	<b>Dr. N.G.P. ARTS AND SCIENCE COLLEGE</b> (An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by Government of Tamil Nadu & Accredited by NAAC with 'A++' Grade (3 <sup>rd</sup> 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
		21 <sup>st</sup>

### Department of Commerce International Business

#### Board of Studies Meeting

The minutes of the 21<sup>st</sup> meeting of Board of Studies held on **02.04.2026** at 10.00am.

#### Members Present:

S.No	Name	Category
1.	Dr.S.Mohanraj Head, Department of Commerce International Business Dr. N.G.P. Arts and Science College	Chairman
2.	Dr. T.C. Brindha Associate Professor Department of International Business Dr. G.R. Damodaran College of Science, Coimbatore.	VC nominee
3.	Dr. S.B. Senthil Kumar Director - School of Maritime Management, Coimbatore Marine College, Coimbatore -641032.	Subject Expert
4.	Dr. N.C. Vijayakumar Associate Professor - Operations Alliance School of Business Alliance University Bengaluru.	Subject Expert
5.	Mr. R. Rajeshkumar President - Customs Broker and Shipping Agents Association, Coimbatore Global Shipping Services Coimbatore.	Industrial Expert
6.	Mr.C. Manoharan Operations Manager - Supply Chain Marks and Spencer India Pvt Ltd Bangalore	Alumni Expert
7.	Dr.P.R. Muthuswamy Director-Academics Dr.N.G.P Educational Institutions.	Special Invitee
8.	Dr.Kuppuchamy Head, Department of Tamil, Dr. N.G.P. Arts and Science College.	Co-opted Member
9.	Dr.A.Hazel Verbina Head, Department of English, Dr. N.G.P. Arts and Science College.	Co-opted Member

10.	Dr.V.Prem Sudha Head, Department of Computer Science with Data Analytics, Dr. N.G.P. Arts and Science College.	IDC Representative
11.	Dr. R. Sowrirajan Assistant Professor and Head Department of Mathematics, Dr. N.G.P. Arts and Science College.	IDC Representative
12.	Dr.S.Mohan Head, Department of Management Studies Dr. N.G.P. Arts and Science College.	IDC Representative
13.	Dr.D.Parasakthi Head, Department of Commerce Dr. N.G.P. Arts and Science College	IDC Representative
14.	Dr.T.Vasumathi, Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
15.	Dr.Rekha Priyadharshini Associate Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
16.	Dr.S.Priyanka Assistant Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
17.	Dr.M.Kowsalya Assistant Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
18.	Mr.K.Chandrabose Assistant Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
19.	Dr.T.Sumathi Assistant Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
20.	Dr.V.Saranya Associate Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
21.	Mr.K.Ponnumani Assistant Professor, Department of Commerce International Business, Dr. N.G.P. Arts and Science	Member
22.	Mr.S.M.Kiruthik Raja (III.B.Com.IB) Department of Commerce International Business, Dr. N.G.P. Arts and Science College.	Student Nominee
23.	Ms.S.Pragathi (II M.Com.IB) Department of Commerce International Business, Dr. N.G.P. Arts and Science College.	Student Nominee

The HoD/Chairman of the Board of Studies, Department of Commerce International Business welcomed the board members and the internal members. The Chairman requested for the continuous support in development of academic standard and enrichment of the syllabus.

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

**Item 21.1:** *To review and approve the minutes of the 20<sup>th</sup> BoS meeting held on 10.11.2025*

The chairman of the Board presented the minutes of the 20<sup>th</sup> BoS meeting held on 10.11.2025 and requested the members to approve. After brief discussion the following resolution was passed

**Resolution:**

**Resolved to approve the minutes of the 20<sup>th</sup> BoS Meeting held on 10.11.2025.**

**Item 21.2:** *To consider and approve the scheme and syllabi for I semester to the students admitted for both B.Com.IB and M.Com.IB in the academic year 2026-27.*

The chairman presented the detailed syllabi for I semester to the students admitted for the academic year 2026-27.

**Changes Made:**

Course Code	Course Name	Changes & Reason
<b>M.Com. International Business</b>		
26IBP1CB	<b>Core: International Marketing Management</b>	Based on the recommendations of Mr. Rajesh Kumar, Industrial Expert, the following content has been incorporated to integrate an international perspective and promote sustainable practices. <ul style="list-style-type: none"> <li>• Unit IV: International Promotion Strategies.</li> <li>• Unit V: Green marketing – Evolution and Challenges of green marketing – Global companies adopting Green marketing strategies.</li> </ul>
26IBP1CD	<b>Core: International Business Relations</b>	Based on the suggestions of Mr. Rajesh Kumar, Industrial Expert, the following contents were incorporated to update the regional groupings and evolution. <ul style="list-style-type: none"> <li>• Unit IV : NAFTA as USMCA and G7.</li> <li>• Unit V : Evolution of India's foreign policy</li> </ul>
26IBP1DA	<b>Warehouse and Inventory Management</b>	Based on the recommendation of the Subject Expert Dr.N.C.Vijayakumar the following content was included <ul style="list-style-type: none"> <li>• Unit IV: Stochastic inventory management to learn about managing inventory during uncertainties,</li> </ul>

### New Courses Introduced:

Course Code	Course Name	Reason
<b>M.Com. International Business</b>		
26IBP1CA	Strategic Fit Analysis	To give practical exposure to the students on industrial practices

After the discussion, the resolution was passed to approve the syllabi.

### Resolution:

Resolved to approve the syllabi for the I semester to the students admitted for both B.Com.IB and M.Com.IB in the academic year 2026-27.

**Item 21.3 :** To consider and approve the changes, if any, in the syllabi for III semester to the students for both B.Com.IB and M.Com.IB admitted in the academic year 2025-26.

The Chairman presented the detailed syllabi for the III semester to the students admitted for the academic year 2025-26. The details of the changes made are also presented as follows.

### Changes Made:

Course Code	Course Name	Changes & Reason
<b>M.Com. International Business</b>		
25IBP3CA	Core: Export-Import Finance	Based on the recommendation of the Subject Expert Dr.S.B.SenthilKumar the below content was included: <ul style="list-style-type: none"> <li>Unit V: RBI SWAP facility to know about the RBI in managing liquidity.</li> </ul>
25IBP3CB	Core: Foreign Exchange Management	Base on the Suggestion made by the Subject Expert Dr.N.C.Vijayakumar, the below content was included to implement recent technological updation in Forex <ul style="list-style-type: none"> <li>Unit VI: Blockchain and AI in Forex operations.</li> </ul>
25IBP3CC	Core: Executive Communication and EXIM Correspondence	Base on the Suggestion made by the VC nominee and Subject Expert Dr.T.C. Brindha the below contents were included to practice effective EXIM correspondence. <ul style="list-style-type: none"> <li>Unit III: E- mail etiquette.</li> <li>Unit V: Drafting Purchase Order-Logistics Service Contract – Shipping Advice-Letters/Mail relating to L/C-Opening L/C -e-BRC- FIRC- Bill of Exchange – Realisation of Export Incentives.</li> </ul>
25IBP3DA	DSE : Legal Aspects of Shipping	Industrial Expert Mr. Rajesh Kumar suggested incorporating international laws related to international trade and environmental protection, and the following content were included: <ul style="list-style-type: none"> <li>Unit I – International dispute resolution mechanisms (UNCITRAL Model Law). – As it is essential in dispute resolution during International trade</li> <li>Unit II – Environmental laws – IMO guidelines. – To gain awareness during the handling of cargo and the insurance claim procedures.</li> </ul>

<b>B.Com. International Business</b>		
<b>24IBU3SA</b>	<b>SEC: Event Management</b>	Base on the Suggestion made by the VC nominee and Subject Expert Dr.T.C. Brindha the below content was introduced. <ul style="list-style-type: none"> <li>Unit II: Anchoring etiquette.</li> </ul>

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

**Resolution:**

**Resolved to approve the syllabi for the III semester to the students admitted in B.Com IB. and M.Com. IB for the academic year 2025-26.**

**Item 21.4 :** *To consider and approve the changes, if any, in the syllabi for V semester to the students of B.Com.IB admitted in the academic year 2024-25.*

The Chairman presented the detailed syllabi for the V semester to the students admitted for the academic year 2024-25. The details of changes made also presented as follows.

**Changes made:**

Course Code	Course Name	Changes & Reason
<b>B.Com. International Business</b>		
<b>24IBU5CA</b>	<b>International Business Strategy</b>	Based on the recommendation of the Alumni Expert Mr.Manoharan.C the following concepts were included to incorporate sustainable strategic decision making : <ul style="list-style-type: none"> <li>Unit V : Stability strategy – Sustainability driven decision</li> </ul>
<b>24IBU5CB</b>	<b>Banking and Foreign Exchange</b>	Base on the Suggestion made by the VC nominee and Subject Expert Dr.T.C. Brindha the below content was updated as per the amendment. <ul style="list-style-type: none"> <li>Unit I : RBI Integrated Ombudsman scheme</li> </ul>

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

**Resolution:**

**Resolved to approve the syllabi for the III semester to the students admitted for the academic year 2025-26.**

**Item 21.5 :** *To consider and approve the syllabi of self-study course for III Semester to the students admitted for the academic year 2025-26.*

The chairman presented the detailed syllabi of self-study course for III Semester to the students admitted for the academic year 2025-26.

S.No	Programme Course	Course Code	Course Name
1.	B.Com IB	25IBUSSA	Principles of Insurance
		25IBUSSB	World Economic Resources
2.	M.Com IB	25IBPSSA	Investment Management
		25IBPSSB	Entrepreneurial Development

After discussion the resolution was passed to approve the syllabus and accepted to adopt it in the III semester to the students admitted for the academic year 2025-2026.

**Resolution: Resolved to approve the syllabus and accepted to adopt it in the III semester to the students admitted for the academic year 2025-26**

**Item 21.6:** *To consider and approve the Domain Specific Skill course to be offered for the students B.Com.IB and M.Com.IB to be admitted during the academic year 2025-26 onwards.*

The Chairman presented the details of Domain Specific Skill Course to be offered

S.No	Course Name
1.	Logistics Skill Course
2	Finance and Taxation

After the discussion the resolution was passed to approve the Logistics Skill Course to be offered for the students of B.Com.IB and M.Com.IB admitted from the academic year 2025-26 and onwards, Finance and Taxation course to be offered for the students admitted for B.Com.IB during the academic year 2026-27.

**Resolution:**  
**Resolved to approve the Domain Specific skill courses.**

**Item 21.7:** *To consider and approve courses offered by NPTEL courses equivalent to the courses offered in our curriculum.*

S.No	Equivalent NPTEL Course	Credits
1.	Research Methodology	2
2.	Fundamentals of Statistics & Research Methodology for Management & Social Sciences	3

The Board discussed the courses to be offered by NPTEL Courses equivalent to the Research Methodology Course offered for the students of B.Com.IB in the fifth semester.

**Resolution :**

**Resolved to approve the courses that are offered by NPTEL in the curriculum.**

**Item 21.8:** *To consider and approve the Diploma course to be offered for the academic year 2026-27.*

The Chairman presented the detailed syllabus to the students admitted for the academic year 2026-27

S.No	Course Name	Category
1.	Diploma in Logistics Management	Diploma

**Resolution:** Resolved to approve the syllabus of the Diploma course.

**Item 21.9:** *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 2026-27.*

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 2026-27.

**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 2026-27.**

**Item 20.10:** *To consider and approve any other item brought forward by the Chairman and the member of the board.*

The Chairman discussed the suggestions provided by the stakeholders, which include Parents, Faculty members, Alumni, Industrial experts and students. These suggestions were brought forward by the Chairman including;

- Field visits for practical exposure.
- MoU with the customs brokers and shipping agents Association for Internships, placements and research support.
- MoU with Coimbatore Marine College for Student and Faculty Exchange.
- International MoU with Shinawatra University- Thailand for research Collaborations, Student and Faculty Exchange.
- International MoU with National University of Laos - for research Collaborations, Student and Faculty Exchange.
- Case Study Analysis Competition and Conclave – BIZ Spark
- Maritime Day – Rudder
- Sector Analysis-Big Bull

**Resolution:**

Resolved to approve the suggestions provided by the stake holders and to implement the same in the academic year 2026-27.

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 a formal vote of thanks proposed by the Department CDC member.

Date : 02.04.2026

  
(Dr. S. Mohanraj)  
(BoS- Chairman)

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



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

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Website: www.drngpasc.ac.in | Email: info@drngpasc.ac.in. | Phone: +91-422-2369100

BoS

21<sup>st</sup>

## Attendance of the Twenty First Board of studies meeting




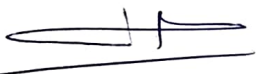
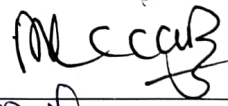
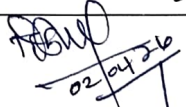
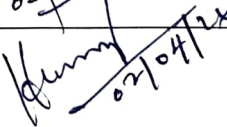



Faculty: Commerce

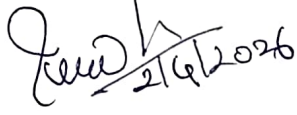

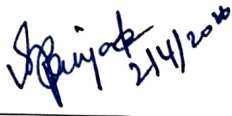

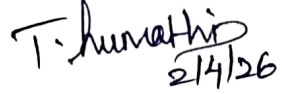
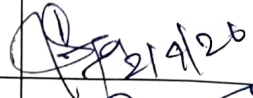



Board : International Business

Date : 02.04.2026


Time : 10.00. Am

Venue : 515- D1 Block

S.No	Name	Category	Signature
1.	Dr.S.Mohanraj Head, Department of Commerce with International Business Dr. N.G.P. Arts and Science College	Chairman	 2/4/26
2.	Dr. T.C. Brindha Associate Professor Department of International Business Dr. G.R. Damodaran College of Science, Coimbatore.	VC nominee	Present Online
3.	Dr. S.B. Senthil Kumar Director - School of Maritime Management, Coimbatore Marine College, Coimbatore -641032.	Subject Expert	
4.	Dr. N.C. Vijayakumar Associate Professor - Operations, Alliance School of Business, Alliance University Bengaluru.	Subject Expert	
5.	Mr. R. Rajeshkumar President - Customs Broker and Shipping Agents Association, Coimbatore Global Shipping Services Coimbatore.	Industrial Expert	
6.	Mr.C. Manoharan Operations Manager - Supply Chain Marks and Spencer India Pvt Ltd Bangalore	Alumni	Present ONLINE
7.	Dr.P.R. Muthuswamy Director-Academics Dr.N.G.P Educational Institutions.	Special Invitee	
8.	Dr.Kuppuchamy Head, Department of Tamil, Dr. N.G.P. Arts and Science College.	Co-opted Member	 02/04/26
9.	Dr.A.Hazel Verbina Head, Department of English, Dr. N.G.P. Arts and Science College.	Co-opted Member	 02/04/26
10.	Dr.V.Prem Sudha Head, Department of Computer Science, Dr. N.G.P. Arts and Science College. (CDA)	IDC Representative	 2/4/26
11.	Dr. R. Sowrirajan Assistant Professor and Head Department of Mathematics, Dr. N.G.P. Arts and Science College.	IDC Representative	 2/4/26
12.	Dr.S.Mohan Head, Department of Management Studies Dr. N.G.P. Arts and Science College.	IDC Representative	 02/04/26

13.	Dr.D.Parasakthi Head, Department of Commerce Dr. N.G.P. Arts and Science College (Autonomous).	IDC Representative	ABSENT.
14.	Dr.T.Vasumathi, Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/2026
15.	Dr.Rekha Priyadarshini Associate Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/2026
16.	Dr.S.Priyanka Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/2026
17.	Dr.M.Kowsalya Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	ABSENT.
18.	Mr.K.Chandrabose Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/26
19.	Dr.D.Sumathi Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/26
20	Dr.V.Saranya Associate Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/26
21	Mr.K.Ponnumani Assistant Professor, Department of International Business, Dr. N.G.P. Arts and Science	Member	 21/4/26
22	Mr. Kiruthik Raja (III B.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College.	Student Nominee	 2.4.26
23	Ms. Pragathi (II M.Com.IB) Department of International Business, Dr. N.G.P. Arts and Science College.	Student Nominee	 21/4/26

Date : 02.04.2026

  
(Dr. S. Mohanraj)  
BoS- Chairman

BoS Chairman/HoD  
Department of Commerce (IB)  
Dr. N. G. P. Arts and Science College  
Coimbatore - 341 048

M.Com. IB- 2026-27

Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: I

Course Code/ Name: 26IBP1CB - INTERNATIONAL MARKETING MANAGEMENT

S. No.	EXISTING	CHANGES
1	<b>International Marketing</b> International marketing – Definition – National & international marketing – Special features of international marketing – Difficulties and barriers in international marketing– EPRG framework- Future of global marketing. Case study on barriers in international marketing	
2	<b>Managing International Marketing</b> 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. Case study on value chain.	
3	<b>Market Segmentation and International Product Planning</b> 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. Case study on market segmentation	
4	<b>International Pricing and Promotion</b> Role of pricing in the international market- Pricing decisions - Pricing strategies. Place - Components of Place Mix. Promotion: Need for promotion – <del>Promotion strategies</del> - Personal selling- Publicity- Sales promotion- Advertising- DAGMAR model- AIDA model. Case study on promotion mix.	International Promotion Strategies
5	<b>Recent trends in marketing with global perspective</b> 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 – Challenges of online marketing. Case study on direct marketing.	Green marketing – Evolution and Challenges of green marketing - Global companies adopting Green marketing strategies.  Case study on global companies adopting Green marketing strategies.

PERCENTAGE OF SYLLABUS REVISED : 10%

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

M.Com. IB- 2026-27

Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: I

Course Code/ Name: 261BP1CD – INTERNATIONAL BUSINESS RELATIONS

S. No.	EXISTING	CHANGES
1	Concept of International relations- Origin and growth of international relations- Element of IR - Scope of international relations- Foreign policy - Values of foreign policy - Objectives of nation foreign policy - Determinants of foreign policy - Internal factor and external factor. Case study on international relations	No change
2	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 Neighboring countries. Case study on international crisis management	No change
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	No change
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) G7, G8, G15, G20 and G-77 - NATO. Case study on world trade organization	USMCA, G7
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	Evolution of India's foreign policy

PERCENTAGE OF SYLLABUS REVISED : 6.6 %

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 type="checkbox"/> Constitutional Rights/ Human Values/Ethics

## Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: I

Course Code/ Name: 26IBP1DA – WAREHOUSE AND INVENTORY MANAGEMENT

S. No.	EXISTING	CHANGES
1	<p><b>Inbound Logistics</b></p> <p>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 and record handling - Transportation and storage of ISO containers.</p> <p>Case study on Risk handling.</p>	No change
2	<p><b>Warehouse Types</b></p> <p>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.</p> <p>Case Study on Bonded Warehouses</p>	No change
3	<p><b>Packaging and Material Handling</b></p> <p>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.</p> <p>Case Study on Waste management</p>	No change
4	<p><b>Inventory Management</b></p> <p>Inventory management- Need and functions- Stock levels under conditions of certainty, risk and uncertainty - Cost of carrying or not holding adequate inventory - EOQ- Stockout 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.</p> <p>Case Study on Stock Transfer Scenarios</p>	Stochastic Inventory Management
5	<p><b>Recent Trends in Warehouse Management</b></p> <p>IT for Warehouse Management: Documentation - Information flows in the warehouse- EDI - ERP- WMS - Barcode – RFID- Technological equipment for warehouse management.</p> <p>Case study on Technological equipment for warehouse management</p>	No change

PERCENTAGE OF SYLLABUS REVISED : 1.7%

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

M.Com. IB- 2026-27

Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: I

Course Code/ Name: 26IBP1CA – STRATEGIC FIT ANALYSIS

S. No.	New Course
1	Introduction to Strategic Management & Strategic Fit Meaning of strategy - Definition of strategic management -levels of strategic management process - Meaning and Importance of Strategic Fit- Evolution of Strategic Thinking- Strategic Fit in a Dynamic Business Environment- Strategic intent: Vision, Mission, objectives and quality policy. Case Study on Manufacturing Sector.
2	Internal & External Environment Analysis Organizational Resources and Capabilities – Core Competencies - Value Chain Analysis – Organizational Culture and Structure - Environmental appraisal: Purpose and nature of external analysis –GAP analysis- PESTLE analysis – Porter’s five force analysis- Market Trends and Competitive Dynamics- Stakeholder Analysis. Case Study on Value Chain Analysis.
3	Tools and Techniques for Strategic Fit Analysis BCG approach –SWOC analysis – TOWS Matrix – Balanced Scorecard – VRIO Framework – Henry Mintzberg’s model of strategy development –Abell’s model of business - McKinsey 7S model. Case Study on BCG approach.
4	Strategic Implementation, Measuring and Evaluating Strategic Fit. Strategy implementation: Organization and strategy implementation - Establishing profit centers by business, product or service - Leadership and behavioral challenges- Key Performance Indicators (KPIs)- Strategic Control Systems- Feedback and Continuous Alignment Case Study on Leadership and behavioral challenges.
5	Strategies for Globalization and Strategic Edge Diversification - Mergers and acquisition – Turnaround management – Turnkey contracts - strategic edge: Business process reengineering, lean six sigma- Contemporary strategic issues, Strategies for internet economy. Agile strategy in business operations, Sustainability and ESG strategies, AI and Machine learning in strategic decision- making Case Study on Turnkey contracts.

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 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

M.Com. IB- 2025-26

Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: III

Course Code/ Name: 25IBP3CA – EXPORT – IMPORT FINANCE

S. No.	EXISTING	CHANGES
1	<p><b>Export Finance</b> Introduction- Modes of international payments –Ancient Indian trade finance and payment mechanism - 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</p>	
2	<p><b>Pre and Post Shipment Finance</b> 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</p>	
3	<p><b>Import Finance</b> Introduction to import finance – Types of import finance- Bulk import finance for inputs - Import finance for capital goods– Import finance against foreign lines of credit – Foreign currency loans – Payment methods for imports. Case Study on bulk import finance</p>	
4	<p><b>Long term finance</b> Long term finance - Deferred payments for export and import-Categories of deferred payments- Buyers credit- Process flow - Suppliers credit: Process flow- Application procedures for long term finance- Approval bodies- Conditions for approving. Case Study on deferred payment</p>	
5	<p><b>Financial Agencies involved in EXIM Finance</b> 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</p>	RBI SWAP facility

PERCENTAGE OF SYLLABUS REVISED : 4%

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

M.Com. IB 2025-26

Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: III

Course Code/ Name: 25IBP3CB – FOREIGN EXCHANGE MANAGEMENT

S. No.	EXISTING	CHANGES
1	<b>Foreign Exchange and Foreign Exchange Market</b> Foreign exchange – Administration of foreign exchange – FEMA 1999 – Sustainable and Ethical Exchange Systems in Indian Knowledge – Participants in the foreign exchange markets; Cash and spot markets – FEDAI regulations – Authorized dealers – Role. Case Study on Foreign exchange market	No change
2	<b>Exchange Rates</b> Exchange rates – Exchange rate systems –Fixed and flexible exchange rate system –Exchange rate quotes – LERMS – Determinants of exchange rates -Exchange rate calculations: Spot rates, Forward exchange rates – Forward exchange contracts- Foreign exchange and currency futures- Exchange rate arrangement in India – Exchange controls. Case Study related to Spot rates, Forward exchange rates.	No change
3	<b>Foreign Exchange Transactions</b> Purchase and sale transactions – Types of foreign currency accounts: NOSTRO, VOSTRO, LORO Accounts- Spot vs forward transactions – Forward margins – Interbank deals – Cover deals – Trading – Swap deals – Arbitrage operations – Factors determining forward margins. Case Study on Arbitrage operations	No change
4	<b>Foreign Exchange Risk</b> Foreign Exchange Risk: Meaning- Types- Management of exposures – External techniques: Forward contract hedging – Money market hedging – Hedging with options – Hedging with future – Internal techniques: Exposure netting – Cross hedging – Denomination in local currency – Foreign currency accounts – Leads and lags - Blockchain and AI in Forex Risk management. Case Study on Money market hedging	Blockchain and AI in Forex operations
5	<b>Management of Risk in Foreign Exchange Markets</b> Forex Derivatives: Swaps – Future and forward contracts – Option contract- Currency derivatives – Currency forwards – Currency futures – Currency options – Exchange traded transactions – Financial swaps – Forward rate agreements – Interest rate options. Case Study on Derivatives. Case study on selecting the mode of international Payments	No change

PERCENTAGE OF SYLLABUS REVISED : 1.63%

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

Faculty: Commerce

Board: Commerce International Business

Semester: III

Course Code/ Name: 25IBP3CC - EXECUTIVE COMMUNICATION AND EXIM  
CORRESPONDENCE

S. No.	EXISTING	CHANGES
1	Communication Meaning – Objectives of communication - Barriers to communication – Importance of effective business communication - Modern communication methods – Process – Channels of communication - Types – Verbal and non – verbal – Formal and informal communication - Ancient Diplomacy and Modern Global Communication Strategies. Case Study on Communication Methods	No change
2	Letter writing Introduction to business letters - Types of business Letter – Needs – Functions - Kinds - Essentials of effective business letters – Fundamentals of business writing- Parts – Structure of business letter – Layout: Full block, modified block and semi – block-Enquiry and reply letter – Essential points about a letter of enquiry. Case Study related to Business letter	No change
3	Report writing Introduction - Purpose of report writing – Types – Characteristics of a good report– Structure of report – Long and short report - Formal and informal reports – Writing research reports – Technical reports – E-mail content writing- Norms for including exhibits and appendices. Case Study on technical report	E- mail etiquette
4	Speech and speaking Speech and speaking-Fundamentals of speaking-Elements of effective speaking and technology -Road block to good speaking -Strategies for successful speaking and listening- Public speaking- characteristics of a good speech – Cross culture communication. Case Study on cross culture communication	No change
5	Import and export correspondence <del>Import and export correspondence</del> Bills of exchange (B/E): <del>Drawing B/E. Letters relating to L/C: Importers request to banker to open an irrevocable L/C— Importers informs the exporter about the opening of L/C— The bankers informing the exporter that the credit have been opened in his favor</del> Case Study on EXIM correspondence.	Drafting Purchase Order-Logistics Service Contract -Shipping Advice- Letters/Mail relating to L/C-Opening L/C- D/A-D/P-e-BRC- FIRC- Bill of Exchange - Realisation of Export Incentives.

PERCENTAGE OF SYLLABUS REVISED : 24.48 %

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

M.Com. IB 2025-26

Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: III

Course Code/ Name: 25IBP3DA – LEGAL ASPECTS OF SHIPPING

S. No.	EXISTING	CHANGES
1	<b>International Law</b> -International law-International Maritime and Transport Law-Sources of Law –Common law, Case law, Statute law – Role of Indian Knowledge in Global Legal Systems - Types of courts and their jurisdiction-International Sales Contract – Clauses - <del>Logistics services contract</del> –Parties –Clauses. Case Study on International Sales Contract.	International dispute resolution mechanisms (UNCITRAL Model Law).
2	<b>Carriage of Goods by Sea</b> Carrier and carriage of goods - Contract of carriage – Contract of affreightment -Charter party- <del>Bill of Lading</del> - UNCTAD Rules on shipping. Conference systems in shipping Case Study related to carriage of goods by ship.	Environmental laws – IMO guidelines.
3	<b>Law relating to carriers and carriages</b> Carriers liability legislation - Carriage of goods by sea act - Carriers liability conventions - Hague Rules - Hague Visby Rules - Hamburg Rules and Rotterdam Rules – Multimodal Transportation of Goods Act. Case Study on multimodal transportation.	No Change
4	<b>Law relating to agents</b> Principles of agency law - Types of agents - Duties and rights of agents and principals - Relations between principals and third parties - Appointment and termination of agents - Clauses in a standard liner agency agreement. Case Study on agency agreement.	No Change
5	<b>Acts and laws relating to litigations</b> The Merchant Shipping Act, 1958 - Applications of the merchant shipping act, 1958 - Admiralty law - Admiralty courts and types of cases handled by them - Concept of lien - Procedure for Arrest of a ship and release of an arrested ship. Case Study on litigations relating to ships.	No change

PERCENTAGE OF SYLLABUS REVISED : 10 %

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

**B.Com. IB- 2025-26**

**Syllabus Revision**

**Faculty: Commerce**

**Board: Commerce International Business**

**Semester: III**

**Course Code/ Name: 25IBU3SA - EVENT MANAGEMENT**

S. No.	EXISTING	CHANGES
1	<b>Introduction and Industry Overview</b> Introduction to Event Management – The growth of event management industry - Relationship with other industries – Future of event management industry - Indian approach to event management – Market acceptance - Understanding project management: Resources - Activities - Risk management - Delegation – Selection of project Case study on project management.	No Changes
2	<b>Event Managers</b> Event manager – Roles and responsibilities of the Event Manager: Handling client – Venue scouting – Creating a concept – Concept to design – Venue management – Plan of action – Creating checklists – On floor management – Post event analysis – deliverables. Event Leadership and Communication: Leadership skills- Group Development-Anchoring etiquette-Written and verbal communication Case study on communication.	Anchoring etiquette.
3	<b>Career Strategy</b> Career opportunities in event management- Career planning in event management - Challenges – Skills needed – Growth opportunities in National and International market – Organization structure. Case study on career strategies.	No Changes
4	<b>Corporate Events</b> Introduction- Types: Fundraisers – Conferences – Tradeshows – Meetings - Team Building Events. Understanding the corporate culture – Key areas of deliverables –Event contract: Importance of contract – Client servicing – Presentation skills – Communication – Working as a team.	No changes
5	<b>Social Events</b> Conducting market research - Establishing viability - Capacities - Costs and facilities - Plans - Timescales – Contracts - Clarity – SWOT analysis - Estimating attendance - Media coverage – Advertising - Budget - Special considerations - Evaluating success	No Changes

**PERCENTAGE OF SYLLABUS REVISED: 1 %**

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

## B.Com. IB 2024-25

### Syllabus Revision

Faculty: Commerce

Board: Commerce International Business

Semester: V

Course Code/ Name: 24IBU5CB – BANKING AND FOREIGN EXCHANGE

S. No.	EXISTING	CHANGES
1	<b>Introduction to Banking and Instruments:</b> Meaning of banking - Definition of banking - Banker and customer in ancient vs. modern banking - Features of banking – Classification of banks – Functions of commercial banks –Types of accounts – Demand Draft – Challan –Banking Ombudsman.	RBI Integrated Ombudsman scheme
2	<b>Banking Instruments</b> Definition of Cheque - Essentials of Cheque - Types of Cheque – Crossing and types of crossing – Endorsements and its effects - Essentials of endorsement – Types of endorsement -Plastic cards: Factoring – Functions of factoring – ATM –Mobile banking - E-banking – NEFT, RTGS, IMPS, UPI	No change
3	<b>Introduction to Foreign Exchange</b> 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 foreign Exchange Markets	No change
4	<b>Foreign Exchange transactions</b> 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. Case study on Arbitrage Operations	No change
5	<b>EXIM Finance</b> Sources of international finance - Modes of international payments. – AI chatbot for customer support in trade 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	No change

**PERCENTAGE OF SYLLABUS REVISED : 1.9%**

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 type="checkbox"/> Social Awareness/Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/Ethics

**B.Com. IB- 2024-25**

**Syllabus Revision**

**Faculty: Commerce**

**Board: Commerce International Business**

**Semester: V**

**Course Code/ Name: 24IBU5CA – INTERNATIONAL BUSINESS STRATEGY**

S. No.	EXISTING	CHANGES
1	Importance – Challenges –Theories: Mercantilism- Ancient Indian trade policies and government control – Absolute advantage – Comparative advantage– Heckscher Ohlin theory–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	No change
2	Environment adjustment needs – Vital importance of continuous monitoring – Internal environment - External environment: Factors influencing internal and external environment – Demographic environment – Natural environment - Social and cultural environment – Political and legal environment – Economic environment - Technological environment	No change
3	Strategic planning models: Porters five forces model – Strategy map – 7's model- SWOT analysis– Mintzberg model - Gap Analysis –Blue Ocean strategy vs Red ocean strategy– BCG matrix - Nadler Tushman congruence model. Case Study on BCG Matrix.	No change
4	Strategic alliances: Licensing–Franchising–Turnkey Project–Merger–Acquisitions – Joint venture – Contract Manufacturing –Foreign direct investment (FDI) – Foreign institutional investors (FIIs) –Retrenchment – Outsourcing. Case Study on Franchising	No change
5	Concept of strategic choice – Choice process – Factors influencing the choice of strategy – Strategic plan - Strategy implementation: Structural implementation – Behavioral implementation - Functional implementation – Issues in strategic implementation.  Case Study on Sustainability driven decision	Stability strategy - Sustainability driven decision

**PERCENTAGE OF SYLLABUS REVISED : 4 %**

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