phases of business research – Research Hypothesis – Characteristics – Research in an evolutionary perspective – Role of theory in research - Theory building - Induction and Deduction Theory. (Theory Only)  
Case study on Research hypothesis.

#### Unit II Research Design 10 h

Research Design – Definition – Types of research design – Exploratory and causal research design -Descriptive and experimental design – empirical research design – Types of experimental design – Validity of findings -Internal and external validity – Variables in research – Measurement and scaling – Different scales –Construction of instrument - Validity and reliability of instrument. (Theory only).  
Case study on Designing a research.

#### Unit III Data Collection and Sampling 14 h

Data Collection: - Types of data – Primary Vs secondary data – Methods of primary data collection –Survey Vs observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – Sampling methods - Determinants of optimal sample size – Sampling techniques – Probability Vs non-probability sampling methods. (Theory and Problems)  
Case study on Sampling.

#### Unit IV Data Processing, Hypothesis 12 h

Data Processing: Processing stages - Editing - Coding and data entry – Validity of data –Qualitative Vs quantitative data analysis – Frequency table - Contingency table - Graphs - Measures of central tendency and index number – Testing of Hypothesis - Bivariate and multivariate statistical techniques – Factor analysis – Discriminant analysis- Cluster analysis –Interpretation. (Problems Only)  
Case study on Testing of hypothesis.





**Unit V      Research Report**

12 h

Research Report: Different types – Contents of report – Need of executive summary – Chapterisation – Contents of chapter – Report writing stages – Readability – Comprehension – Tone – Final proof – Report format – Title of the report – Ethics in research – Subjectivity and objectivity in research. (Theory Only).  
Case study on key problems.

**Note:** Question paper shall contain 60% theory and 40% Problem.

Note: Case Studies related to the above topics to be discussed. Examined externally.

(Section D : Compulsory question

**Text Books**

- 1 Kothari C. R., 2022, "Research Methodology: Methods and Techniques", New Age International Publishers, New Delhi.
- 2 Joy Joseph Puthussery, 2021, "Business Research Methods", 1st edition, ANE Books, New Delhi.

**References**

- 1 Pamela S. Schindler, 2022, "Business Research Methods", 13th edition, McGraw Hill Education India Pvt. Ltd., Chennai.
- 2 William G. Zikmund, 2021, "Business Research Methods", 9th edition, Cenage, New Delhi.
- 3 Rouger Bougie, 2021, "Research Methods for Business", 8th edition, Wiley, New Delhi.
- 4 Naval Bajpai, 2020, "Business Research Methods", 2nd edition, Pearson India Education Services Pvt. Ltd., Noida.





| Course Code | Course Name             | Category | L | T | P | Credit |
|-------------|-------------------------|----------|---|---|---|--------|
| 235IB2A3CA  | EXPORT - IMPORT FINANCE | CORE     | 4 | - | - | 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       | interpret the basic elements of EXIM transactions and the sources of/ financing those transactions | K2              |
| CO2       | identifying the requirements for Pre-& Post Shipment finance                                       | K2              |
| CO3       | develop an idea about import transactions and its procedures.                                      | K3              |
| CO4       | analyze the procedure for procuring long term finance and the deferred payment procedures.         | K3              |
| CO5       | explore various financial institutions supporting EXIM finance.                                    | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO2     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO3     | ✓   |     |     | ✓   | ✓   |
| CO4     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO5     | ✓   | ✓   | ✓   | ✓   | ✓   |

### COURSE FOCUSES ON

|  |  |
|--|--|
| <input checked="" type="checkbox"/> Skill Development  | <input checked="" type="checkbox"/> Entrepreneurial Development      |
| <input checked="" type="checkbox"/> Employability      | <input checked="" type="checkbox"/> Innovations                      |
| <input type="checkbox"/> Intellectual Property Rights  | <input type="checkbox"/> Gender Sensitization                        |
| <input type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |                         |              |
|------------|-------------------------|--------------|
| 235IB2A3CA | EXPORT - IMPORT FINANCE | SEMESTER III |
|------------|-------------------------|--------------|

**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I      Export Finance      09 h**

Introduction- Modes of international payments -Light Weight Payment and Settlement System (LPSS)- 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.

Case Study on selecting the modes of international payment

#### **Unit II      Pre and Post Shipment Finance      10 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.

Case Study related to Pre-shipment credit.

#### **Unit III      Import Finance      09 h**

Introduction to import finance - Types of import finance- Bulk import finance for inputs - Import finance for capital goods- Import finance against foreign lines of credit -Foreign currency loans - Payment methods for imports.

Case Study on bulk import.

#### **Unit IV      Long Term Finance      10 h**

Long term finance - Deferred payments for export and import - Categories of deferred payments- Buyers credit- Process flow - Suppliers credit: Process flow- Application procedures for long term finance- Approval bodies- Conditions for approving.

Case Study on deferred payment.

#### **Unit V      Financial Agencies involved in EXIM Finance.      10 h**

Financial agencies: Reserve Bank of India: Role and function-EXIM Bank: Role and function- schemes- Commercial Bank: Role and functions in EXIM finance- Export Credit Guarantee Corporation: Role and functions-schemes.

Case Study on ECGC Schemes.

Note: Case Study examined externally (Section D Compulsory question)





**Text Books**

- 1 Parasram, 2012, Export Import Finance and LC, 17th Edition, Anupam Publishers, Mumbai.
- 2 Prakash. G. Apte, 2017, " International Finance: A Business Perspective", 2nd Edition, McGraw Hill Education, India.

**References**

- 1 Bimal Jaiswal , 2020, "International Finance/Foreign Exchange Management", New Royal Book Co, India.
- 2 Krugman. M, 2017, International Finance Theory and Policy, 10th Edition, Pearson, Chennai.
- 3 Jeevanandam. C, 2012, International Trade, 1st Edition, Sultan Chand & Sons, New Delhi.
- 4 Maurice D. Levi, 2009, International Finance, 5th Edition, Taylor & Francis, Inc, United Kingdom.





| Course Code | Course Name                 | Category | L | T | P | Credit |
|-------------|-----------------------------|----------|---|---|---|--------|
| 235IB2A3CB  | FOREIGN EXCHANGE MANAGEMENT | CORE     | 5 |   | - | 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       | Summarize foreign exchange Administration and Foreign exchange market   | K2              |
| CO2       | explain exchange rates and foreign exchange transactions                | K3              |
| CO3       | analyze the interbank deals   | K4              |
| CO4       | explore foreign exchange risk and exposure                              | K4              |
| CO5       | learn the techniques adopted in the management of foreign exchange risk | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   |     |     |     | ✓   |
| CO2     | ✓   | ✓   |     | ✓   | ✓   |
| CO3     | ✓   |     |     |     | ✓   |
| CO4     | ✓   | ✓   |     | ✓   | ✓   |
| CO5     | ✓   | ✓   |     | ✓   | ✓   |

### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                             |              |
|------------|-----------------------------|--------------|
| 235IB2A3CB | FOREIGN EXCHANGE MANAGEMENT | SEMESTER III |
|------------|-----------------------------|--------------|

Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Foreign Exchange and Foreign Exchange Market 13 h

Foreign exchange – Administration of foreign exchange – FEMA 1999 – Foreign exchange market – Participants in the foreign exchange markets; Cash and spot markets – FEDAI regulations – Authorized dealers – Role.

Case Study on Foreign exchange market.

#### Unit II Exchange Rates 10 h

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

Case Study related to Spot rates, Forward exchange rates

#### Unit III Foreign Exchange Transactions 14 h

Purchase and sale transactions – Types of foreign currency accounts: NOSTRO, VOSTRO, LORO Accounts – Spot vs forward transactions – Forward margins – Interbank deals – Cover deals – Trading – Swap deals – Arbitrage operations – Factors determining forward margins.

Case Study on Arbitrage operations

#### Unit IV Foreign Exchange Risk 13 h

Foreign Exchange Risk: Meaning – Types – 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.

Case Study on Money market hedging

#### Unit V Management of Risk in Foreign Exchange Markets 10 h

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

Case Study on Derivatives.

Note: Question paper shall contain 100% theory only.

Case Studies related to the above topics to be discussed. Examined externally.

(Section D : Compulsory question)





**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 Rajiv Srivastava , 2014, International Finance, 5th Ed, Oxford University Press .
- 3 Annie Stephen 2015, International Finance, 1st Ed, Himalaya Publishing House, Mumbai.
- 4 Cheol S. Eun Bruce G. Resnick 2017 , International Financial Management , 7th Ed, McGraw Hill Education





| Course Code | Course Name                                     | Category | L | T | P | Credit |
|-------------|---|----------|---|---|---|--------|
| 235IB2A3CC  | EXECUTIVE COMMUNICATION AND EXIM CORRESPONDENCE | CORE     | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the importance of good written communication
- the necessity of oral communication skills
- the 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       | summarize the types of communication and identifying barriers     | K2              |
| CO2       | demonstrate and exhibit the procedure in writing business letters | K4              |
| CO3       | transform basic contents to final summarized reports              | K4              |
| CO4       | explore the skill of oral communication                           | K5              |
| CO5       | construct and impart export import correspondence                 | K5              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   |     | ✓   |     | ✓   |
| CO2     | ✓   | ✓   | ✓   |     | ✓   |
| CO3     | ✓   |     | ✓   |     | ✓   |
| CO4     | ✓   |     | ✓   |     | ✓   |
| CO5     | ✓   | ✓   | ✓   | ✓   | ✓   |

### Course Focuses on

|  |  |
|--|--|
| <input checked="" type="checkbox"/> Skill Development  | <input checked="" type="checkbox"/> Entrepreneurial Development      |
| <input checked="" type="checkbox"/> Employability      | <input type="checkbox"/> Innovations                                 |
| <input type="checkbox"/> Intellectual Property Rights  | <input type="checkbox"/> Gender Sensitization                        |
| <input type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |  |              |
|------------|--|--------------|
| 235IB2A3CC | EXECUTIVE COMMUNICATION AND EXIM<br>CORRESPONDENCE | SEMESTER III |
|------------|--|--------------|

Total Credits: 4

Total Instruction Hours: 48 h

## Syllabus

**Unit I** Communication 9 h

Meaning – Objectives of communication - Barriers to communication – Importance of effective business communication - Modern communication methods – Process – Channels of communication - Types – Verbal and non – verbal – Formal and informal communication

Case Study on Communication Methods

**Unit II** Letter writing 10 h

Introduction to business letters - Types of business Letter - Needs – Functions - Kinds - Essentials of effective business letters – Fundamentals of business writing- Parts - Structure of business letter – Layout: Full block, modified block and semi – block-Enquiry and reply letter – Essential points about a letter of enquiry

Case Study related to Business letter.

**Unit III** Report writing 10 h

Introduction - Purpose of report writing – Types – Characteristics of a good report- Structure of report – Long and short report - Formal and informal reports – Writing research reports – Technical reports – E- mail content writing- Norms for including exhibits and appendices.

Case Study on technical report

**Unit IV** Speech and speaking 9 h

Speech and speaking-Fundamentals of speaking-Elements of effective speaking and technology -Road block to good speaking -Strategies for successful speaking and listening-Public speaking- characteristics of a good speech – Cross culture communication.

Case Study on cross culture communication.

**Unit V** Import and export correspondence 10 h

Import and export correspondence- Bills of exchange (B/E): Drawing B/E. Letters relating to 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

Case Study on EXIM correspondence.

**Note:** Case Study examined externally (Section D : Compulsory question)





### Text Books

- 1 Rajendra Pal , Korlahalli J. S. , 2011, "Essentials of Business Communication", 13th Ed, Sultan Chand & Sons, New Delhi
- 2 Courtland L. Bovee/John V. Hill/Roshan Lal Raina, 2021, "Business Communication Today", 15th Ed, Pearson Education, India.

### References

- 1 Dr. K.K. Sinha, Dr. Ruchi Sehgal Mohindra, 2023," Taxmann's Business Communication –Comprehensive guide featuring lucid presentation, real-life situation-based examples, leading case studies etc., for managerial students",5 th Ed, Taxmann Publications Private Limited, India.
- 2 Courtland L. Bovee,John V. Thill,Kukesh, 2013, "Business Communication Today", 12th Ed, Pearson, United States
- 3 Raghunathan N.S & Santhanam B, 2015, "Business Communication", 4th Ed ,Margham Publications, Chennai
- 4 Carmine Gallo, 2016, "Talk Like Ted", Pan Publications, United Kingdom





|            |   |              |
|------------|---|--------------|
| 235CO2A3CP | CORE PRACTICAL: STATISTICAL TOOLS<br>FOR RESEARCH | SEMESTER III |
|------------|---|--------------|

Total Credits: 2  
Total Instructions Hours: 48 h

| S.No | Contents   |
|------|--|
| 1    | Data Set: Creating a new data set - Frequency distribution - Valid Variable Names - Variable View  |
| 2    | Measures of central tendency: Mean, Median, Mode   |
| 3    | Measures of Dispersion: Range - Standard Deviation, Relative Standard Deviation  |
| 4    | Measures of Symmetry: Skewness and Kurtosis  |
| 5    | Error Analysis: Confidence limits of a measurement - Propagation of errors - Propagation of random errors and propagation of systematic errors.        |
| 6    | Graphical outputs: Histogram- Bar charts-scatter Plots-Pie charts  |
| 7    | Parametric Test: T-Test: Independent T -Test, Paired Sample T- Test, One Sample T-Test, Anova.   |
| 8    | Non-Parametric Test: Mann Whitney U test, Kruskal Wallis H Test, The Mann-Kendall Trend Test, Chi square Tests, Test of Goodness of fit, Friedman Test |
| 9    | Measures of Relationship: Pearson correlation, Spearman's Rank order Correlation, Kendalls Tau-b Correlation, Calculate Bivaraite Correlation.         |
| 10   | Measures of Relationship: Linear Regression, Logistics regression, Multiple regression, Logit and Probit regression.                                   |
| 11   | Multi variate Analyses: Factor Analyses  |
| 12   | Reliability Analyses: Cronbach alpa  |

**Note:** Out of 12 Programs, 12 are mandatory.





| Course Code | Course Name               | Category | L | T | P | Credit |
|-------------|---------------------------|----------|---|---|---|--------|
| 235IB2A3DA  | LEGAL ASPECTS OF SHIPPING | DSE      | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- general international laws and acts for carriage of goods through ship.
- the laws relating to the agents and the law for carriage and carriers.
- the acts and laws for litigations and international court proceedings.

### COURSE OUTCOMES

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | Understand the applicability of laws in international shipping.          | K3              |
| CO2       | Develop an idea on the elements of shipping contracts.                   | K4              |
| CO3       | Grasp the duties, rights and legalities applied for agencies and agents. | K4              |
| CO4       | Know the applications of Law for Carriers and Carriage.                  | K4              |
| CO5       | Learn the acts and Laws for litigation.                                  | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     |     | ✓   |
| CO2     |     | ✓   |     |     | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     |     | ✓   |     | ✓   | ✓   |
| CO5     |     | ✓   |     |     | ✓   |

### COURSE FOCUSES ON

|  |  |
|--|--|
| <input checked="" type="checkbox"/> Skill Development  | <input checked="" type="checkbox"/> Entrepreneurial Development      |
| <input checked="" type="checkbox"/> Employability      | <input type="checkbox"/> Innovations                                 |
| <input type="checkbox"/> Intellectual Property Rights  | <input type="checkbox"/> Gender Sensitization                        |
| <input type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |                           |              |
|------------|---------------------------|--------------|
| 235IB2A3DA | LEGAL ASPECTS OF SHIPPING | SEMESTER III |
|------------|---------------------------|--------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I International Law 10 h

International law-International Maritime and Transport Law- Sources of Law - Common law, Case law, Statute law - Types of courts and their jurisdiction- International Sales Contract - Clauses - Logistics services contract- Parties- Clauses.

Case Study on International Sales Contract.

#### Unit II Carriage of Goods by Sea 10 h

Carrier and carriage of goods - Contract of carriage - Contract of affreightment - Charter party- Bill of Lading - UNCTAD Rules on shipping. Conference systems in shipping

Case Study related to carriage of goods by ship.

#### Unit III Law relating to carriers and carriages 9 h

Carriers liability legislation - Carriage of goods by sea act - Carriers liability conventions - Hague Rules - Hague Visby Rules - Hamburg Rules and Rotterdam Rules - Multimodal Transportation of Goods Act.

Case Study on multimodal transportation.

#### Unit IV Law relating to agents 10 h

Principles of agency law - Types of agents - Duties and rights of agents and principals - Relations between principals and third parties - Appointment and termination of agents - Clauses in a standard liner agency agreement.

Case Study on agency agreement.

#### Unit V Acts and laws relating to litigations 9 h

The Merchant Shipping Act, 1958 - Applications of the merchant shipping act, 1958 - Admiralty law - Admiralty courts and types of cases handled by them - Concept of lien - Procedure for Arrest of a ship and release of an arrested ship.

Case Study on litigations relating to ships.

Note: Case Studies related to the above topics to be discussed. Examined externally.  
(Section D : Compulsory question)





### Text Books

- 1 John F Wilson, Longman, 2010, "Carriage of Goods by Sea", 7th ED, Pearson/Longman, Harlow, England.
- 2 Ahmad Hussam Kassem, 2010, "Carriage of Goods by Sea, The Legal Aspects of Seaworthiness current law and development" Lambert Academic Publishing.

### References

- 1 Yoshifumi Tanaka, 2023, International Law of the Sea, 4th Edition, Cambridge University Press.
- 2 Michael Bundock, 2018, Shipping Law Handbook, 6th Edition, Informa Law from Routledge.
- 3 Kapoor N D, 2002, "Elements of Mercantile Law", 26th Ed, Sultan Chand & Sons, New Delhi.
- 4 John F Wilson, Longman, 2004, "Carriage of Goods by Sea", 5th ED, Pearson/Longman, Harlow, England.





| Course Code | Course Name                     | Category | L | T | P | Credit |
|-------------|---------------------------------|----------|---|---|---|--------|
| 235IB2A3DB  | TRAVEL AND HOSPITALITY SERVICES | DSE      | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the concept of tourism and the basics of the tourism industry
- role of marketing mix in tourism
- the components of market information system for hotels

### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | understand the concepts of tourism in india                                     | K2              |
| CO2       | identify tourist destinations and the future of tourism in india                | K2              |
| CO3       | interpret the effectiveness of marketing mix applied to tourism                 | K3              |
| CO4       | access the fundamental principles of hospitality and tourism business functions | K4              |
| CO5       | identify various product plans and development in the hotel industry            | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     |     | ✓   |     | ✓   |
| CO2     |     |     |     |     | ✓   |
| CO3     |     |     |     |     | ✓   |
| CO4     |     |     | ✓   |     | ✓   |
| CO5     |     |     | ✓   |     | ✓   |

### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input checked="" type="checkbox"/> | Social Awareness/ Environment | <input type="checkbox"/>            | Constitutional Rights/ Human Values/ Ethics |





|            |                                 |              |
|------------|---------------------------------|--------------|
| 235IB2A3DB | TRAVEL AND HOSPITALITY SERVICES | SEMESTER III |
|------------|---------------------------------|--------------|

**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- Fusion tourism - Problems and prospects of tourism in India.  
Case Study on Tourism in India.

#### **Unit II**      Tourism Marketing 09 h

India – A tourist destination - Contribution of tourism sector in GDP - Tourism marketing: Concept –Users of tourism services – Product planning and development – Market segmentation for tourism – Marketing information system for tourism-Trends in tourism marketing.  
Case Study on Tourism marketing.

#### **Unit III**      Marketing Mix for Tourism 10 h

Marketing mix for tourism –Product mix – Promotion mix – Price mix – Place mix – Tourism marketing in Indian perspective.  
Case Study on Marketing Mix for tourism.

#### **Unit IV**      Introduction to Hospitality Services 09 h

Hospitality services: Hotels – Classification of hotels by physical characteristics – Classification of hotels by price level- Significance of hotel in tourism industry-Market segmentation for hotel industry.  
Case Study on Hospitality services in Tourism Sector.

#### **Unit V**      Marketing of Hospitality Services 10 h

Behavioral profile of users – Market information system for hotels – Product plans and development – Marketing mix for hotels – Hotel marketing in Indian perspective.

Case Study on Marketing Mix for Hotels.

Note: Case Study examined externally (Section D): Compulsory question





### Text Books

- 1 Philip Kotler, John.T.Bowen and James C. Makens, 2017, "Marketing for Hospitality and Tourism" , 7th Ed, Prentice hall international editions, United States.
- 2 Bhatia AK,2019,"International Tourism Management" , Published by Sterling Publishers Pvt Ltd, United States.

### References

- 1 Charles R. Goeldner and Brent Ritchie JR, 2011, "Tourism Principles, Practices and Philosophies" , 12th Ed, John Willey & Sons, United States.
- 2 Devashish Dasgupta, 2011, "Tourism Marketing" ,1st Ed,Pearson Education, New Delhi.
- 3 Philip Kotler, John T. Bowen, James Makens, Seyhmus Baloglu ,2021, " Marketing for Hospitality and Tourism",8th Ed, Global Edition.
- 4 Ghosh Biswanath, 2000, "Tourism and Travel Management" , 2nd Ed, Vikas Publishing House, New Delhi.





| Course Code | Course Name              | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| 235IB2A3DC  | 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.
- the total quality management principles.
- the tools and techniques of total quality management.

### COURSE OUTCOMES

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To understand the basic concept of total quality management.                 | K3              |
| CO2       | Develop an idea towards the principles of total quality management.          | K3              |
| CO3       | Learn and understand the tool and techniques I of total quality management.  | K4              |
| CO4       | Analyze and identify the tools and technique II of total quality management. | K4              |
| CO5       | Understand the application and processes of the various quality awards.      | K2              |

### APPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO2     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO3     | ✓   |     |     | ✓   | ✓   |
| CO4     | ✓   | ✓   | ✓   | ✓   | ✓   |
| CO5     | ✓   | ✓   | ✓   | ✓   | ✓   |

### COURSE FOCUSES ON

|                                     |                               |                                     |   |
|-------------------------------------|-------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Skill Development             | <input checked="" type="checkbox"/> | Entrepreneurial Development                 |
| <input checked="" type="checkbox"/> | Employability                 | <input type="checkbox"/>            | Innovations                                 |
| <input type="checkbox"/>            | Intellectual Property Rights  | <input type="checkbox"/>            | Gender Sensitization                        |
| <input type="checkbox"/>            | Social Awareness/ Environment | <input checked="" type="checkbox"/> | Constitutional Rights/ Human Values/ Ethics |





|            |                          |              |
|------------|--------------------------|--------------|
| 235IB2A3DC | TOTAL QUALITY MANAGEMENT | SEMESTER III |
|------------|--------------------------|--------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to TQM 09 h

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

Case Study on various TQM techniques

#### 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 circles. Kaizen approach: Segmentation of kaizen approach - Principles supplier partnership - Partnering - Supplier selection- Supplier rating.

Case Study related to Kaizen approach.

#### 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).

Case Study on six-sigma.

#### Unit IV TQM tools and techniques - II 10 h

Quality cost: Definition -Types- Quality function development (QFD) - Characteristics and functions - Objectives- Benefits - House of quality - TPM: Elements -Features - Objectives - Role and functions - Benefits.

Case Study on DMAIC process.





**Unit V      Quality systems**

09 h

Quality System: Definition- Elements- Documentation - Quality management system (QMS): Concepts- Requirements and benefits -Surveillance - Purpose - Types. ISO: Need for ISO 9000-ISO 9001-2015-Principles of quality management ISO 14000- Advantages/benefits of ISO 9000 & 14000 Certification.

Case Study on ISO certification.

Note: Case Study examined externally (Section D : Compulsory question

**Text Books**

- 1 Saravanavel & Balakumar S, 2017, "Total Quality Management", 5th Edition, Margham Publications, Chennai.
- 2 Dale H. Besterfield.H, 2006, "Total Quality Management", 3rd Edition, Pearson Education, Asia.

**References**

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





|            |                                   |              |
|------------|-----------------------------------|--------------|
| 235IB2ASSA | SELF STUDY: INVESTMENT MANAGEMENT | SEMESTER III |
|------------|-----------------------------------|--------------|

Total Credits: 1

Total Instruction Hours:

### Syllabus

#### Unit I Concept of Investment Management

Investment \_ Meaning and process of Investment Management - Concept of Investment - Importance - Features of Investment -Speculation -Investment Avenues in India.

#### Unit II Forms of investment

Forms of Investment - Bank Deposits, Post Office Schemes, Government Securities, Mutual Fund Schemes, Provident Funds, Company Deposits - Real Estate, Gold & Silver.

#### Unit III Investment Instruments

Investment Instruments - Capital Market Instruments, Money Market Instruments, Derivatives-Futures & Options. Shares - Types & Features. Debentures - Nature & Types. Primary Market - Role of NIM, Methods of Floating New Issues.

#### Unit IV Secondary Market

Secondary Market - Functions, Bombay Stock Exchange, National Stock Exchange - Trading Practices, Security Market Indicators. Return - Risk - Kinds. Role of SEBI.

#### Unit V Investment Analysis

Security analysis- Fundamental analysis: economic, industry and company analysis- Technical Analysis





### Text Books

- 1 Punidhavadhi Pandiyan - 2013, "Security Analysis & Portfolio Management", 2nd Edition, Vikas Publishing House Pvt Ltd, New Delhi.
- 2 Bhalla G.S, 2013, "Investment Management", 19th Edition, Sultan Chand and Sons, New Delhi.

### References

- 1 Avadhani. V.A., 2010, "Investment Management", 2nd Edition, Himalaya Publishing House, Chennai..
- 2 Preethi Singh., 2015, "Fundamentals of Investment Management", Himalaya Publishing House, Chennai.





|            |   |              |
|------------|---|--------------|
| 235IB2ASSB | SELF STUDY: ENTREPRENEURIAL DEVELOPMENT | SEMESTER III |
|------------|---|--------------|

Total Credits: 1

Total Instruction Hours:

### Syllabus

#### Unit I Entrepreneurship

Entrepreneurship-Meaning-Origin-Functions-Factors 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.B 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 VasantDesai,2002,"Dynamics of Entrepreneur Development &Management", Himalayan Publishing House, Mumbai.

*[Signature]*

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

|   |                                     |      |
|---|-------------------------------------|------|
|  <b>Dr.N.G.P. Arts and Science College</b> |                                     |      |
| <b>APPROVED</b>   |                                     |      |
| BoS- 17 <sup>th</sup><br>23/04/2024   | AC - 17 <sup>th</sup><br>17/04/2024 | GB - |





| Course Code | Course Name             | Category | L | T | P | Credit |
|-------------|-------------------------|----------|---|---|---|--------|
| 235IB2A4CA  | SUPPLY CHAIN MANAGEMENT | CORE     | 5 | - | - | 4      |

#### PREAMBLE

This course has been designed for students to learn and understand

- the application of supply chain management.
- the supply chain network drivers and design.
- the role of IT in a supply chain and its future.

#### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | discuss the concept of supply chain management.                       | K2              |
| CO2       | understand the framework for supply chain drivers.                    | K3              |
| CO3       | understand the importance of an effective supply chain network.       | K3              |
| CO4       | evaluate the supply chain performance.                                | K4              |
| CO5       | analyze the importance of information technology in the supply chain. | K4              |

#### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     |     | ✓   |     | ✓   | ✓   |
| CO2     |     | ✓   |     | ✓   | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     |     | ✓   |     | ✓   | ✓   |
| CO5     |     | ✓   | ✓   | ✓   | ✓   |

#### COURSE FOCUSES ON

|   |                               |   |   |
|---|-------------------------------|---|---|
| ✓ | Skill Development             | ✓ | Entrepreneurial Development                 |
| ✓ | Employability                 |   | Innovations                                 |
|   | Intellectual Property Rights  |   | Gender Sensitization                        |
|   | Social Awareness/ Environment |   | Constitutional Rights/ Human Values/ Ethics |





|            |                         |             |
|------------|-------------------------|-------------|
| 235IB2A4CA | SUPPLY CHAIN MANAGEMENT | SEMESTER IV |
|------------|-------------------------|-------------|

Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Supply Chain Management 12 h

Meaning - Evolution - Objectives - Importance - Sustainability in supply chain management - Green supply chain - Decision phase in a supply chain - Process views of a supply chain: Cycle view - Push/Pull view. Demand forecasting in supply chain - Scope - Role - Components - Approaches - Methods.

Case study on sustainability in supply chain management

#### Unit II Supply Chain Drivers 12 h

A framework for structuring drivers - Logistical drivers: Facilities - Role - Components of facilities decision. Inventory: Role - Components of inventory decision. Transportation: Role - Components of transportation decision. Cross functional drivers- Information: Role - Components of information decision. Sourcing: Role - Components of sourcing decision. Pricing: Role - Components of pricing decision

Case study on supply chain drivers

#### Unit III Network Design in the Supply Chain 12 h

Meaning - Factors influencing network design - Framework - Role - Evaluation - Network design in an uncertain environment - Impact of globalization - The Onshore or to Offshore decision - Risk management in global supply chain operations. Supply chain models: GSCF - SCOR.

Case study on supply chain network design.

#### Unit IV Supply Chain Performance Achieving Strategic Fit 12 h

Competitive and supply chain strategies - Achieving strategic fit - Tailoring the supply chain for strategic fit - Supply chain levers to deal with uncertainty - Expanding strategic scope - Challenges to achieving and maintaining strategic fit.

Case study on achieving 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 - The future of IT in the supply chain - Risk management in IT- Supply chain IT in practice - Block Chain - Artificial intelligence - Big data in the supply chain.

Case study on information technology in the supply chain

Note: Case Study examined externally (Section C: Compulsory question)



Dr. NGPASC

COIMBATORE | INDIA

M.Com.IB (Students admitted during the AY 2023-24)



### Text Books

- 1 Donald Bowersox, David Closs and M.Bixby Cooper, 2020, "Supply Chain Logistics Management", 5th Edition, McGraw Hill, New York.
- 2 Sunil Chopra and Dharam Vir Kalra, 2019 , "Supply Chain Management: Strategy, Planning and Operation", 7th Edition, Pearson Education., Inc, London.

### References

- 1 Stephen Pryke, 2020 , "Successful construction supply chain management", 2nd Edition, University college London, United Kingdom.
- 2 Daniel Stanton, 2020 , "Supply Chain Management for Dummies", 2nd Edition, John Wiley & Sons, Inc, United States of America
- 3 Robert. B. Handfield and Ernest. L. Nichols Jr, 2012 , "Introduction to Supply Chain Management", 2nd Revised Edition, PHI Learning Pvt., Ltd, New Delhi.
- 4 Mohanty R.P and Deshmukh S.G, 2010, "Essentials of Supply Chain Management", 6th Edition, Jaico Publishing House, Mumbai.





| Course Code | Course Name          | Category | L | T | P | Credit |
|-------------|----------------------|----------|---|---|---|--------|
| 235IB2A4CB  | STRATEGIC MANAGEMENT | CORE     | 4 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the strategic decisions that organizations make and have an ability to engage in strategic planning.
- the conceptual components for the strategic management process.
- 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 basic of strategy and strategic management.                              | K2              |
| CO2       | learn about the environmental and organizational appraisal.                             | K3              |
| CO3       | apply various techniques of business strategies.  | K4              |
| CO4       | ability to demonstrate knowledge on implementation, evaluation and control of strategy. | K4              |
| CO5       | analyze the strategic decisions in business environment around globalization.           | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   | ✓   |     | ✓   | ✓   |
| CO2     |     | ✓   |     | ✓   | ✓   |
| CO3     |     | ✓   |     | ✓   | ✓   |
| CO4     |     | ✓   |     | ✓   |     |
| CO5     |     | ✓   | ✓   | ✓   | ✓   |

### COURSE FOCUSES ON

|   |  |
|---|--|
| <input checked="" type="checkbox"/> Skill Development             | <input checked="" type="checkbox"/> Entrepreneurial Development      |
| <input checked="" type="checkbox"/> Employability                 | <input type="checkbox"/> Innovations                                 |
| <input type="checkbox"/> Intellectual Property Rights             | <input type="checkbox"/> Gender Sensitization                        |
| <input checked="" type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |                      |             |
|------------|----------------------|-------------|
| 235IB2A4CB | STRATEGIC MANAGEMENT | SEMESTER IV |
|------------|----------------------|-------------|

Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Strategic Management 9 h

Meaning of strategy - Definition of strategic management - Elements and components of strategic management - levels of strategic management process - Strategic intent: Vision, Mission, objectives and quality policy- Henry Mintzberg's model of strategy development - Abell's model of business - McKinsey 7S model. Case Study on Henry Mintzberg's model.

#### Unit II Environmental Appraisal and Organizational Appraisal 10 h

Environmental appraisal: Purpose and nature of external analysis - GAP analysis PESTLE analysis - Porter's five force analysis - Forecasting tools and techniques, Organizational appraisal: Nature of internal audit - MIS, Value chain analysis, benchmarking, Internal factor evaluation matrix.

Case Study on Benchmarking.

#### Unit III Strategic Theories 10 h

Competitive cost dynamics - Experience curve - BCG approach - SWOC analysis - SPACE analysis - Grand strategy matrix - Quantitative strategic planning matrix (QSPM) - Red ocean vs Blue ocean strategy. Case Study on BCG approach.

#### Unit IV Strategic Implementation, Evaluation and Control. 10 h

Strategy implementation: Organization and strategy implementation - Core competence - Establishing profit centers by business, product or service - Leadership and behavioral challenges- Strategic manpower planning - Strategic evaluation process - Characteristics of an effective strategy evaluation system, contingency planning, strategy audit, Strategic control process, Types. Case Study on Leadership and behavioral challenges.

#### Unit V Strategies for Globalization and Strategic Edge 9 h

Diversification - Mergers and acquisition - Turnaround management - Turnkey contracts - strategic edge: Business process reengineering, lean six sigma- Contemporary strategic issues, Strategies for internet economy. Case Study on Turnkey contracts.

Note: Case Study examined externally (Section C: Compulsory question)



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### Text Books

- 1 Srinivasan. R, 2020, "Strategic Management", 6th Edition, PHI Learning Pvt. Ltd, New Delhi..
- 2 Srivastava.R.M,2018,"International Strategic Management",11<sup>th</sup> Edition, Himalaya Publishing House, Bombay.

### References

- 1 Fred David, Forest David, Meredith David, 2022, " Strategic Management Concept",16th Edition, Pearson Education Service, London.
- 2 Subba Rao. P, 2017," Business Policy and Strategic Management",2nd Edition, Himalaya Publishing House, Bengaluru.
- 3 K.Aswathappa, 2017," Business Environment for Strategic Management", 2nd Edition, Himalaya Publishing House, Bengaluru.
- 4 C.N Sontakki, Neeti Gupta, Anuj Gupta, 2016, "Strategic Management", 3rd Edition, Kalyani Publishers, Bengaluru.





| Course Code | Course Name                 | Category | L | T | P | Credit |
|-------------|-----------------------------|----------|---|---|---|--------|
| 235IB2A4CC  | GLOBAL FINANCIAL MANAGEMENT | CORE     | 5 | - | - | 4      |

### PREAMBLE

This course has been designed for students to learn and understand

- the global financial environment
- the various financial instruments prevailing in global financial markets.
- the role and importance of global financial institutions.

### COURSE OUTCOMES

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | understand the Global Financial Environment.                          | K2              |
| CO2       | acquire knowledge on international financial markets and instruments. | K3              |
| CO3       | analyze Balance of payment  | K3              |
| CO4       | outline the international financial institutions.                     | K4              |
| CO5       | analyze the sources of foreign investments.                           | K4              |

### MAPPING WITH PROGRAMME OUTCOMES

| COs/POs | PO1 | PO2 | PO3 | PO4 | PO5 |
|---------|-----|-----|-----|-----|-----|
| CO1     | ✓   |     |     |     | ✓   |
| CO2     |     | ✓   |     |     | ✓   |
| CO3     |     |     | ✓   |     | ✓   |
| CO4     | ✓   |     |     |     | ✓   |
| CO5     | ✓   | ✓   |     |     | ✓   |

### COURSE FOCUSES ON

|   |  |
|---|--|
| <input checked="" type="checkbox"/> Skill Development             | <input checked="" type="checkbox"/> Entrepreneurial Development      |
| <input checked="" type="checkbox"/> Employability                 | <input type="checkbox"/> Innovations                                 |
| <input type="checkbox"/> Intellectual Property Rights             | <input type="checkbox"/> Gender Sensitization                        |
| <input checked="" type="checkbox"/> Social Awareness/ Environment | <input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics |





|            |                             |             |
|------------|-----------------------------|-------------|
| 235IB2A4CC | GLOBAL FINANCIAL MANAGEMENT | SEMESTER IV |
|------------|-----------------------------|-------------|

Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Global Financial Environment 12 h

Overview of global financial management- Importance, rewards and risk of international finance-Goals of international financial management - Scope of international finance - International monetary system - Bimetallism - Gold standard - Bretton Woods System - Floating exchange rate regime - European monetary system - IMF - WTO - GATT

Case study on financing of IMF

#### Unit II International Financial Markets and Instruments 12 h

International financial markets - Sources of international funds - Multilateral development banks - Instruments of international financial markets- International equities - GDRs - ADRs - International money market and bond market instruments - Euro bonds - Repos - Euro commercial paper - Medium term notes - Floating Rate Notes - Loan syndicates - Euro deposits - Euro issues in India.

Case study on International money market instruments.

#### Unit III Balance of Payment 12 h

Balance of Payment - Fundamentals of BoP- The current account - The capital account - significance - Equilibrium & disequilibrium- Balance of Payment in developed economies- Balance of Payment in India.

Case study on Balance of Payment.

#### Unit IV International Financial Institutions and Financing. 12 h

World bank- International Development Association - International Finance Corporation - Asian Development Bank and Asian Infrastructure Investment Bank- The international debt and country analysis - Recent changes in international financing- Managing blocked currency trade.

Case study on Managing blocked currency trade.

#### Unit V Foreign Investments 12 h

Foreign Direct Investment (FDI) - Forms of FDIs - Global FDI- Purpose of overseas investment - Benefits to the host countries - Effects of FDI - Foreign Institutional Investment- Political risk.

Case study on impact of FDI.

Note: Case Study examined externally (Section C: Compulsory question)



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### Text Books


- 1 Madhu Vij, 2022,"Taxmann's International Financial Management | Text & Cases",Fourth Edition, Taxmann's Publication Private Limited, New Delhi
- 2 P G Apte and Sanjeevan Kapshe,2020, " International Financial Management", Eighth Edition, M c G r a w H i l l , New Delhi..

### References

- 1 Alan C. Shapiro , Paul Hanouna , Jayanta Seal , 2023," International Financial Management", Eleventh Edition, Wiley India Pvt.Ltd, New Delhi.
- 2 Somanath.V S, 2015, " International Financial Management ", I.K. International Publishing House, Pvt. Ltd. New Delhi.
- 3 Shashi K. Guptha and Praneet Rangi, 2014, "International Financial Management", Second Edition, Kalyani Publishers. New Delhi.
- 4 Bhalla.V.K., 2010, " International Financial Management (Text & Cases)", Ninth Edition, Anmol Publication, New Delhi.

*Signature*

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|   |                                   |      |
|---|-----------------------------------|------|
|  <b>Dr.N.G.P. Arts and Science College</b> |                                   |      |
| <b>APPROVED</b>   |                                   |      |
| BoS- 18 <sup>th</sup><br>7/11/2024  | AC-18 <sup>th</sup><br>26/11/2024 | GB - |



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