



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 (3rd Cycle-3.64 CGPA)
 Dr. N.G.P. - Kalapatti Road, Coimbatore-641048, Tamil Nadu, India
 Web: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

REGULATIONS 2024 -25 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 2024-25)

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

For students admitted in AY 2024 -25

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
Internship Training	1	1X4=04	III
TOTAL	23	92	



CURRICULUM

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
First Semester												
24COP1CA	Core I	Managerial Economics	5	-	-	5	60	3	25	75	100	4
24IBP1CA	Core II	Strategic Human Resource Management	5	-	-	5	60	3	25	75	100	4
24IBP1CB	Core III	International Marketing Management	5	-	-	5	60	3	25	75	100	4
24IBP1CC	Core IV	Global Business Environment	6	-	-	6	72	3	25	75	100	4
24IBP1CD	Core V	International Business Relations	5	-	-	5	60	3	25	75	100	4
24IBP1DA	DSE- I	Warehouse and Inventory Management	4	-	-	4	48	3	25	75	100	4
24IBP1DB		Retailing and Franchising										
24IBP1DC		Industrial Psychology										
Total			30	-	-	30	360				600	24



Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Second Semester												
24IBP2CA	Core VI	Financial and Management Accounting	5	1	-	6	72	3	25	75	100	4
24IBP2CB	Core VII	Foreign Trade Procedures and Documentation	5	1	-	6	72	3	25	75	100	4
24IBP2CC	Core VIII	Logistics Management	5	-	-	5	60	3	25	75	100	4
24IBP2CP	Core Practical-I	Computer Application in Business	-	-	4	4	48	3	40	60	100	2
24DAP2EA	EDC	Business Analytics	5	-	-	5	60	3	25	75	100	4
24IBP2DA	DSE-II	Air Transport Management	4	-	-	4	48	3	25	75	100	4
24IBP2DB		Digital Marketing										
24IBP2DC		Cross Cultural Management										
Total			24	02	04	30	360				600	22




Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Third Semester												
24COP3CA	Core IX	Business Research Methods	5		-	5	60	3	25	75	100	4
24IBP3CA	Core X	Export-Import Finance	4	-	-	4	48	3	25	75	100	4
24IBP3CB	Core XI	Foreign Exchange Management	5	-	-	5	60	3	25	75	100	4
24IBP3CC	Core XII	Executive Communication and EXIM Correspondence	4	-	-	4	48	3	25	75	100	4
24COP3CP	Core Practical-II	Statistical Tools for Research	-	-	4	4	48	3	40	60	100	2
24IBP3CT	Internship Training	Internship Training (EXIM Documentation) -Report and viva-voce	-	-	4	4	48	-	40	60	100	4
24IBP3DA	DSE -III	Legal Aspects of Shipping	4	-	-	4	48	3	25	75	100	4
24IBP3DB		Travel and Hospitality Services										
24IBP3DC		Total Quality Management										
Total			22	-	08	30	360				700	26



Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits	
						Week	Total		CIA	ESE	Total		
Fourth Semester													
24IBP4CA	Core XIII	Supply Chain Management	5		-	5	60	3	25	75	100	4	
24IBP4CB	Core XIV	Strategic Management	4	-	-	4	48	3	25	75	100	4	
24IBP4CC	Core XV	Global Financial Management	5		-	5	60	3	25	75	100	4	
24IBP4CV	Core XVI-Project	Project	-	-	16	16	192	-	80	120	200	8	
Total			14	-	16	30	360				500	20	
GRAND TOTAL												2400	92

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

 Dr. N. G. P. Arts and Science College		
APPROVED		
BoS - 17th 03/04/2024	AC - 17th 17/04/2024	GB -



DISCIPLINE SPECIFIC ELECTIVE

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

Semester I (Elective I) List of Elective Course

S. No.	Course Code	Name of the Course
1	24IBP1DA	Warehouse and Inventory management
2	24IBP1DB	Retailing and Franchising
3	24IBP1DC	Industrial Psychology

Semester II (Elective II) List of Elective Courses

S. No.	Course Code	Name of the Course
1	24IBP2DA	Air Transport Management
2	24IBP2DB	Digital Marketing
3	24IBP2DC	Cross Cultural Management

Semester III (Elective III) List of Elective Courses

S. No.	Course Code	Name of the Course
1	24IBP3DA	Legal Aspects of Shipping
2	24IBP3DB	Travel and Hospitality Services
3	24IBP3DC	Total Quality Management

EXTRA CREDIT COURSES

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

Semester - III

S. No.	Course Code	Course Name
1	24IBPSSA	Investment Management
2	24IBPSSB	Entrepreneurial Development



SEMESTER I
CORE I: MANAGERIAL ECONOMICS

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24COP1CA	MANAGERIAL ECONOMICS	CORE	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the importance of managerial economist. demand, cost, decide production and determine price. the influence of macroeconomic factors in managerial decision making.
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Prerequisite	Knowledge on cost, production and international trade
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Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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 Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2					✓
CO3				✓	✓
CO4					✓
CO5					✓



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Managerial Economics:</p> <p>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.</p> <p>Case study on Goals of Corporate Enterprises</p>	9	Text Book/ e- Resource
II	<p>Demand Analysis and Forecasting:</p> <p>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.</p> <p>Case study on Law of Demand.</p>	11	Text Book/ e- Resource
III	<p>Cost, production and Price Analysis:</p> <p>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.</p> <p>Case study on gold pricing.</p>	12	Text Book/ e-Resource Article
IV	<p>Macro Economics for Management:</p> <p>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.</p> <p>Case study analysis on changes made in Monetary policy instruments by RBI.</p>	14	Text Book/ e- Resource



V	International Economics: 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 IPR	14	e-Resource
Total		60	

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

(Section C : Compulsory question for case studies.)

Text Book	1.	Sundharam K.P.L. & Sundharam E.L, 2020, "Business Economics", Sultan Chand and Sons.
Reference Books	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.

Journal and Magazines	Economic & Political Weekly, https://www.epw.in/
E-Resources and Website	http://rguir.inflibnet.ac.in/bitstream/123456789/16820/1/9781978962514.PDF

Learning Methods	Lecture with PPT, Case study, Seminar, Flextime Open Book Test & Flip Chart Presentation
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Focus of the Course	Critical thinking, analytical skills and employability
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SEMESTER I

CORE II: STRATEGIC HUMAN RESOURCE MANAGEMENT

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1CA	STRATEGIC HUMAN RESOURCE MANAGEMENT	CORE	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the relationship between strategic human resource management and corporate strategy the importance of effective human resource strategy and how to manage the workforce diversity. various strategic human resource management issues.
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Prerequisite	Knowledge on basic human resource management concepts and process
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Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the importance of Strategic Human resource management in an organization	K2
CO2	Explain the concept of workforce diversity and changing employment relationship	K2
CO3	Interpret the importance of competency mapping and talent management.	K3
CO4	Analyse the challenges in strategic human resource management	K4
CO5	Argue the global dimension in adoption of strategic Human resource management	K4

Mapping with Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2					✓
CO3					✓
CO4					✓
CO5					✓



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Introduction to Strategic Human Resource Management:</p> <p>Meaning- Evolution- Need, importance and types of strategic human resource management- A shift from traditional HRM to strategic HRM- Relationship between strategic human resource management and Corporate strategy- Challenges of strategic HRM- HR architecture.</p> <p>Case study on HR strategy</p>	12	Text Book, e- Resource & Article
II	<p>Human Resource Strategy:</p> <p>Introduction- Components of a well-designed HR strategy- Key steps in formulating an HR strategy - Strategic approach to human resources, planning, training and development, reward and compensation- Managing workforce diversity.</p> <p>Case study on Managing workforce diversity.</p>	12	Text Book & e- Resource
III	<p>Competency and Potential Development:</p> <p>HR Competencies- Competency mapping. Potential development: The concept and importance of talent management- Talent acquisition- Attracting and retaining talent- Career planning - Succession planning: Elements of succession planning- Challenges of succession planning.</p> <p>Case study on talent management.</p>	12	Reference Book & e- Resource & Article
IV	<p>Strategic Human resource management issues:</p> <p>Managing employee relations- Employee engagement- Investment in training and development- Learning organization- Skill based pay- Variable pay- HR outsourcing- Factors driving the need to outsource- Stages of outsourcing- Retrenchment and redundancy.</p> <p>Case study on HR outsourcing.</p>	12	Text Book & e- Resource



V	Global dimensions: Cross cultural management- Global competitive advantage- Employer branding and employee value proposition- Benchmarking and balanced scorecard- HR audit- Global ethical environment. Case study on HR audit.	12	e-Resource
Total		60	

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

(Section C: Compulsory question for case studies.)

Text Book	1.	Ananda Das Gupta, 2020, "Strategic Human Resource Management", 1st edition, Taylor and Francis group, New York.
	2.	Charles R. Greer, 2003, "Strategic Human Resource Management", 2nd edition, Pearson Education India.
Reference Books	1.	Aswathappa K, 2017, "Human Resource Management: Text and Cases", 8th edition, Tata McGraw Hill Education, New York, United States.
	2.	Gary Rees, Paul Smith, 2021, "Strategic Human Resource Management", 3rd edition, SAGE Publications Ltd, New Delhi.
	3.	Jeffrey A. Mello, 2019, "Strategic Human Resource Management", 5th edition Cengage Learning, United States
	4.	Garry Dessler & Varkey, 2009, "Human Resource Management", 15th edition, Pearson, New Delhi.

Journal and Magazines	<ol style="list-style-type: none"> 1. Strategic human resource management: Employee involvement, diversity, and international issues by Gary C. McMahan, Myrtle P. Bell, Meghna Virick, Human Resource Management Review Volume 8, Issue 3, Autumn 1998, Pages 193-214. 2. McKinsey article on Winning-with-your-talent-management-strategy 3. The Power of Strategic Human Resource Management: Building a Thriving Workforce by Praveen Putti (Talent Acquisition Specialist)
E-Resources and Website	<ol style="list-style-type: none"> 1. https://ebooks.inflibnet.ac.in/mgmt01/chapter/history-and-environment-of-hrm-challenges-of-hrm-hrm-environment-strategic-hrm/



	<ol style="list-style-type: none"> 2. https://www.hpuniv.ac.in/hpuniv/upload/uploadfiles/files/Strategic%20Human%20Resource%20Management%20MC-311(1).pdf 3. https://www.otaru-uc.ac.jp/~js/downloads/SP2005-PDF/SP2005-Chapter2SHRM.pdf 4. https://symbiosiscollege.edu.in/assets/pdf/TYBCOM/tybcm%20syllabus%20pdf%20files/Strategic%20Human%20Resource%20Management%20Special%20Paper%205.pdf
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Learning Methods	Lecture method using PPT, Blended learning, Gamification, Article discussion.
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Focus of the Course	Entrepreneurial development, Skill development and employability
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SEMESTER I

CORE -III INTERNATIONAL MARKETING MANAGEMENT

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1CB	INTERNATIONAL MARKETING MANAGEMENT	CORE	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> • 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.
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Prerequisite Basic knowledge on marketing concepts and functions

Course Outcomes (COs)

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	understand the process of international marketing and identify the barriers in international marketing.	K2
CO2	emphasise 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 Program Outcomes:

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>International Marketing:</p> <p>International marketing - Definition - National & international marketing - Special features of international marketing - Difficulties & barriers in international marketing- EPRG framework- Future of global marketing.</p> <p>Case study on barriers in international marketing.</p>	12	Text Book, & Article
II	<p>Managing International Marketing:</p> <p>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 competitor orientations.</p> <p>Case study on value chain.</p>	12	Text Book & Article
III	<p>Market Segmentation and International Product Planning:</p> <p>Market segmentation- Basis of market segmentation- International product planning: Need-New product development- Product adaption- Product life cycle - Branding and packaging- Product positioning in different countries.</p> <p>Case study on market segmentation</p>	12	Reference Book & e-Resource
IV	<p>International Pricing and Promotion:</p> <p>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- AIDA model.</p> <p>Case study on promotion mix..</p>	12	Text Book & e-Resource & Article
V	<p>Recent trends in marketing with global perspective:</p> <p>Recent trends in marketing with global perspective- Managing direct and online marketing - The growth and benefits of direct marketing - Major channels for direct marketing - Indirect marketing - Online marketing - Conducting online marketing - Challenges of online marketing.</p> <p>Case study on digital marketing.</p>	12	Text Book & e-Resource
	Total	60	



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

Text Book	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
Reference Books	1.	Natarajan. L, 2019, "International Marketing (Global Marketing) ", Margham Publications, Chennai.
	2.	Philip R.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.

Journal and Magazines	<ol style="list-style-type: none"> 1. World Trade Organization 2014 - Barriers to trade: the case of Kenya, ISBN 978-92-870-3931-6 2. Mega Iskanti Putri, Budi Harsanto, (2016), Value Chain Analysis in Small Business Context, Advances in Economics, Business and Management Research, volume 15, Atlantis Press 3. Roya Amiri, Mansoureh Airhole, (2015), Investigation of the Effectiveness of Advertisement Campaigns (Case Study: Goldiran Company), Journal of Applied Environmental and Biological Sciences, ISSN: 2090-4274, TextRoad Publication
E-Resources and Website	<ol style="list-style-type: none"> 1. Market Segmentation Case Studies - A Detailed Guide (softwaresuggest.com) 2. Case studies.indd (b2binternational.com) 3. New Criteria for Market Segmentation (hbr.org) 4. product life cycle of amul case study (mentormecareers.com) 5. LEGO: The Building Blocks of a Modern-Day Superbrand Digital Marketing Resource Hub (digitalmarketinginstitute.com)

Learning Methods	Lecture method using PPT, Blended learning, Article discussion.
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Focus of the Course	Entrepreneurial development, Skill development, employability and innovation
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SEMESTER I

CORE IV: GLOBAL BUSINESS ENVIRONMENT

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1CC	GLOBAL BUSINESS ENVIRONMENT	CORE	72	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> 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. 	
Prerequisite	Knowledge on the basic concepts of business practices and business environment.	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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 Program Outcomes:					
COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓		✓	✓
CO2		✓		✓	✓
CO3		✓		✓	✓
CO4		✓		✓	✓
CO5		✓		✓	✓



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Introduction to global business environment</p> <p>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.</p> <p>Case study on marketing strategy to enter global business.</p>	14	Text Book, e-Resource & Article
II	<p>Physical and Economic environment</p> <p>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.</p> <p>Case study on rostow's stages of economic growth.</p>	15	Text Book & e-Resource & Article
III	<p>Socio - Cultural environment</p> <p>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- Challenges faced in adopting culture differences- Eastern Vs Western business culture- Social responsibilities of business.</p> <p>Case study on social responsibilities of business</p>	14	Text Book & e-Resource
IV	<p>Political and Legal environment</p> <p>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.</p> <p>Case study on political risk in global business.</p>	15	Text Book & e-Resource



V	Technological environment and fundamentals of environmental protection Technological environment: Phases of technological development in 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.	14	Text Book & e- Resource
Total		72	

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

(Section C: Compulsory question for case studies.)

Text Book	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.
Reference Books	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..

Journal and Magazines	1.	https://online.york.ac.uk/understanding-the-global-business-environment/
	2.	https://blog.oxfordcollegeofmarketing.com/2014/11/04/the-impact-of-micro-and-macro-environment-factors-on-marketing/
	3.	https://link.springer.com/chapter/10.1007/978-4-431-55468-4_3
	4.	https://www.legalserviceindia.com/legal/article-8584-an-international-dispute-settlement.html
	5.	https://www.forbes.com/sites/jeroenkraaijenbrink/2022/05/24/what-is-industry-50-and-how-it-will-radically-change-your-business-strategy/?sh=7c7505b20bd6
E-Resources and Website	1.	https://egyankosh.ac.in/bitstream/123456789/90043/3/Unit-3.pdf
	2.	https://opentext.wsu.edu/cpim/chapter/3-6-describing-culture/
	3.	https://study.com/academy/lesson/video/political-economic-systems-in-global-business.html
	4.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-economic-environment/



	<p>5. https://www.youtube.com/watch?v=-WHBm0IEr_k</p> <p>6. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022343/ET/1504612643M-6-Q-I.pdf</p> <p>7. https://testbook.com/ugc-net-commerce/role-of-business-in-environmental-protection</p>
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Learning Methods	Lecture method using PPT, Blended learning, Gamification, Article discussion.
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Focus of the Course	Entrepreneurial development, Skill development and employability, Social Awareness/ Environment, Constitutional Rights/ Human Values/Ethics.
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SEMESTER I

CORE V: INTERNATIONAL BUSINESS RELATIONS

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1CD	INTERNATIONAL BUSINESS RELATIONS	CORE	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the significance of international treaties and conventions the role of history in international affairs the similarities and differences in political systems and economies.
Prerequisite	Students will have Knowledge on International Business and relationship with its neighbouring countries

Course Outcomes (COs)

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Learn about International Relations and concepts	K2
CO2	Summarize International Politics and Crisis	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 Program Outcomes:

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>International relations:</p> <p>Concept of International relations- Origin and growth of international relations- Element of IRI - Scope of international relations- Foreign policy - Values of foreign policy - Objectives of nation foreign policy - Determinants of foreign policy - Internal factor and external factor.</p> <p>Case study on international relations.</p>	12	Text Book, Reference Book & Article
II	<p>International Politics & International Crisis:</p> <p>International politics - International political disputes- International crisis - Meaning - Somalia crisis - Ethiopia crisis - Afghanistan crisis - Democratic Republic of the Congo crisis - Yemen crisis- Crisis in India's Neighbouring countries.</p> <p>Case study on International crisis management.</p>	12	Text Book & e- Resource & Article
III	<p>International Law:</p> <p>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.</p> <p>Case study on balance of power.</p>	12	Text Book, Reference Book & e- Resource
IV	<p>International Organizations:</p> <p>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.</p> <p>Case study on world trade organization.</p>	12	Text Book, Reference Book & e- Journal
V	<p>Foreign policy of India:</p> <p>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 neighbourhood relations.</p> <p>Case study on India's foreign policy.</p>	12	Text Book & e- Resource
Total		60	



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

(Section C: Compulsory question for case studies.)

Text Book	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”,10 th Edition, Pearson Education Limited, Chennai.
Reference Books	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.

Journal and Magazines	<p>Role of Multilateral Institutions in Managing Regional Conflicts and Crises in Democratic Republic of Congo Journal of International Relations (iprjb.org)</p> <p>Vol. 4 No. 1 (2024)</p> <p>World Trade Organization International Trade Rules & Regulations Britannica</p> <p>Foreign Policy JSTOR</p>
E-Resources and Website	<p>5 Case Studies in International Relations (degruyter.com)</p> <p>Full article: Crisis management performance and the European Union: the case of COVID-19 (tandfonline.com)</p> <p>Balance of power Definition & Examples Britannica</p> <p>WTO Managing the Challenges of WTO Participation: Case Studies - Introduction</p> <p>India’s Foreign Policy (drishtias.com)</p>

Learning Methods	Lecture method using PPT, Blended learning, Article discussion
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Focus of the Course	Entrepreneurial development, Skill development and employability, Constitutional Rights/ Human Values/ Ethics
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SEMESTER I

DSE I - WAREHOUSE AND INVENTORY MANAGEMENT

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1DA	WAREHOUSE AND INVENTORY MANAGEMENT	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the basic concepts and various functions of Warehouse the various types of warehouses and their advantages the technological applications in warehousing and inventory management.
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Prerequisite Basic understating of warehouse operations

Course Outcomes (COs)

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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 Program Outcomes:

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Inbound Logistics: 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 Case study on HR Strategy.	10	Text Book, e- Resource & Article
II	Warehouse Types: 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.	10	Text Book & e- Resource & Article
III	Packaging and Material Handling: 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 - Sustainable packaging. Case Study on Waste management.	08	Text Book & e- Resource
IV	Inventory Management: 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 deliver - Goods issue with outbound delivery/internal consumption- Stock transfer scenarios. Case Study on Stock Transfer Scenarios.	12	Text Book & e- Resource



V	Recent Trends in Warehouse Management: IT for warehouse management: Documentation- Information flows in the warehouse- EDI - ERP- WMS - Barcode - RFID- Technological equipment for warehouse management. Case study on Technological equipment for warehouse management.	08	Text Book & e- Resource
Total		48	

Text Book	1.	Villivalam Ranachari Rangarajan, 2022, "Basics of Warehouse and Inventory Management", India specific edition, Notion Press Media Pvt Ltd, Chennai.
	2.	David J. Piasecki, 2003, "Inventory Accuracy: People, Processes & Technology", 1st edition, Inventory operations consultant, India.
Reference Books	1.	Max Muller, 2019, "Essentials of Inventory Management", 3rd edition, Amacom, Newyork, USA..
	2.	Napolitana M, 2017, "The Time, Space & Cost Guide to Better Warehouse", 2nd edition, Distribution Center Management, New York.
	3.	McKinley A.H, 2016, "Transport Packaging", 3rd edition, Institute of Packaging, New Delhi
	4.	Steven M.Bragg, 2012, "Inventory Best Practices Wiley, Hoboken", 1st edition, John Wiley & Sons, New Jersey, U.S.

Journal and Magazines	<ol style="list-style-type: none"> 1. Stephen, Namulengo. (2022). Warehousing and inventory management. 2. Liu, K.Y. (2022). Warehouse and Inventory Management. In: Supply Chain Analytics. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-92224-5_7. 3. Atnafu, D., Balda, A., & Liu, S. (2018). The impact of inventory management practice on firms' competitiveness and organizational performance: Empirical evidence from micro and small enterprises in Ethiopia. Cogent Business & Management, 5(1). 4. Andiyappillai, Natesan. (2019). Implementing Warehouse Management Systems (WMS) in Logistics: A Case Study. International Journal of Logistics Systems and Management. 2. 12-23. 10.5281/zenodo.2576011. 5. Zhen, L., Li, H. A literature review of smart warehouse operations management. Front. Eng. Management. 9, 31-55 (2022). https://doi.org/10.1007/s42524-021-0178-9
E-Resources and Website	<ol style="list-style-type: none"> 1. How to Balance Consumer Demand, Inventory Management, Company Costs (rfgen.com). 2. packaging And Materials Handling - Fundamentals of Logistics (1library.net). 3. How is Information from ABC-VED-FNS Matrix Analysis Used to Improve Operational Efficiency of Pharmaceuticals Inventory Management? A Cross-Sectional Case Analysis - PMC (nih.gov). 4. Case Study: Cloud Transformation in Warehouse Management by Omneelab WMS Medium.



Learning Methods	Chalk and Lecture method using PPT, Blended learning, Article discussion. Talk/Assignment/Seminar
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Focus of the Course	Entrepreneurial development, Skill development and employability.
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SEMESTER I
DSE I: RETAILING AND FRANCHISING

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1DB	RETAILING AND FRANCHISING	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> • 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. 	
Prerequisite	Knowledge on basics of Retailing and Franchising	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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 Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		✓
CO2		✓	✓	✓	
CO3		✓			
CO4	✓			✓	✓
CO5		✓	✓	✓	✓



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Retailing Introduction to retailing - Global and Indian retail scenario - Types of retail formats (store and non-store) - Multi-channel and omni channel retailing - Retail marketing strategy. Case study on retailing strategy.	9	Text Book, e- Resource & Article
II	Retail Strategy Retail locations - Retail space management- Site selection - Retail merchandising - Retail communication- Planning and procurement- Category management - Private labels/store brands as a strategy tool. Case study on procurement.	10	Text Book & e- Resource
III	Retail Operations Store layout - Design and visual merchandising - Store atmospherics - Customer service- Managing human resources as a key to store management. Case study on customer service.	10	Reference Book & e- Resource & Article
IV	Franchising 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.	10	Text Book & e- Resource
V	Franchise Operations 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.	9	e- Resource
	Total	48	
Note: Case Studies related to the above topics to be discussed. Examined externally. (Section C : Compulsory question for case studies.)			

Text Book	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.



Reference Books	1.	Arif Shelkh and Kaneez Fathima, 2019, "Retail Management", 1st Edition, Himalaya Publishing House, Mumbai, India.
	2.	Arif Shelkh and Kaneez Fathima, 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.

Journal and Magazines	<ol style="list-style-type: none"> 1. Thaichon, P., Phau, I., & Weaven, S. (2022). Moving from multi-channel to Omni-channel retailing: Special issue introduction. <i>Journal of Retailing and Consumer Services</i>, 65, 102311. 2. Ebster, C. (2011). <i>Store design and visual merchandising: Creating store space that encourages buying</i>. Business Expert Press. 3. Brickley, J. A., Dark, F. H., & Weisbach, M. S. (1991). An agency perspective on franchising. <i>Financial Management</i>, 27-35.
E-Resources and Website	<ol style="list-style-type: none"> 1. https://egyankosh.ac.in/handle/123456789/14807 2. https://www.marketing91.com/retail-store-location/ 3. https://www.indeed.com/career-advice/career-development/what-is-retail-operations 4. https://www.investopedia.com/terms/f/franchise.asp 5. https://www.geeksforgeeks.org/franchise-meaning-operations-and-types/

Learning Methods	Lecture method using PPT, Blended learning, Gamification, Article discussion.
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Focus of the Course	Entrepreneurial development, Innovation, Skill development and employability.
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SEMESTER I
DSE I: INDUSTRIAL PSYCHOLOGY

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1DC	INDUSTRIAL PSYCHOLOGY	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand the basic concepts of industrial psychology.</p> <p>the importance of individual and group behavior.</p> <ul style="list-style-type: none"> the need of learning the concept of organizational culture.. 	
Prerequisite	Basic understanding on organizational behavior	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	educate the concept of industrial psychology and individual behavior in industries.	K2
CO2	emphasis the importance of group behavior and motivation in industries	K2
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 Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1			✓		✓
CO2			✓		✓
CO3			✓		✓
CO4		✓	✓		✓
CO5			✓		✓



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Introduction to industrial psychology:</p> <p>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.</p> <p>Case study on factors influencing personality</p>	10	Text Book
II	<p>Work motivation:</p> <p>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.</p> <p>Case study on theories of motivation: Theory X and Y.</p>	10	Text Book
III	<p>Decision making by individuals and group:</p> <p>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.</p> <p>Case study on organizational culture.</p>	08	Text Book & e-Resource & Article
IV	<p>Organizational design and culture:</p> <p>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.</p> <p>Case study on organizational culture.</p>	12	Text Book & e-Resource



V	Conflict management and organizational change: 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..	08	Text Book & e- Resource
Total		48	

Text Book	1.	Prasad. L M, 2019, "Organisational Behaviour", 5th Ed, Sultan Chand & Son, New Delhi.
	2.	Ronald.E.Riggio, 2013, "Introduction to Industrial/Organizational Psychology", 6th Edition, Pearson Publication, New York
Reference Books	1.	UdaiPareek, 2016, "Understanding Organizational Behavior, 6th Ed , Oxford University Press, England.
	2.	Fred Luthans, 2017, " Organizational behavior", 12th Ed , 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 Ed, India Prentice Hall, New Delhi.

Journal and Magazines	1.	https://www.researchgate.net/publication/377223590 Encyclopedia of Organizational Psychology Entry 53 Future of Work and Organizational Psychology FoWOP
	2.	E-Book: https://mu.ac.in/wp-content/uploads/2023/04/TYBA-SEM-VI-Industrial-Psychology-English-Version.pdf
E-Resources and Website	1.	The Society for Industrial and Organizational Psychology: https://www.youtube.com/@SIOPofficial
	2.	Industrial-Organizational Psychology: https://www.businessnewsdaily.com/10162-industrial-organizational-psychology.html
	3.	Organizational Behaviour - Part 1 - 56 NPTEL-NOC IITM https://youtu.be/CRpqsuM36oo?si=Hqj_FHkQcQaR5lKv


Learning Methods	Lecture method using PPT, Case Analysis, Presentations, Group Discussions, Management Games and Mind Mapping.
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Focus of the Course	Entrepreneurial development, Skill development and employability.
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BoS Chairman/HoD
Department of Commerce (IB)
Dr. N. G. P. Arts and Science College,
Coimbatore - 641 048.

	Dr. N.G.P. Arts and Science College	
APPROVED		
BoS- 17 th	AC - 17 th	GE -
03/04/2024	17/04/2024	

