	Dr. N.G.P. ARTS AND SCIENCE COLLEGE (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu & Accredited by NAAC with 'A++' Grade (3 rd Cycle-3.64 CGPA) Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India. Website: www.drngpasc.ac.in Email: info@drngpasc.ac.in. Phone: +91-422-2369100	BoS
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Department of Commerce with International Business

Board of Studies Meeting

The minutes of the 17th meeting of Board of Studies held on 03.04.2024 at 10.00 am at IQAC Board room.

Members Present:

S.No	Name	Category
1.	D Dr.S.Mohanraj Head, Department of Commerce with International Business Dr. N.G.P. Arts and Science College	Chairman
2.	Dr.R.Maharajothi Priya Associate Professor & Head Department of Commerce (International Business) Kongunadu arts and Science College Coimbatore – 641 029.	University Nominee
3.	Dr. F. J. Peter Kumar, Department of Management Studies, Karunya University, Karunya Nagar, Coimbatore, Tamil Nadu 641114	Subject Expert
4.	Dr.N.Bharathi, Department of Commerce, Alagappa Govt. Arts College, Karaikudi – 630 003. Sivanagngai (Dist). TN	Subject Expert
5.	Dr.P.R. Muthuswamy Director-Academics Dr.N.G.P Educational Institutions.	Special Invitee
6.	Dr.Kuppusamy Head, Department of Tamil, Dr. N.G.P. Arts and Science College.	Co-opted Member
7.	Dr.A.Hazel Verbina Head, Department of English, Dr. N.G.P. Arts and Science College.	Co-opted Member
8.	Dr.S.Mohan Head, Department of Management Studies,	IDC Representative

	Dr. N.G.P. Arts and Science College.	
9.	Dr.T.Vasumathi, Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
10.	Dr.N.Chandrakala Associate Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
11.	Ms.S.Priyanka Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
12.	Dr.M.Kowsalya Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
13.	Mr.K.Chandrabose Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
14.	Dr.M.Manjula Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
15.	Dr.V.Saranya Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
16.	Dr.E.Dhanasekar Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member
17.	Mr.R.Ashwin (III B.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College	Student Nominee
18.	Ms. A. Blessita (II M.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College	Student Nominee

The HoD and Chairman of the Department of Commerce with International Business welcomed and introduced all the members and appreciated them for their continuous support, contribution for the development of academic standard and enrichment of the syllabus.

Further Chairman informed the inability of the following members to attend the meeting and requested to grant leave of absence.

1. Mr. Rajagopal Venkatesan- Meritorious Alumni
2. Mr. Dileep Abraham – Industrial Expert

The items of the agenda were taken one by one for discussion and the following resolutions were passed.

Item 17.1: *To review and approve the minutes of the previous meeting held on 16.10.2023*

The chairman of the Board presented the minutes of the previous meeting held on **16.10.2023** and requested the members to approve. After brief discussion the following resolution was passed

Resolution:

Resolved to approve the minutes of the meeting held on 16.10.2023

Item 17.2: *To consider and approve the scheme, regulation and syllabi for I semester to the students admitted for the academic year 2024-2025.*

The chairman presented the detailed scheme, regulation and syllabi for the I semester to the students admitted for the academic year 2024-2025. The details of changes made also presented as follows.

Changes Made:

Course Code	Course Name	Changes & Reason
B.Com. International Business		
24IBU1CP	Core Practical: Spreadsheet Modeling for Business.	Based on the Suggestion of the university nominee Dr. Maharajothi Priya, the below changes were incorporated: <ul style="list-style-type: none"> ➤ Apply OFFSET combined with SUM or AVERAGE for the given data was removed. ➤ Create and perform Hlookup and Vlookup function in the excel sheet was included.
M.Com. International Business		
24IBP1CB	Core: International Marketing Management	➤ Based on the Suggestion of the Subject expert Dr.N.Bharathi, the below changes were

		<p>included.</p> <ul style="list-style-type: none"> ➤ Unit I- EPRG framework ➤ Unit III- Product positioning in different countries was included
24IBP1CC	Core: Global Business Environment	<p>Based on the Suggestion of the subject expert Dr. Peter. F. Kumar the following changes were incorporated:</p> <ul style="list-style-type: none"> ➤ Unit III- Challenges faced in adopting of culture differences was included. ➤ Unit V- Importance of technological up gradation in international business was removed.
24IBP1CD	Core: International Business Relations	<p>To give the picturization of present issues devolving across the world the below changes were incorporated:</p> <ul style="list-style-type: none"> ➤ Unit I- Foreign policy - Values of foreign policy - Objectives of nation foreign policy - Determinants of foreign policy - Internal factor and external factor were shifted from Unit II. ➤ Unit II- International political disputes- International Crisis – Meaning - Somalia Crisis – Ethiopia crisis – Afghanistan Crisis – Democratic Republic of the Congo Crisis – Yemen crisis- Crisis in India’s Neighboring countries were included. Case study on International crisis management.
24IBP1DA	DSE: Warehouse and Inventory management	<p>Based on the Suggestion of the subject expert Dr.N. Bharathi the following content were removed;</p> <ul style="list-style-type: none"> ➤ Unit I- Utility and advantages of warehouses- Problems and issues in receiving processes. ➤ Unit III - Packaging for marketing and visual appeal- Waste management. ➤ Unit V- Futuristic warehousing models and practices .
24IBP1DB	DSE: Retailing and Franchising	<p>To upgrade the syllabus the following changes were included;</p> <ul style="list-style-type: none"> ➤ Unit I-Challenges in retailing ➤ Unit II- Retail space management and retail communication

New Courses Introduced:

Course Code	Course Name	Reason
B.Com. International Business		
24IBU3SA	SEC: Event Management (Sem III)	To nurture the students with an understanding in event management and to improve their employability and entrepreneurial skills.
M.Com. International Business		
24IBP1CA	Core: Strategic Human Resource Management	To infuse an understanding in how to create a strategic framework for hiring, managing and

		developing an employee to support an organization's long-term goals and to learn the various aspects of people management work together to drive the behaviour and climate to meet performance targets.
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Courses Removed:

Course Code	Course Name	Reason
B.Com. International Business		
235IB1A3SP	SEC: Garment Merchandising(Sem III)	Removed in order to accommodate the courses to improve the employability and entrepreneurial skills.
M.Com. International Business		
235IB2A1CA	Core: Human Resource Management (Sem I)	In order to provide the advanced HR concepts this course was removed and Strategic Human Resource Management was introduced.

After discussion the following resolution was passed with the above modifications.

Resolution:

Resolved to approve the scheme, regulation and syllabi for the I semester to the students admitted for the academic year 2024-25.

Item 17.3 : *To consider and approve the changes, if any, in the syllabi for III semester to the students admitted for the academic year 2023-2024.*

The Chairman presented the detailed syllabus for the III semester to the students admitted for the academic year 2023-2024. The details of changes made also presented as follows.

Changes Made:

Course Code	Course Name	Changes & Reason
M.Com. International Business		
235IB2A3CA	Core: Export Import Finance	Based on the recommendation of the subject expert Dr. N.Bharathi the below changes were included; ➤ Unit IV: Buyer's Credit: Meaning- Process- Advantage- Supplier's credit: Meaning- Process flow.
235IB2A3DB	DSE: Travel and Hospitality Services	In order to enhance the syllabus and as per the suggestion from student nominees in BoS the following contents were added; ➤ Unit I: Fusion tourism and Problems and prospects of tourism in India. ➤ Unit II: Trends in tourism marketing and contributed ion tourism sector in GDP. ➤ Unit IV:

		Market segmentation for hotel industry and Significance of hotel in tourism industry .
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New Courses Introduced: NIL

Course Code	Course Name	Reason
-	-	-

Courses Removed: NIL

Course Code	Course Name	Reason
-	-	-

Self- Study Offered

Course Code	Course name	Reason
B.Com International Business		
235IB1ASSA	Principle of Insurance	To create the understanding in the field of insurance and to improve the employability.
235IB1ASSB	World Economic Resources	To enhance the entrepreneurial and employability skill by inducing the students to understand different resources in the world.
M.Com International Business		
235IB2ASSA	Investment Management	In order to explore the various investment avenues and to manage the effectively and efficiently.
235IB2ASSB	Entrepreneurial Development	To ignite the spark of entrepreneurship in the minds of students.

Resolution:

Resolved to approve the syllabi for the III semester to the students admitted for the academic year 2023-24.

Item 17.4 :*To consider and approve the changes, if any, in the syllabi for V semester to the students admitted for the academic year 2022-2023.*

The Chairman presented the detailed syllabus for the V semester to the students admitted for the academic year 2022-2023. The details of changes made also presented as follows.

Changes Made:

Course Code	Course name	Changes & Reason
B.Com. International Business		
225IB1A5CA	Core: International Business Strategy	The following changes were suggested by the

		<p>University Nominee Dr. Maharajothi Priya have been included;</p> <ul style="list-style-type: none"> ➤ Unit III -Mintzberg model- Red ocean strategy–Nadler Tushman congruence model. ➤ Unit IV - Retrenchment and outsourcing.
225IB1A5CB	Core: Banking and Foreign Exchange	<p>The following changes were suggested by the subject experts Dr. Peter. F. Kumar and Dr. N. Bharathi have been carried out;</p> <ul style="list-style-type: none"> ➤ Unit I- Demand Draft –Challan-Banking Ombudsman were included. Banking system in India – Functions of commercial banks –Types of accounts - Types of customers were removed. ➤ Unit II- NEFT ,RTGS ,IMPS,UPI ➤ Unit III- Case study on foreign Exchange Markets. ➤ Unit IV- Case study on Arbitrage Operations. ➤ Unit V- Sources of international finance - Modes of international payments. – Export credit system in India: Reserve bank of India, EXIM bank, Commercial banks, ECGC – Pre shipment credit - Post shipment credit - Line of credit (LOC) – Deferred payment. Case study on selecting the mode of international Payments

New Courses Introduced:

Course Code	Course Name	Reason
B.Com. International Business		
225IB1A5CB	Core: Principles of Auditing	To broaden the understanding and knowledge in Auditing this course was introduced.
225IB1A5SP	SEC: PESTLE Analysis -Non- Lab Practical	In order to understand the environment of different countries and to adopt them for the survival in the market, Non- Lab practical course was introduced to impart the skill.
225IB1A5DA	DSE: International Business Environment	DSE was grouped based on four specializations (Finance, International Business, Marketing, Human Resource Management)as part of choice based credit system. Under International business specialization International Business Environment is provided by IB board.

Courses Removed

Course Code	Course Name	Reason
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Generic Elective Course Offered

Course Code	Course Name	Reason
225IB1A5GP	EXIM Documentation- Non – Lab Practicals (Offered to other Discipline students)	To develop their practical skills in documentation for export import business.

After discussion the resolution was passed to approve the syllabi with the above modifications.

Resolution:

Resolved to approve the syllabi for the V semester to the students admitted for the academic year 2022-23.

Item 17.5: *To consider and approve the Diploma, Certificate, Skill oriented courses to be offered for the academic year 2024-25.*

The Chairman presented the Value Added Course syllabus which will be opted by the students admitted for the academic year 2024-25.

S.No	Course Name
1.	Tally
2.	GST

Resolution:

Resolved to approve the syllabus of Value added certificate courses opted.

Item 17.6: *To approve the panel of examiners for question paper setting , evaluation of answer scripts and conduct of theory and practical examinations to be submitted to CoE for the odd semester of the academic year 2024-2025.*

The Chairman presented the panel of examiners for question paper setting , evaluation of answer scripts and conduct of theory and practical examinations to be submitted to CoE for the odd semester of the academic year 2024-2025.

Resolution:

Resolved to approve the panel of examiners for question paper setting, evaluation of answer scripts and conduct of theory and practical examinations to be submitted to CoE for the odd semester of the academic year 2024-2025.

Item 17.7 : *To consider and approve any other item brought forward by the Chairman and the members of the board.*

The Chairman discussed the suggestions provided by the stake holders which includes Parents, Faculty members, Alumni, Industrial experts and students were brought forward by the Chairman includes;

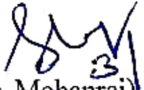
- Organizing Entrepreneurial conclave.
- Organizing workshop on EXIM documentation.
- Port and Industrial visits for practical exposure.

Resolution:

Resolved to approve the suggestions provided by the stake holders and to implement the same in the academic year 2024-25.

Finally the Chairman thanked all the members for their cooperation and contribution in enriching the syllabus with active participation in the meeting and sought the same spirit in the future also. The meeting was closed with formal vote of thanks proposed by the Department CDC member.

Date: 03.04.2024


(Dr. Mohanraj)
(BoS- Chairman)

B.Com. IB- 2024-25**Syllabus Revision- Practical****Faculty: Commerce****Board: Commerce with International Business****Semester: I****Course Code/ Name: 24IBU1CP - Spreadsheet Modeling for Business**

S. No.	EXISTING	CHANGES
1	Enter the data and Perform the following functions : Change font as bold , Arrange the alignment, Rename the sheet ,Insert a new sheet, Move a sheet, Delete a sheet ,Hide/Unhide Column , Change Column Width.	-
2	Understand how to protect the data, password for workbook, unblocking Cells and prepare Date and Time functions	-
3	Create a student database and Perform the following Functions: Use cut, copy, paste, use cell widening, use format painter, use font, colour, borders, use wrap text, Use merge cells, Use Numbers, date and currency as format	-
4	Use ranges and selecting ranges ,ranged data entry, naming ranges, moving to a named range, using named ranges in formulas	-
5	Create charts and apply chart layouts and styles, Move charts to a chart sheet	-
6	Apply Conditional formatting and finding cells with conditional formatting and clearing conditional formatting	-
7	Enter the semester marks and calculate total auto-sum and average, Perform calculations by using MIN and MAX and IF function and COUNTIF function	-
8	Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, custom auto filter, Outlining Data	-
9	Use IF combined with AND / OR function for the given data	-
10	Use LEN and TRIM to organize and manipulate large amounts of data	-
11	Apply OFFSET combined with SUM or AVERAGE for the given data	Create and perform Hlookup and Vlookup function in the excel sheet.
12	Create 3D formulas ,3D formula syntax and creating 3D range references	-

PERCENTAGE OF SYLLABUS REVISED : 19 %**Course Focuses on:**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

B.Com. IB- 2022-23**Syllabus Revision****Faculty: Commerce****Board: Commerce with International Business****Semester: IV****Course Code/ Name: 225IB1A5CA- International Business Strategy**

S.No.	EXISTING	CHANGES
1	Importance – Challenges –Theories: Mercantilism – Absolute advantage – Comparative advantage – Heckscherohlin – Country similarity – Product life cycle– Global strategic rivalry – Porter’s national competitive advantage. The rise of the multinationals - Impact of globalization – Multinational enterprises – Triad and international business	-
2	Environment adjustment needs – Vital importance of continuous monitoring – Internal environment: Factor influencing internal environment. External environment: Economic environment – Social and cultural environment – Political and legal environment – Technological environment – Demographic environment – Natural environment.	
3	Strategic planning models: Porters five forces model –Strategy map – 7's model- SWOT analysis – Gap planning – Blue ocean strategy – BCG matrix.	Mintzberg model – Red ocean strategy– Nadler Tushman congruence model. Case Study on BCG Matrix
4	Strategic alliances: Licensing – Franchising - Turnkey project - Merger – Acquisitions – Joint venture – Contract Manufacturing – Greenfield Strategy– Management contracts – Foreign direct investment (FDI) – Foreign institutional investor (FII).	Retrenchment – Outsourcing. Case Study on Franchising
5	Concept of strategic choice – Choice process – Factors influencing the choice of strategy – Strategic plan. Strategy implementation : Structural implementation – Behavioural implementation - Functional implementation – Issues in strategic Implementation.	Case Study on Strategy implementation

PERCENTAGE OF SYLLABUS REVISED : 18 %**Course Focus 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

B.Com. IB- 2022-23
Syllabus Revision- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: IV

Course Code/ Name: 225IB1A5CB- Banking and Foreign Exchange

S.No.	EXISTING	CHANGES
1	Meaning of banking - definition of banking - Banker and customer - Features of banking – Classification of banks - Banking system in India – Functions of commercial banks – Types of accounts - Types of customers.	Demand Draft –Challan- Banking Ombudsman.
2	Definition of cheque - Essentials of cheque - types of cheque – Crossing and types of crossing – Endorsements and its effects - Essentials of endorsement – Types of endorsement.	NEFT ,RTGS ,IMPS,UPI
3	Credit card: Meaning and definition – Operation of credit card - Advantages and disadvantages of credit card – Factoring – Functions of factoring – ATM – Phone banking - E-banking.	Case study on foreign Exchange Markets
4	Introduction of foreign trade & foreign exchange – Exchange control – Objectives – Methods – Foreign Exchange Management Act (FEMA) – Administration of foreign exchange – Functions of foreign exchange department - Foreign currency accounts.	Case study on Arbitrage Operations
5	Foreign exchange market – Functions – Exchange rates – Exchange quotations – spot and forward transactions – Society for Worldwide Interbank Financial - Telecommunication (SWIFT) – Clearing House Interbank Payments System (CHIPS) – Clearing House Automated Payment System (CHAPS) – FEDWIRE.	Sources of international finance - Modes of international payments. – Export credit system in India: Reserve bank of India, EXIM bank, Commercial banks, ECGC – Pre shipment credit - Post shipment credit - Line of credit (LOC) – Deferred payment. Case study on selecting the mode of international Payments

PERCENTAGE OF SYLLABUS REVISED : 51 %

Course Focus 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

Syllabus Revision- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: V

Course Code/ Name: 225IB1A5CC– Principles of Auditing

S.No.	SYLLABUS CONTENT
1	Definition – General objectives of auditing – Advantages and limitations of auditing – Auditing and investigation – Investigation process- Qualification of an auditor – Auditors v/s Errors and frauds - Various types of audit: Continuous audit – Final audit – Interim audit – Special audit- Balance Sheet audit – Merits and demerits.
2	Audit procedure – Planning of audit – Audit programme – Audit note book -Audit working papers – Internal control – Internal check – Internal check as regards cash, wages, sales etc., – Role of internal and external auditor.
3	Accounting standards: Concept- Benefits and limitation- Applicability of accounting standards to companies- Applicability of accounting standards to Non- corporate entities. Vouching – Vouching of cash transactions – Trading transactions – Impersonal Ledger. Case Study on Applicability of accounting standards to companies
4	Verification: Definition- Objectives- significance. Valuation: Definition- Objective- Difference between valuation and verification of assets and liabilities- Methods Provisions relating to valuation and verification of assets and liabilities – Auditors position – Auditors duty regarding Reserves and Provisions. Case Study on Auditors position
5	Company audit as per Companies Act 2013 – Audit of share capital and share transfer-Appointment and removal of auditors – Rights and duties of company auditors – Liabilities – Audit rotation - Audit report - Recent trends in auditing. Case Study on Recent trends in auditing

PERCENTAGE OF SYLLABUS REVISED : 100 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Syllabus Revision- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: V

Course Code/ Name: 225IB1A5SP– PESTEL Analysis- Non- Lab Practicals

S.No.	SYLLABUS CONTENT
1	Select a Country: Selection of a country for PESTEL analysis along with the justification for selection.
2	Consider the physical endowment : Understand the physical topography, climate, Infrastructure of the selected country
3	Evaluate the political factors: Assess the political factors affecting the business, including political system, government policies, nature and ideology of the government, taxes and tariffs.
4	Analyse the economic factors: Evaluate the economic factors, including inflation rates, interest rates, and economic growth, GDP, GNP, Per capita Income, Balance of payment that affect the business and its customers.
5	Evaluate the sociocultural factors: Examine the sociocultural factors that can influence the business. It includes demographic changes, cultural norms, Religion, Beliefs, lifestyle trends, taste and preference and consumer behaviour.
6	Assess the technological factors: Evaluate the technological advancements that can affect the business. It includes innovations, automation, and the use of social media.
7	Consider the environmental factors: Examine environmental factors such as climate change, natural disasters, pollution and environmental concerns in the selected country.
8	Evaluate the legal factors: Assess legal factors such as regulations, compliance, litigation, intellectual property rights, TRIPS and TRIM
9	Assess the International relationship: Membership in regional grouping, relationship with the Neighboring countries, Alien enemies and important treaties.
10	Assess the relationship with India: Goods exported to India, Imported from India and Agreements with India.
11	Perform SWOC Analysis: Analyse the strength, Weakness, Opportunities and Challenges pertaining to the Business in selected country.
12	Case Learning, Analysis and Writing (CLAW): Select a company/product and perform CLAW on its entry strategy in the selected country by considering the PESTEL factors.

PERCENTAGE OF SYLLABUS REVISED : 100 %

Course Focuses on

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovation
<input checked="" type="checkbox"/>	Intellectual Property Right (IPR)	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/Ethics

Syllabus Revision- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: V

Course Code/ Name: 225IB1A5DA– International Business Environment

S.No.	SYLLABUS CONTENT
1	Evolution of international business - Nature of international business - Need & Importance of international business - Stages of internationalization - Strategy to enter global market- Approaches to international business - Tariff and non-tariff and barriers.
2	Meaning- Need and importance of understanding business environment- Levels of the business environment - Environmental context of international business-Framework for analyzing international business environment: Micro and Macro environment. Case study on understanding micro and macro environment
3	Introduction of physical environment - Significance – Topography – Climate – Infrastructure – Transportation - Energy – communication-Urbanization. Environmental protection: Fundamentals of environmental protection – Environmental problems - Environmental policy: Basic approach – Regulation– Distributive effects.
4	Economic environment- Economic factors influencing international business- Types of economic system- World economic institutions – Cultural environment – Importance of cultural environment in business decisions- Elements of socio – cultural environment- Eastern Vs Western business culture- Social responsibilities of business. Case study on impact of culture in global business
5	Political environment: Types of political system- Political risks in global business- Legal environment: Bases for legal system – Sources of international law- International Legal disputes- International dispute resolution – Technological environment: Phases of technological development in business- Recent technological development in business sectors. Case study on political risk in global business

PERCENTAGE OF SYLLABUS REVISED : 100 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Syllabus Revision- Generic Elective- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: V

Course Code/ Name: 225IB1A5GP– EXIM Documentation- Non- Lab Practicals

S.No.	SYLLABUS CONTENT
1	EXPORT & IMPORT LICENSING PROCEDURE & FORMALITIES <ol style="list-style-type: none">1. IEC – Application procedures2. RCMC – Application procedures
2	DOCUMENTS RELATED TO GOODS <ol style="list-style-type: none">1. Commercial Invoice2. Packing List3. Certificate of Origin4. GSP / REX Certificate5. Health Certificate6. Phytosanitary Certificate7. Fumigation Certificate
3	DOCUMENTS RELATED TO TRANSPORT <ol style="list-style-type: none">1. Bill of Lading2. Airway Bill3. Shipping Bill4. Marine Insurance Policy5. Bill of Entry
4	DOCUMENTS RELATED TO PAYMENT <ol style="list-style-type: none">1. Letter of Credit2. Bill of Exchange3. Bank Certificate of Payment4. FIRC – Foreign Inward Remittance Certificate5. BRC – Bank Realization Certificate
5	DOCUMENTS RELATED TO INSPECTION <ol style="list-style-type: none">1. Certificate of Inspection DOCUMENTS RELATED TO EXCHANGE CONTROL <ol style="list-style-type: none">1. Guaranteed Remittance (GR) Form2. SDF – Self Declaration Form

PERCENTAGE OF SYLLABUS REVISED : 100 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Syllabus Revision- New Course

Faculty: Commerce

Board: Commerce with International Business

Semester: I

Course Code/ Name: 24IBP1CA – Strategic Human Resource Management

S.No.	SYLLABUS CONTENT
1	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. Case study on HR Strategy
2	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. Case study on Managing workforce diversity
3	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 Case study on talent management
4	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 Case study on HR outsourcing
5	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

PERCENTAGE OF SYLLABUS REVISED : 100%

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	Constitutional Rights/ Human Values/Ethics

Faculty: Commerce

Board: Commerce with International Business

Semester: I

Course Code/ Name: 24IBP1CB – International Marketing Management

S.No.	EXISTING	CHANGES
1	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.	EPRG framework.
2	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.	competitor orientation
3	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.	Product positioning in different countries.
4	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.	-
5	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	-

PERCENTAGE OF SYLLABUS REVISED : 7 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty: Commerce

Board: Commerce with International Business

Semester: I

Course Code/ Name: 24IBP1CC – Global Business Environment

S.No.	EXISTING	CHANGES
1	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	-
2	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	-
3	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	Challenges faced in adopting of culture differences
4	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	-
5	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	-

PERCENTAGE OF SYLLABUS REVISED : 5 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty: Commerce

Board: Commerce with International Business

Semester: I

Course Code/ Name: 24IBP1CD – International Business Relations

S.No.	EXISTING	CHANGES
1	Concept of International relations- Origin and growth of international relations- Element of IRI - Scope of international relations. Case study on international relations	-
2	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	International political disputes- International Crisis – Meaning - Somalia Crisis – Ethiopia crisis – Afghanistan Crisis – Democratic Republic of the Congo Crisis – Yemen crisis- Crisis in India’s Neighboring countries. Case study on International crisis management.
3	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	-
4	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.	-
5	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	-

PERCENTAGE OF SYLLABUS REVISED : 14 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty: Commerce**Board: Commerce with International Business****Semester: I****Course Code/ Name: 24IBP1DA – Warehouse and Inventory Management**

S.No.	EXISTING	CHANGES
1	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.	-
2	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.	--
3	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.	-
4	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.	-
5	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.	-

PERCENTAGE OF SYLLABUS REVISED : 9%**Course Focuses on**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Faculty: Commerce

Board: Commerce with International Business

Semester: I

Course Code/ Name: 24IBP1DB – Retailing and Franchising

S.No.	EXISTING	CHANGES
1	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.	Challenges in retailing.
2	Retail locations –Site selection - Retail merchandising - Planning and procurement- Category management - Private labels/store brands as a strategy tool. Case study on procurement.	Retail space management- Retail communication.
3	Store layout - Design and visual merchandising - Store atmospherics - Customer service- Managing human resources as a key to store management. Case study on customer service.	
4	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.	-
5	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.	-

PERCENTAGE OF SYLLABUS REVISED : 6 %

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovation
<input type="checkbox"/> Intellectual Property Right (IPR)	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/Ethics

Syllabus Revision

Faculty: Commerce

Board: Commerce with International Business

Semester: III

Course Code/ Name: 235IB2A3CA- Export- Import Finance

S.No.	EXISTING	CHANGES
1	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	
2	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	
3	Introduction of 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.	
4	Long term finance - Deferred payments for export and import - Categories of deferred payments - Application procedures for long term finance- Approval bodies- Conditions for approving. Case Study on deferred payment.	Buyer's credit: Process and Advantage- Suppliers credit: Meaning- Process flow
5	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.	

PERCENTAGE OF SYLLABUS REVISED : 6 %

Course Focus 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

Faculty: Commerce

Board: Commerce with International Business

Semester: III

Course Code/ Name: 235IB2A3DB – Travel and Hospitality Services

S.No.	EXISTING	CHANGES
1	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. Case Study on Tourism in India.	Fusion tourism- Problems and prospects of tourism in India.
2	India – A tourist destination- Tourism marketing: Concept – Users of tourism services – Product planning and development – Market segmentation for tourism – Marketing information system for tourism. Case Study on Tourism marketing.	Trends in tourism marketing - Contribution tourism sector in GDP
3	Marketing mix for tourism –Product mix – Promotion mix – Price mix – Place mix – Tourism marketing in Indian perspective. Case Study on Marketing Mix for tourism.	
4	Hospitality services: Hotels – Classification of hotels by physical characteristics – Classification of hotels by price level. Case Study on Hospitality services in Tourism Sector.	Market segmentation for hotel industry-Significance of hotel in tourism industry.
5	Behavioural 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.	

PERCENTAGE OF SYLLABUS REVISED : 21%

Course Focus 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



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BoS

17th

ATTENDENCE OF THE SEVENTEENTH BOARD OF STUDIES MEETING

Faculty : Commerce

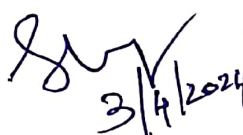
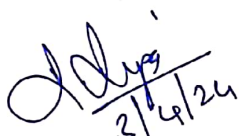
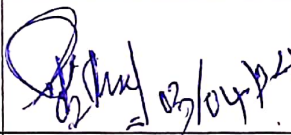
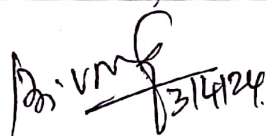
Date : 03.04.2024

Venue : IQAC Board Room

Board : International Business

Time : 10:00 A.M.

The following members were presented for board of studies meeting

S.No	Name	Designation	Signature
1.	Dr.S.Mohanraj Head, Department of commerce with International Business Dr. N.G.P. Arts and Science College (Autonomous).	Chairman	 3/4/2024
2.	Dr.R.Maharajothi Priya Associate Professor & Head Department of Commerce (International Business) Kongunadu arts and Science College Coimbatore – 641 029.	VC nominee	 3/4/24
3.	Dr. F. J. Peter Kumar, Department of Management Studies, Karunya University, Karunya Nagar, Coimbatore, Tamil Nadu 641114	Subject Expert	 3/4/24
4.	Dr.N.Bharathi, Department of Commerce, Alagappa Govt. Arts College, Karaikudi – 630 003. Sivanagngai (Dist). TN	Subject Expert	 3/4/24
5.	Dileep Abraham, Chief Operating Officer, Inter global Logisolutions Ltd., Coimbatore-641045	Industrial Expert	Absent
6.	Mr.Rajagopal Venkatesan, Country Head, Skanda Freight Services Private Limited, Coimbatore – 641043	Alumni	Absent



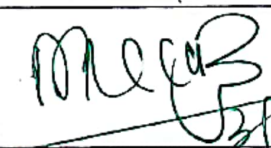


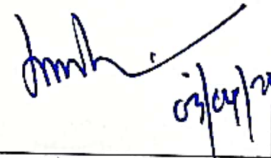
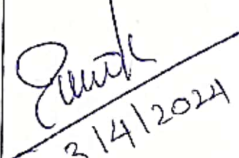



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7.	Dr.P.R. Muthuswamy Director-Academics Dr.N.G.P Educational Institutions.	Special Invitee	 3/4/24
8.	Dr.Kuppuchamy Head, Department of Tamil, Dr. N.G.P. Arts and Science College (Autonomous).	Co-opted Member	 3/4/24
9.	Dr.A. Hazel Verbina, Professor & HoD (i/c) Department of English, Dr. N.G.P. Arts and Science College (Autonomous).	Co-opted Member	 3/4/2024
10.	Dr.S.Mohan Head, Department of Management studies, Dr. N.G.P. Arts and Science College (Autonomous).	IDC Representative	 03/04/24
11.	Dr.T.Vasumathi, Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 3/4/2024
12.	Dr.N.Chandrakala Associate Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	 3/4/24





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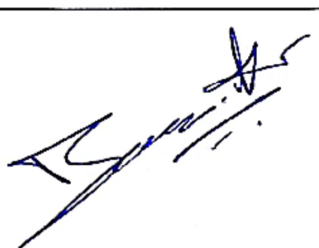


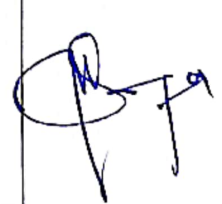

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13.	Ms.S.Priyanka Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
14.	Mr.K.Chandrabose Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
15.	Dr.M.Kowsalya Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
16.	Dr.M.Manjula Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
17.	Dr.V.Saranya Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	
18.	Dr.E.Dhanasekar Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous).	Member	





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19.	Mr.R.Ashwin (III B.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore – 48.	Student Nominee	
20.	Ms.A.Blessita (II M.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore – 48.	Student Nominee	

Date: 03.04.2024



Dr.S.Mohanraj

Chairman- Board of Studies

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



Dr.NGPASC
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