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

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

M.Com with International Business Degree

(For the students admitted during the academic year 2021-22 and onwards)

Programme: M.Com with International Business Degree

Eligibility

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

Programme Educational Objectives

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

1. The course incorporates current developments in global marketing to acquaint students with the present-day challenges in global scenario
2. To equip the students with the essential traits needed to be a successful entrepreneur in global business
3. To train the business strategy needed to remain competitive in a global environment.
4. To Develop skills in strategic planning, dynamic decision-making, problem- solving, and technology management
5. The course prepares students for a professional career in operations, logistics and supply chain management to meet the challenges of a rapidly globalizing Industry.

PROGRAMME OUTCOMES:

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

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

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

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

CURRICULUM

M.Com (International Business)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
205IB2A1CA	Core I	International Marketing Management	4	1	-	3	25	75	100	4
195IB2A1CB	Core II	Business Communication	4	1	-	3	25	75	100	4
195IB2A1CC	Core III	Economics for Decision Making	4	1	-	3	25	75	100	4
195IB2A1CD	Core IV	Global Business Environment	4	2	-	3	25	75	100	4
195IB2A1CE	Core V	International Business Relations	3	1	-	3	25	75	100	3
195IB2A1DA	DSE- I	Air Transport Management	4	1	-	3	25	75	100	4
195IB2A1DB		Principles and Practices of Marketing of Services								
195IB2A1DC		Financial Markets and Institutions								
			23	**7**	-				**600**	**23**

11/5/21
BoS Chairman/HoD
Department of Commerce (IB)
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048

Dr.N.G.P. Arts and Science College
APPROVED
BoS- 11th 11/05/21 | AC - 12th 09/08/21 | GB - 15th. 19/08/21.

Academic Council
Dr.V. Rajendran
CHAIRMAN
Dr.N.G.P. Arts and Science College

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
205IB2A2CA	Core VI	Financial and Management Accounting	4	1	-	3	25	75	100	4
205IB2A2CB	Core VII	Foreign Trade Procedures and Documentation	4	-	-	3	25	75	100	4
195IB2A2CP	Core Practical-I	Computer Applications in Business – MS Office & Tally	-	-	6	3	40	60	100	3
195IB2A2CT	Institutional Training- I	Institutional Training -I (EXIM Documentation) -Report & viva-voce	-	-	6	-	40	60	100	3
205CO2A2EA	EDC	Human Resource Management	5	-	-	3	25	75	100	4
205IB2A2DA	DSE- II	Industrial Psychology	4	-	-	3	25	75	100	4
195IB2A2DB		International Human Resource Management								
205IB2A2DC		Total Quality Management								
Total			**17**	**1**	**12**				**600**	**22**

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

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

DISCIPLINE SPECIFIC ELECTIVE

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

Semester I (Elective I)

List of Elective Courses

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

Semester II (Elective II)

List of Elective Courses

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

Semester III (Elective III)

List of Elective Courses

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

EXTRA CREDIT COURSES

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

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

Regulation
(2019-2020)

PG Programme

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

1. NOMENCLATURE

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

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

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

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

a) **Core Courses**

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

b) **Extra Departmental Course (EDC)**

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

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

d) **Project Work:**

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

e) **Extra credits**

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

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

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

2. EXTRA CREDITS

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

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

2.1 Proficiency in Foreign Language

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

2.2 Proficiency in Hindi

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

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

2.3 Self-study Course

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

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

2.4 Typewriting/Short hand

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

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

2.5 Diploma / Certificate

Courses offered by any recognized University / NCVRT

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

2.6 CA /ICSI/ CMA

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

2.7 Sports and Games

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

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

2.8 Online Courses

Pass in any one of the online courses

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

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

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

2.10 Innovation / Incubation / Patent / Sponsored Projects / Consultancy

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

2.11 Representation

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

3. EXAMINATIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(i) **Theory Courses**

Continuous Internal Assessment (CIA) : 25 Marks

End Semester Exams (ESE) : 75 Marks

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

(ii) **For Practical Courses**

Continuous Internal Assessment (CIA) : 40 Marks

End Semester Exams (ESE) : 60 Marks

Continuous Assessment OBE Rubrics Score Sheet

Degree: _____ Branch: _____ Semester: _____

Course Code: _____ Course: _____

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

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

a) Utilization of Library

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

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

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

b) Class Participation

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

c) Papers / Reports/ Assignments/ Class Presentation

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

4. FOR PROGRAMME COMPLETION

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

Student has to complete the following:

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

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

Based on the performance Grade will be awarded as follows:

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

Course Code	Course Name	Category	L	T	P	Credit
205IB2A1CA	INTERNATIONAL MARKETING MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- How marketing should fit within the organization of a global business.
- The marketing strategies required to remain competitive in the current and future global business.
- The need of marketing, pricing and personal selling strategies to achieve International Marketing goals

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

205IB2A1CA	INTERNATIONAL MARKETING MANAGEMENT	SEMESTER I

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I International Marketing 12 h

International Marketing - Definition - National & international marketing - Special features of International marketing - Difficulties & barriers in international marketing - Future of global marketing

Unit II Managing International Marketing 12 h

Managing International Marketing - Defining customer value and satisfaction - retaining customers- delivering customer value and satisfaction - Implementing total quality marketing - Competitive marketing strategies - Balancing customer and customer orientations.

Unit III Market Segmentation and International Product Planning 12 h

Market segmentation-Bases. Market selection- International Product Planning: Need- New product development- Product adaption- Product life cycle–Branding and Packaging .

Unit IV International Pricing and Promotion 14 h

[Role of pricing in international market- Pricing decisions- Pricing strategies. Promotion: Need for promotion- Promotion Strategies: Personal selling- Publicity- Sales promotion- Advertising.

Unit V Recent trends in marketing with global perspective 10 h

Recent trends in marketing with global perspective- Managing direct and on-line marketing - the growth and benefits of direct marketing - major channels for direct marketing - indirect marketing - on-line marketing -conducting on-line marketing - Challenges of on-line marketing.

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

Text Books

1 Philip Kotler, 2014., "Marketing Management", 15th edition, Prentice Hall, United States.

2 Bhattacharaya. B and Varshney. R.L , 2015, "International Marketing Management", 25th edition, Sultan Chand & Sons, New Delhi.

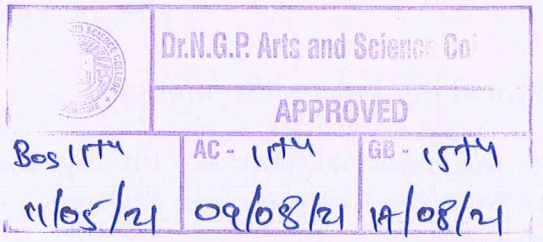
References

1 Sak Onkvist and John J. Shaw, 2009," International Marketing", 5th edition, Taylor & Francis, United Kingdom.

2 Warren J. Keegan, 2014, "Global Marketing Management", 8th edition, Pearson Education, United Kingdom.

3 Phlip R. Cateora, 2017, "International marketing", 16th edition, Mc Graw-hil, United States.l

4 L. Natarajan, 2013, "International marketing", Margham Publications, Chennai..



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

PREAMBLE

This course has been designed for students to learn and understand

- The importance good written communication.
- The necessity of oral communication skills.
- The negotiating skills and ability

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A1CB	BUSINESS COMMUNICATION	SEMESTER I

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Communication 10 h

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

Unit II Letter writing 11 h

Letter writing – Essentials of an effective letter – Format of a business letter – Enquiry and reply letter – Essential points about a letter of enquiry

Unit III Import and export correspondence 13 h

Import and export correspondence– Bills of exchange (B/E), Drawing B/E – Import trade – Letter about importing goods – Exporting with a letter of credit – Letter about L/C – Importers request to banker to open an irrevocable L/C – Importers informs the exporter about the opening of L/C – The bankers informing the exporter that the credit have been opened in his favor.

Unit IV Report writing 13 h

Report writing – Structure of report – Long and short report - Formal and informal reports – Writing research reports – Technical reports – Norms for including exhibits and appendices.

Unit V Speech and Speaking 13 h

Speech and Speaking--fundamentals of speaking-elements of effective speaking-speaking and technology -Road block to good speaking -strategies for successful speaking and listening-public speaking- communicating cross culturally.

Text Books

1 Rajendra Pal , J. S. Korlahalli, 2011, "Essentials of Business Communication", 13th edition, Sultan Chand & Sons, New Delhi.

2 Sailesh Sengupta, 2011," Business Communication", PHI, New Delhi.

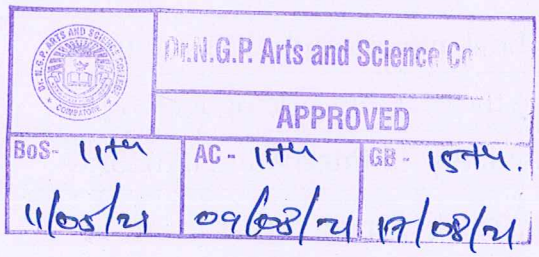
References

1 Herta A. Murphy, Herbert W. Hildebrandt, 2010, "Effective Business communications", 7th edition, McGraw-Hill Companies, United States.

2 Courtland L. Bovee,John V.Thill,Kukesh, 2013, "Business Communication Today", 12th edition, Pearson, United States.

3 N.S.Raghunathan & B. Santhanam, 2015, "Business Communication", 4th edition,Margham Publications, Chennai.

4 Carmine Gallo, 2016, "Talk Like Ted", Pan Publications, United kingdom.



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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A1CC	ECONOMICS FOR DECISION MAKING	SEMESTER I

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Managerial Economics — 9 h

Nature and scope of managerial economics in relation with other disciplines – Role and responsibilities of managerial economist – Goals of corporate enterprises: maximization of profit - Value of enterprise.

Unit II Business cycles — 10 h

Business cycles – National income, GDP, GNP, monetary and fiscal policy – Public finance. TRIP's- TRIM's - Intellectual property rights –- Industrial sickness – causes –remedy

Unit III Cost and production analysis — 14 h

Cost and production analysis - Cost concepts – Cost and output relationship - cost control– Short run and long run - cost functions - production functions – Break-even analysis - Economics scale of production.

Pricing and output decisions in different market situations – Monopoly and duopoly competition - perfect and imperfect - pricing policies.

Unit IV Demand analysis — 13 h

Demand analysis - Demand determinants – Demand distinctions – Elasticity of demand – Types, methods – Applications – Demand forecasting for industrial goods – Consumer goods –Consumer durables – Factor influencing elasticity of demand.

Unit V International Economics — 14 h

International Trade Theories – Comparative cost theory – Opportunity cost theory – H.O theory - Gains from international trade – Terms of trade

Text Books

1 Maheshwari K. L.,Varshney R.L, 2014, "Managerial Economics", 22nd edition, Sultan Chand & Sons, New Delhi.

2 Jhingan M.L, 2009, "International Economics", 6th edition, Vrinda Publications, New Delhi.

References

1 Mehta P.L, 2014, "Managerial Economics - Analysis, Problems, Cases", 20th Revised & Enlarged Edition, Sultan Chand & Sons, New Delhi.

2 Dr. Francis Cherunilam, 2008, "International Economics", 5th edition, Tata McGraw – Hill, New Delhi.

3 B.M. Wali, A.B. Kalkundrikar, 2001," Managerial Economics- A Basic Approach", 2001 Edition, R. Chand & Co, New Delhi.

4 Domnic Salvatore, 2014," International Economics: Trade and finance", 11th Edition, Wiley, New Jersy.

195IB2A1CD	GLOBAL BUSINESS ENVIRONMENT	SEMESTER I

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Environmental adjustment needs] 13 h

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

Unit II The national physical endowment] 14 h

The national physical endowment - Topography - Climate - The nature of Economic activity - Rostow's view. Infrastructure - Transportation - Energy - communication - Urbanization, Foreign Investment.

Unit III Cultural environment] 14 h

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

Unit IV Legal environment] 17 h

Legal environment - Bases for legal system - International Legal disputes International dispute resolution - Commercial law within countries - Impact on International law on Business.

Unit V Fundamentals of environmental protection] 14 h

Fundamentals of environmental protection - Environmental problems - air, water pollution - forests - land use - Environmental policy: Basic approach - Regulation - Distributive effects - International policy

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

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

PREAMBLE

This course has been designed for students to learn and understand

- The significance of international treaties and conventions.
- The role of history in international affairs.
- The similarities and differences in political systems and economies.

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

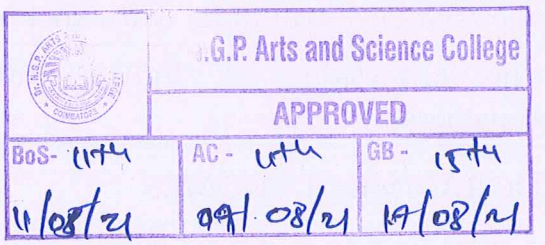
S Strong M Medium L Low

Text Books

1. Sak Onkvist and John J. Shaw, 2009 ,"International Marketing", 3rd Ed, Routledge, United Kingdom.
2. Francis Cherunilam, 2015,"International Business Environment",7th ed, Himalaya Publishing House, India.

References

1. Philip R. Cateora, Mary C. Gilly, and John L. Graha ,2013, "International Marketing", 16th ed, McGraw-Hill Higher Education, Newyork, United States.
2. Katyal,Timmy & Satake, 2002, Environmental Pollution, Anmol Publications, New Delhi.
3. John D.Daniels ,2016, "International Business environments and operations",15th Ed, Pearson,United Kingdom.
4. Karpagam. M, 1991, "Environmental Economics" [Reprint enlarged edition]. Sterling Publishers, New Delhi.



Text Books

1 BiwaranjanMohanty 2010 International Relations. Atlantic Publishers and Distributors.

2 Krishnaveni Muthiah. 2001. International Relations. [1st ed]. Himalaya Publishing House.

References

1 Joshua S Goldstein; Jon C Pevehouse, 2014, International Relations, [10th ed], Pearson Education Limited.

2 Pue Ghosh, 2015, Internatioanl Relations, [3rd ed], PHI learning.

3 Palmer & Perkins, 2001, International Relations, [3rd ed], CBS Publishers & Distributors

4 L.S. Srivastava, V.P. Joshi, 2014, International Relations From 1914 to Present Day

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BoS- 11th	AC - 14th	GB - 15th
11/05/21	09/08/21	10/08/21

195IB2A1CE	INTERNATIONAL BUSINESS RELATIONS	SEMESTER I

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I International relations 8 h

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

Unit II International Politics 10 h

International politics - foreign policy-values of foreign policy-its approaches objectives of nation's foreign policy-Determinants of foreign policy (a) internal factor and (b) external factor.

Unit III International Law 10 h

The nature and content of international law- The balance of power- its nature-definition-characteristics-role-historical significance-devices for maintaining the balance of power -balance of power today-collective security and peaceful settlement.

Unit IV International Organizations 10 h

Evolution of international organization and regional grouping for the development of international relations-role of regional grouping (viz) BRICS, EU, ASEAN, NAFTA, SAARC AND ARAB LEAGUE- world bodies (viz) UN and WTO-economic grouping (viz) G-8,G-15, and G-77.

Unit V Foreign policy of India 10 h

Foreign policy of India-Nehru's foreign policy-its distinctive features- non-alignment foreign policy since 1962-Indo-Soviet relations- relations with China and Great Britain-Indo-U.S relations-Indo-Pakistan relations- Disarmament efforts by India –India's neighborhood relations.

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

PREAMBLE

This course has been designed for students to learn and understand

- The practical knowledge of Air Cargo and Air travel industry.
- The Air Freight operations.
- The operations in Air Transport Industry.

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A1DA	AIR TRANSPORT MANAGEMENT	SEMESTER I

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Airline Industry 15 h

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

Unit II Air Transport Services 10 h

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

Unit III Air Cargo 12 h

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

Unit IV Airport Classification 11 h

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

Unit V International Regulations 12 h

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

Text Books

1 Sudalaimuthu S and Antony Raj,2009,"Logistics Management and International Business", 1st Ed, PHI,New Delhi.

2 John G. Wensveen,2016," Air Transportation: A Management Perspective" , 8th ed, Routledge,United Kingdom.

References

1 Senguttuvan. P S,2012," Fundamentals of Air Transport Management ",1st Ed, Excel Books, New Delhi.

2 https://tiaca.org/

3 https://fiata.com/home.html

4 https://www.iata.org/pages/default.aspx

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BoS 11th 4/05/24 | AC - 11th 09/08/24 | GB - 15th 19/08/24

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A1DB	PRINCIPLES AND PRACTICES OF MARKETING OF SERVICES	SEMESTER I

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Services 15 h

Services:- Meaning and definition of services- Importance of services in Indian Environment – Classification of services – characteristic features of services – growth of the service sector – economy policy on services – difference between goods and services.

Unit II Service Marketing 10 h

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

Unit III Marketing Mix for Services 12 h

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

Unit IV Key Services 12 h

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

Unit V Service Quality 11 h

Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.

Text Books

1 Appannaiah H R, Nirmala Reddy P N and Anil Kumar S, 2002, "Services Marketing", Himalaya Publishing House, Mumbai, India.

2 Jha. S. M, 2014, "Services Marketing", 7th Ed, Himalaya Publishing House, Mumbai, India.

References

1 Shajahan.S, 2011,"Services Marketing (Concepts, Practices & Cases)", Himalaya Publishing House, Mumbai, India.

2 Vasanti Venugopal and Raghu V N, 2001, " Services Marketing. Himalaya Publishing House", Mumbai, India.

3 Wirtz Jochen ,2017, Services Marketing, 8th Ed, Pearson, United Kingdom.

4 Ravishanker,2002," Services Marketing the Indian Perspective", Excel Books, Chennai, India.

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BoS- 11th	AC - 12th	GB - 15th
11/05/2024	09/08/2024	19/08/2024

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

PREAMBLE

This course has been designed for students to learn and understand

- The role of financial and capital markets in India.
- The various financial institutions.
- The facilities offered by financial markets.

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong **M Medium** **L Low**

195IB2A1DC	FINANCIAL MARKETS AND INSTITUTIONS	SEMESTER I

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Financial Markets 12 h

Financial Markets - An Overview - Money Market - Call Money Market - Commercial Paper Market - Commercial Bill Market - Certificate of Deposit (CD) Market - Treasury Bill Market - Government or Gilt-edged Securities Market.

Unit II Capital Market 10 h

Capital Market-An Overview - Capital Market Instruments - Capital Market Reforms - New Issue Market(NIM) - Dept Market - Foreign Exchange Market - Derivatives Market.

Unit III Financial Services Institutions 12 h

Financial Services Institutions - Clearing Corporation of India Limited (CCIL) - Credit Rating and Information Services of India Limited (CRISIL) - Discount and Finance House of India Limited (DFHIL).

Unit IV Investments 14 h

Investment Information and Credit Rating Agency of India Limited (ICRA) - Over the Counter Exchange of India (OTCEI) - National Securities Depository Limited (NSDL) - Securities Trading Corporation of India Limited (STCI).

Unit V Financial Institutions 12 h

Financial Institutions - Money Market Institutions - Capital Market Institutions - National Housing Bank-Functions and working - Export-Import(EXIM) Bank of India - NABARD.

Text Books

1 Bhole. L.M, 2009, "Financial Institutions and Markets", 5th Ed, Tata McGraw – Hill Publishing Company Limited, New Delhi.

2 Nalini Prava Tripathy,2007,"Financial Instruments and Services",Prentice Hall of India, New Delhi.

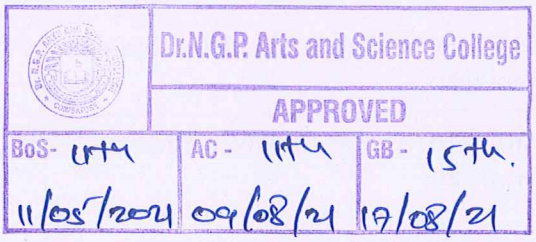
References

1 Gurusamy.S ,"Financial Markets and Institutions" 3rd Ed, Vijay Nicole Imprints (P) Ltd,Chennai.

2 Khan. M.Y, 2009,"Financial Services", Tata Mc Graw-Hill Publishing Company Limited, New Delhi.

3 Joseph.D Anbarasu ,2007,"Financial Services", Sultan Chand & Sons, New Delhi.

4 Frederic S. Mishkin , 2017,"Financial Markets and Institutions",8th Ed, Pearson education, United Kingdom.



Course Code	Course Name	Category	L	T	P	Credit
205IB2A2CA	FINANCIAL AND MANAGEMENT ACCOUNTING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

205IB2A2CA	FINANCIAL AND MANAGEMENT ACCOUNTING	SEMESTER II

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Book-keeping and accounting 12 h

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

Unit II Preparation of final accounts and bill of exchange 12 h

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

Unit III Introduction to management accounting and budgeting 12 h

Management accounting: Introduction- Difference between financial and management accounting -Objectives and functions-Scope-Tools and techniques of management accounting-Budgets and Budgetary Control: Cash budget- Production budget - Sales budget- Flexible budget.

Unit IV Financial statement analysis and interpretation 12 h

Meaning-Importance- Types of analysis - Objectives - Tools of financial statement analysis- Ratio analysis: Meaning- Objectives -Uses and limitations- Classification of ratios: Liquidity ratios- Profitability ratios -Financial and Turnover ratios- Solvency ratio.

Unit V Funds flow analysis and cash flow analysis 12 h

Fund flow statement: Meaning - Objectives of preparing fund flow statement- Importance - Uses and limitations - Sources and uses of funds- Format of fund flow statement- Preparation of fund flow statement. Cashflow statement: - Meaning - Objectives-Difference between cash flow and fund flow statement- Classification of cash flow activities- Uses and limitations- Format of cashflow statement- Preparation of cash flow statement.

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

Text Books

1 Reddy T.S and Murthy A, 2017, "Financial Accounting", 6th Ed, Margham Publication,Chennai.

2 Sharma R.K, Sashi Gupta. K ,Neeti Gupta, 2016, "Management Accounting", 4th Ed, Kalyani Publishers,Chennai.

References

1 Jain S.P and Narang, 2013, "Cost and Management Accounting"21st Ed, ,Kalyani Publishers. Chennai.

2 Maheshwari S.N, 2013, "Management Accounting", Sultan Chand and Sons. New Delhi.

3 Reddy T.S and Reddy H.P, 2013, "Management Accounting"8th Ed, Margham Publishers. Chennai.

4 Gupta.R. L & Radhasamy.A,2018, "Advanced AccountancyVol II", 13th Ed, Sultan Chand &Sons, New Delhi.

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BoS- 12th	AC - 12th	GB - 19th.
27/12/21	23/03/21	28/03/22

Course Code	Course Name	Category	L	T	P	Credit
205IB2A2CB	FOREIGN TRADE PROCEDURES AND DOCUMENTATION	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Legal framework for India's international trade.
- The documents used in international trade transactions
- The incentives given to exports and imports

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn foreign trade policy and acts governing India's International trade.	K3
CO2	Learn Export licensing formalities.	K4
CO3	Inculcate the procedures for imports.	K4
CO4	Understand the functions of export promotion organizations	K4
CO5	Acquire knowledge on export import documentation procedures	K5

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong **M Medium** **L Low**

205IB2A2CB	FOREIGN TRADE PROCEDURES AND DOCUMENTATION	SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Legal Framework 9 h

Foreign trade development and regulation act1992- Foreign trade regulation rules 1993- Foreign trade policy -Hand book of procedures- Appendices - Indian trade classification (HS) -Recent changes in policies and provisions

Unit II Export Licensing 10 h

Export licensing procedures and formalities- Import export code (IEC) number- Procedures for obtaining IE Code– RCMC (Registration Cum Membership Certificate- Categories of exporters- Deemed exports- EOU- SEZ– SEIS -Status holders - Free trade and warehousing zones (FTWZ)- -Remission of duties or taxes on export products scheme (RoDTEP) - Exports under GST.

Unit III Import Licensing 10 h

Import licensing procedures and formalities- Categories of importers - Import of capital goods under EPCG- Types of import duties - Canalization of imports and various canalizing agencies- - Clearance of import cargo-Import under GST.

Unit IV Export Promotion Organizations 9 h

Export promotion councils in India – AEPC (Apparel export promotion council)– EEPC (Engineering export promotion council) –APEDA (Agricultural and processed food products export development authority) –MPEDA (Marine Products export development authority)-Commodity boards - Manufacturing and Other Operations in Warehouse Regulations, 2019 (MOOWR).

Unit V Documentation Procedures 10 h

Export import documentation – Documents related to goods – Payment – Transportation –Inspection -Customs procedures for exports and imports – Ice Gate Services- Single window Interface for facilitating Trade(SWIFT)- Customs Trade partners - Participating Government Agencies (PGA'S).

Text Books

1 Mahajam.M.L.2015. Export Do It Yourself. [19th ed]. Snow white publications.

2 Jain. R.K.2020-21. Customs Law Manual [63rd ed].Centax's Publications

References

1 Mahajan.M.L. 2015. Export Policy, Procedures and Documentation. [26thed].Snow white publications.

2 Nabhi board of editors. 2013. How to Export. [20th ed]. Nabhi publications.

3 Balagopal.T.A.S.2014. Export Management. Himalaya publishing house,New Delhi.

4 Mahajan.M.L.2017. A guide on Export policy procedures and documentation. (3rd ed).RBSA publishers,Jaipur

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BoS- 12th 27/12/21 | AC - 12th 23/03/22 | GB - 13th 28/03/22

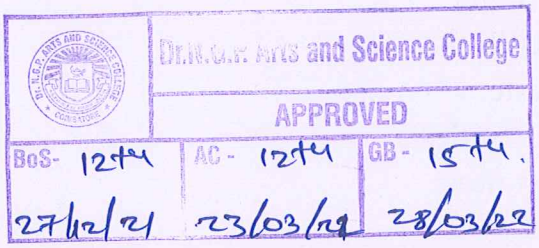
195IB2A2CP	COMPUTER APPLICATIONS IN BUSINESS – MS OFFICE & TALLY	SEMESTER II

Total Credits: 3
Total Instructions Hours: 72 h

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

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

Note: Out of 15 programs 12 are compulsory



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

CONTENTS

I. EXPORT & IMPORT LICENSING PROCEDURE & FORMALITIES

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

I. DOCUMENTS RELATED TO GOODS

1. Proforma Invoice
2. TAX Invoice
3. Consumer Invoice
4. Packing List
5. Certificate of Origin
6. GSP / REX Certificate
7. Health Certificate
8. Phytosanitary Certificate
9. Quarantine Certificate
10. Fumigation Certificate

II. DOCUMENTS RELATED TO TRANSPORT

1. Shipping Order
2. Mate's receipt
3. Bill of Lading
4. Airway Bill
5. Shipping Bill
6. Marine Insurance Policy
7. Post Parcel Receipt
8. Port Trust Document
9. Bill of Entry

III. DOCUMENTS RELATED TO PAYMENT

1. Letter of Credit
2. Bill of Exchange
3. Bank Certificate of Payment
4. FIRC –Foreign Inward Remittance Certificate
5. BRC – Bank Realization Certificate

IV. DOCUMENTS RELATED TO INSPECTION

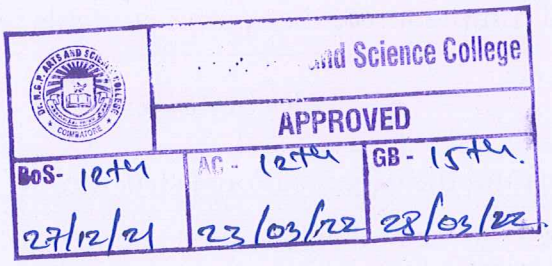
1. Certificate of Inspection

V. DOCUMENTS RELATED TO EXCHANGE CONTROL

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

VI. Others

1. CBM Calculation
2. INCO Terms



Course Code	Course Name	Category	L	T	P	Credit
205CO2A2EA	HUMAN RESOURCE MANAGEMENT	EDC	5	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To study about organizational structure, human resource planning
- To know the performance appraisal methods
- To Understand the Controlling through organizational conflict through appropriate leadership styles

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the organizational structure	K2
CO2	Analyze the job and role to select and recruit personnel	K1
CO3	Measure the performance of an employees for promotion and training	K3, K4
CO4	Capture employee grievance redressal procedures for organizational betterment	K3, K4
CO5	Control the organizational conflict through appropriate leadership styles	K3, K4

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

205CO2A2EA	HUMAN RESOURCE MANAGEMENT	SEMESTER II

Total Credits: 4
Total Instruction Hours: 60 h

Syllabus

Unit I Human Resource Management 12 h

Meaning – Importance – Evaluation – Objectives – Scope -Hawthorn Studies – Its implications – Organization structure.

Unit II Human resource planning 12 h

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

Unit III Human Resource Development 12 h

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

Unit IV Organisational Discipline 12 h

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

Unit V Direction 12 h

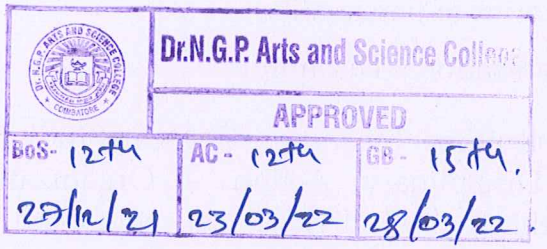
Direction – Supervision – Control - Leadership –Types of Leadership - Leadership theories, Theories of supervision

Text Books

1. Gupta, C.B., (2018). Human Resource Management. (19th Edn.) New Delhi: S. Chand Publishing.
2. Prasad,L.M.. (2019). Organizational behavior. (6th Edn.) New Delhi: S. Chand Publishing..

References

1. Memoria, C.B.,. (2014). Personnel Management. (24th Edn.) Mumbai:Himalaya Publishing House Pvt. Ltd.,.
2. Fred Luthans.,. (2015). Organizational Behaviour. (10th Edn.) New Delhi: Tata McGraw-Hill Education.
3. Aswathappa, K.,. (2016). Organizational Behaviour. (12th Edn.) Mumbai: Himalaya Publishing Home Pvt Ltd.
4. David Decenzo and Stephen Robins,. (2015). Human Resource Management. (Edn.) New Delhi: Kindle Publishing Pvt. Ltd.,.



Course Code	Course Name	Category	L	T	P	Credit
205IB2A2DA	INDUSTRIAL PSYCHOLOGY	DSE II	4			4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

205IB2A2DA	INDUSTRIAL PSYCHOLOGY	SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to industrial psychology 9 h

Industrial psychology: Meaning and definition-Nature of industrial psychology-Roles of industrial psychology. Personality: Meaning – Types – Factors influencing personality – Theories – Determinants of personality. Attitudes: Features - Components – Types –Function of attitude.

Unit II Work motivation 10 h

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

Unit III Decision making by individuals and groups 10 h

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

Unit IV Organizational design and culture 9 h

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

Unit V Conflict management and organizational change 10 h

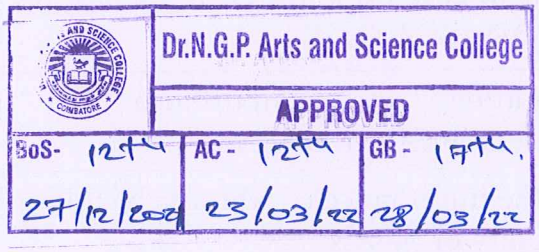
Conflict management: Meaning of organizational conflict-Characteristics-Merits and demerits of conflicts-Levels of conflicts-Reasons for conflicts-Techniques or strategies for managing organizational conflict. Organizational change: Nature-Factors-Resistance to change-Change agents-Organizational growth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

Text Books

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

References

1. Nelson, Quick and Khandelwal, 2012, An innovative approach to learning and teaching Organizational Behavior. A South Asian Perspective, Cengage Learning.
2. UdaiPareek,2016, Understanding Organizational Behavior,(4th Ed.) ,Oxford UniversityPress,England.
3. Robbins, Stephen, 2010, Organizational Behavior, (10th Edn.) India Prentice Hall,New Delhi.
4. Fred Luthans, 2013,Organizational behavior, (12thEdn.), McGraw Hill,United States.



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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A2DB	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to IHRM 9 h

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

Unit II Human resource planning and recruitment 10 h

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

Unit III Compensation 9 h

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

Unit IV Performance management 10 h

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

Unit V Ethics and social responsibilities 10 h

Ethics: Introduction – Meaning- Need and role of ethics in international business – preparation of corporate ethics – Ethical initiatives in multinational companies (MNCs) - Ethics and the IHR manager – Social responsibility and international business

Text Books

1 Aswathappa,2018, "International Human Resource Management", TATA McGraw Hill.New Delhi

2 Rao.,P.L,2008, "International Human Resource Management (Text and cases)", 10th Ed ,Excel Books .New Delhi

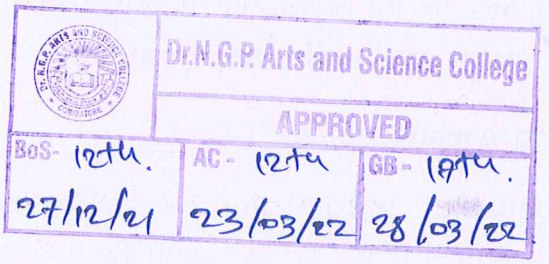
References

1 Ian Beardwell and Len Holden,1995, "Human Resource Management- A Contemporary Perspective", Macmillan India Limited.New Delhi

2 NilanjanSengupta, Mousumi.S.Bhattacharya, 2007, "International Human Resource Management", Tata McGraw Hill.New Delhi

3 A Peter J.Dowling,Marion Festing,Allen D.Engle, 2008, "International Human Resource Management", Thomson learning.New Delhi

4 Dennis. R. Briscoe, 2015, "International Human Resource Management", Roultedge.New Delhi



Course Code	Course Name	Category	L	T	P	Credit
205IB2A2DC	TOTAL QUALITY MANAGEMENT	DSE II	4			4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

205IB2A2DC	TOTAL QUALITY MANAGEMENT	SEMESTER II

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction of TQM 9 h

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

Unit II TQM principles 10 h

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

Unit III TQM tools and techniques - I 10 h

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

Unit IV TQM tools and techniques - II 10 h

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

Unit V Quality systems 9 h

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

Text Books

1 Saravanavel &Balakumar S, 2017, "Total Quality Management", 5th Ed, Margham publications,Chennai

2 Dale H. Besterfiled. H,2006,"Total Quality Management",3rd Ed,Pearson Education Asia.

References

1 James R. Evans and William M. Lindsay,2012,"The Management and Control of Quality ,8th Ed,CengageLearning,New Delhi.

2 Suganthi. L and Anand Samuel,2006," Total Quality Management,10th Ed,Prentice-Hall (India) Pvt. Ltd,New Delhi.

3 Janaki Raman. B and Gopal. R.K,2006," Total Quality Management - Text and Cases ,10th Ed,CengageLearning,New Delhi.

4 Sharma. D.D,2012," Total Quality Management- Principles, Practices, and Cases.,10th Ed,Sultan Chand &Sons Educational Publications,New Delhi.

23/11/2020

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A3CA	EXPORT – IMPORT FINANCE	SEMESTER III

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Export Finance 10 h

Introduction- Modes of International Payments – Financing of Export Credit needs – Short Term Sources of Finance –Elements of an Import/Export transaction - Medium and Long Term Sources of Finance – Export Credit System in India.

Unit II Pre and Post Shipment Finance 14 h

Pre-shipment Finance – Categories of Pre-Shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-Shipment Credit in rupees – Post-Shipment credit in Foreign Currency – Refinance of Pre-Shipment and Post-shipment Finance.

Unit III Import Finance 12 h

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment partner's feasibility – Foreign Exchange for import of inputs – Payment methods for imports.

Unit IV Long Term Finance 12 h

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

Unit V Financial Agencies involved in EXIM Finance. 12 h

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

Text Books

1 ParasRam, 2012, Export Import Finance and LC, [17th ed], Anupam Publishers, Mumbai.

2 Jeevanandam.C, 2012, International Trade, [1st ed], Sultan Chand & Sons, New Delhi.

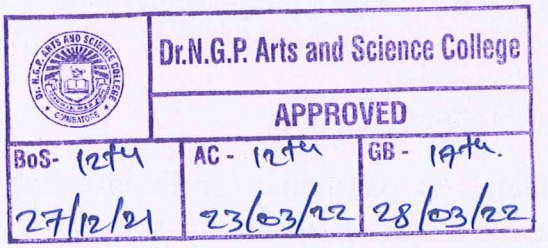
References

1 Maurice D. Levi, 2009, International Finance, [5th ed], Taylor & Francis, Inc, United Kingdom.

2 Varma.M.L Agarwal, 1999, International Marketing Management,[1st ed], King Books, Hyderabad.

3 Shailaja.G, 2008, International Finance , University Press, United Kingdom.

4 Jeevanandam C, 2002, Foreign Exchange : Practices Concepts and control, Sultan chand Publications, New Delhi.



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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong **M Medium** **L Low**

195IB2A3CB	FOREIGN EXCHANGE MANAGEMENT	SEMESTER III

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Foreign Exchange and Foreign Exchange Market 10 h

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

Unit II Exchange Rates 13 h

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

Unit III Foreign Exchange Transactions 12 h

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

Unit IV Foreign Exchange Risk 13 h

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

Unit V Management of Risk in Foreign Exchange Markets 12 h

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

Text Books

1 Jeevanandam C, 2017, Foreign Exchange – Practice, Concepts & Control. [15th Ed], Sultan Chand & Sons, New Delhi.

2 Agarwal. O P, 2019, International Finance (Mumbai Univ), [2nd Ed], Himalaya Publishing House, Mumbai.

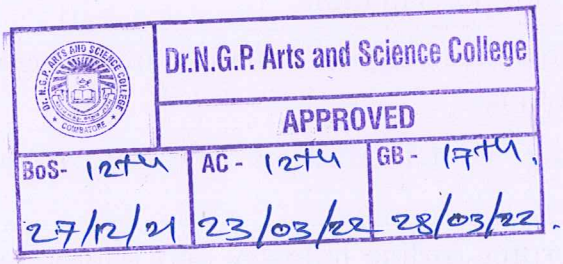
References

1 Rajwade A V, Desai H G, 2014, Foreign Exchange, International Finance and Risk Management, [5th Ed], Tata McGraw Hill, New Delhi.

2 Apte P G, 2014, International Financial Management, [7th Ed], Tata McGraw Hill, New Delhi.

3 Maurice D. Levi, 2009, International Finance, [5th Ed], Taylor & Francis, Inc,. Bengaluru.

4 Annie Stephen 2015, International Finance, [1st Ed] Himalaya Publishing House, Mumbai.



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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A3CC	LOGISTICS MANAGEMENT	SEMESTER III

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Logistics Management 12 h

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

Unit II Transportation 12 h

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

Unit III Carriage of goods by sea 12 h

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

Unit IV International Air Transportation 12 h

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

Unit V Containerization 12 h

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

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

Text Books

1 Sudalaimuthu. S and Antony Raj, 2014, Logistics Management and International Business, PHI, Delhi.

2 Krishnaveni Muthiah, 2018, Logistics Management World Seaborne Trade, [1st ed], Himalaya Publishing House, Mumbai.

References

1 Rai Usha Kiran, 2015, Export - Import and Logistics Management, [2nd Ed], PHI, Delhi.

2 Pierre A, David, 2014, International Logistics: The Management of International Trade Operation, [4th Ed], Cicero Books, Berea, Ohio

3 David P, 2006, International Logistics, Biztantra, New Delhi

4 Kapoor, Kansal, 2016, Basics of Distribution Management: A Logistical Approach, PHI, Delhi.

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BoS- 12th 27/12/21 | AC - 12th 23/03/22 | GB - 15th. 28/03/22.

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong **M Medium** **L Low**

195IB2A3CD	BUSINESS RESEARCH METHODS	SEMESTER III

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Business Research and Research Process 12 h

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

Unit II Sampling and Data Collection 12 h

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

Unit III Data processing and Research Report 12 h

Scaling – meaning – types of scaling techniques - Processing of data – Editing - coding – Tabulation – Statistical tools used in research. Interpretation – meaning – need, technique and precaution - Report writing - steps – layout of research report - types – mechanics of writing a research report and precautions.

Unit IV Descriptive and Inferential Statistical tools 12 h

Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation – Path analysis – Auto correlation – Regression models – OLS ordinary least square methods – Multiple regressions

Unit V Inferential Statistical tools 12 h

Test of significance –'t' Test - large sample and 'f' Test, test of significance for Attributes, analysis of variance – Business forecasting – Exponential smoothing – Chi-square test

Text Books

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

References

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

195IB2A3CP	CORE PRACTICAL II : ADVANCE EXCEL AND SPSS	SEMESTER III

Total Credits: 3
Total Instructions Hours: 72h

S.No	
1	Prepare a student mark list by using conditional formatting option
2	Prepare a purchase order in excel and use different formatting option and advanced filter option to display the output
3	Calculate the sales revenue using user-defined formulas.
4	Calculate Average quarterly sales using built- in functions
5	Sorting out of employee pay slip based on salary
6	Construct pivot table and charts for the purchase order and sales order
7	Using text, date, time functions and advanced paste special techniques.
8	Using statistical tools in calculation of mean, median and mode
9	Creating a data file, defining the variables and entering the data and saving the data
10	Computation of basic statistics.
11	Calculation of Chi Square test using cross table.
12	Analysis of variance (one way classification anova)

Note: Out of 12 programs 10 programs are compulsory.

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong **M Medium** **L Low**

195IB2A3DA	RETAIL MANAGEMENT	SEMESTER III

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Retailing 9 h

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

Unit II Retailing Strategy 10 h

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

Unit III Retail Operations 10 h

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

Unit IV Retail Marketing Mix 9 h

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

Unit V Future of Retailing 10 h

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

Text Books

1 Harjit Singh, 2014, Retail Management – A Global Perspective, [Revised 3rd ED], Sultan Chand &Sons, New Delhi.

2 Suja Nair, 2018, Retail Management [1st ED], Himalaya PublishingHouse, Mumbai.

References

1 ArifShelkh, Kaneez Fathima,2019, Retail Management, [1st ED], Himalaya Publishing House, Mumbai, India.

2 Rinkesh Chheda,.Falguni Mathews,2019, Retail Management, [1st ED], Himalaya Publishing House , Mumbai, India.

3 Barry Berman , Joel R .Evans ,2017, Retail Management, [10th ED],Pearson.

4 Venkateswarlu,Devi Prasad Kotni, 2018.Retail Management, [1st ED], Himalaya PublishingHouse, Mumbai, India.

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27/12/21	23/03/22	28/03/22

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A3DB	TRAVEL AND HOSPITALITY SERVICES	SEMESTER III

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Tourism- An Overview 10 h

Tourism: Concept- Nature of tourism: Significance of tourism – Classification – Tourism in India - Future of tourism – Basic and geographical components of tourism –Definitions of tourist and foreign tourist – Elements of tourism.

Unit II Tourism Marketing 9 h

India – A Tourist destination- Tourism marketing: The concept – Users of tourism services – Product Planning and Development – Market segmentation for tourism – Marketing information system for tourism.

Unit III Marketing Mix for Tourism 10 h

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

Unit IV Introduction to Hospitality Services 9 h

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

Unit V Marketing of Hospitality Services. 10 h

Behavioural profile of users – Market Information System for Hotels – Product plans and development – Marketing mix for hotels – Hotel marketing in Indian perspective.

Text Books

1 Bhatia AK., 2012, International Tourism Management, Edition 2012 Published by Sterling Publishers Pvt Ltd, United States.

2 Philip Kotler, John.T.Bowen, James c. Makens.2017, Marketing for Hospitality and Tourism .(7th Ed)Prentice hall international editions, United States.

References

1 Charles R. Goeldner, JR Brent Ritchie, 2011, Tourism Principles, Practices and Philosophies, (12th Ed), John Willey & sons, United States.

2 Ghosh Biswanath, 2000, Tourism and Travel Management, 2nd Edition, Vikas Publishing House, New Delhi.

3 Devashish Dasgupta. 2011. Tourism Marketing. Pearson Education, New Delhi

4 Philip Kotler, John.T.Bowen, James c. Makens.2005, Marketing for Hospitality and Tourism .(4th Ed)Prentice hall international editions, United States.

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A3DC	INSTITUTIONS FACILITATING INTERNATIONAL TRADE	SEMESTER III

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Export Promotion in India 10 h

Export promotion in India-Department of Commerce- Functional divisions-Advisory bodies-Commodity organizations-Export promotion councils (EPCs)-Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC's in India- State export –Promotion agencies- Impediments in export promotion.

Unit II Role of Financial Institutions in India 9 h

Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

Unit III World Trade Organisation 10 h

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions-Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS-benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures-Evaluation of WTO- drawbacks/Criticisms.

Unit IV International Monetary Fund 9 h

International Monetary Fund (IMF)-Objectives- Organisation and management-Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

Unit V International Financial Institutions 10 h

International Development Association (IDA)-Objectives-Memberships – Loan assistance-International Financial Corporation (IFC)- Objectives-Main features-Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles-International trade centre.

Text Books

1 Rakesh Mohan Joshi. 2014, International Marketing. [2 ED] .Oxford University Press, United Kingdom.

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

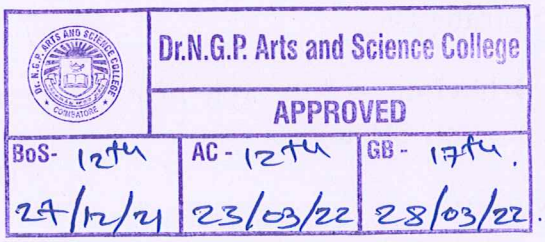
References

1 Maurice D. Levi. 2009, International Finance. [5th ED] Routledge, United Kingdom.

2 Bhalla.V.K. International Financial Management. S. Chand Publishing.New Delhi

3 Ian H. Giddy. 1994, Global Financial Markets. [1st ED]. Heath Canada Limited.

4 Varma.M.L Agarwal, 1999, International Marketing Management, [1st ED], King Books, Hyderabad.



195IB2ASSA	SELF STUDY I: BUSINESS ETHICS	SEMESTER III

Total Credit: 1

Syllabus

Unit I Business Ethics

Business Ethics - Meaning and Definition – Nature of Business Ethics – Importance of Ethics in Business – Elements in Business Ethics – Values and Human Behaviour – Business Values.

Unit II Management of Ethics

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

Unit III Corporate Social Responsibility

Corporate Social Responsibility – Concept of Corporate Social Responsibility – Models of Corporate Social Responsibility – Role of Management in implementing Corporate Social Responsibility – Responsibility towards environment.

Unit IV Behaviour Strategies

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

Unit V Business Culture

Meaning and Definition of Culture – Impact of Culture on business – Ethics across culture – Ethics and Culture – Cultural dimension of business Ethics - Corporate Culture – Concept and Nature – Elements and Types.

Text Books

1 Gupta. C.B, 2014, "Governance, Ethics & Social Responsibility of Business", 2nd Ed, Sultan Chand &Sons, New Delhi.

2 AnitaShukla,2015,"BusinessEthics",1stEd,HimanshuPublications,New Delhi.

References

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

2 Ghosh, 2012,"BusinessEthicsandCorporateGovernance", Tata McGraw Hill Education Private Limited, New Delhi

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195IB2ASSB	SELF STUDY : ENTREPRENEURIAL DEVELOPMENT	SEMESTER III

Total Credit: 1

Syllabus

Unit I Entrepreneurship

Entrepreneurship-Meaning–Origin-Functions-Factoraffecting entrepreneurial growth-Types-Entrepreneur vs. Intrapreneur vs. Manager.

Unit II Women and rural entrepreneurship

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

Unit III Entrepreneurial support

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

Unit IV Intellectual property

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

Unit V Starting a New venture

Starting a New venture – Steps for starting a small Industry – Project Idea generation-Projectidentificationandclarification-Projectformulation.

Text Books

1 Gupta.C.BandSrinivasanN.P 2017, "EntrepreneurialDevelopment",Sultan Chand and Sons, New Delhi.

2 Khanka .S.S, 2012,"Entrepreneurial Development.",Sultan Chand and Sons, New Delhi.

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AC - 12th 23/03/22
GB - 13th 28/03/22

References

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

2 VasantDesai,2002,"DynamicsofEntrepreneurDevelopment&Management" ~~, Himalayan~~ Publishing House, Mumbai.

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A4CA	SUPPLY CHAIN MANAGEMENT	SEMESTER IV

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Supply Chain Management 12 h

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

Unit II Supply Chain Drivers 12 h

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

Unit III Supply Chain Network Design 12 h

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

Unit IV Supply Chain Performance: Achieving Strategic Fit 12 h

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

Unit V Information Technology in a Supply Chain 12 h

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

Text Books

1 Sunil Chopra and Peter Meindl, 2018. Supply Chain Management: Strategy, Planning and Operation, [7th ed], Pearson Education., Inc.

2 Mohanty R.P and Deshmukh S.G, 2010. Essentials of Supply Chain Management, [6th ed], Jaico Publishing House.

References

1 Daniel Stanton, 2020. Supply Chain Management for Dummies, [2nd ed], John Wiley & Sons, Inc

2 Robert. B. Handfield & Ernest. L. Nichols Jr, 2012. Introduction to Supply Chain Management, [2nd Revised ed], PHI Learning Pvt., Ltd.

3 Rahul. V. Altekar, 2005. Supply Chain Management, Concepts and Cases, [Eastern Economy Editions], PHI Learning Pvt., Ltd.

4 Stephen Pryke, 2020. Successful construction supply chain management, [2nd ed],University college London.

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

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A4CB	STRATEGIC MANAGEMENT	SEMESTER IV

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Basics of strategic management 9 h

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

Unit II Strategic planning 9 h

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

Unit III Strategic theories 10 h

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

Unit IV Strategies for globalization 10 h

Diversification – Mergers and acquisition – Turnaround management – Implementation of strategy – Evaluation and control of strategy – Strategies for globalization – Compulsion for Indian companies to go global.

Unit V Recent developments 10 h

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

Text Books

1 Sontakki.C.N., Neeti Gupta, Anuj Gupta, 2014,Strategic Management, [3rd revised ed], Kalyani Publishers, New Delhi.

2 Thomas L. Wheelen, J.David Hunger and Krish Rangarajan, 2007, Strategic Management and Business policy, [11th ed], Pearson Education, Mumbai.

References

1 Srivastava.R.M., 2018, International Strategic Management, [11th ed], Himalaya Publishing House, Bombay.

2 Azar kazmi,2008 ,Strategic Management &Business Policy, Tata McGraw Hill Education Private Limited, United States.

3 Jacob Thomas,2015, Strategic Management , Pearson Education, New York.

4 Fred.R.David, 2010, Strategic Management and cases, [4th ed], PHI Learning, New Delhi.

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BoS- 12th	AC - 12th	GB - 17th.
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Course Code	Course Name	Category	L	T	P	Credit
195IB2A4CC	GLOBAL FINANCIAL MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

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

COURSE OUTCOMES

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

S Strong M Medium L Low

195IB2A4CC	GLOBAL FINANCIAL MANAGEMENT	SEMESTER IV

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I International money market 12 h

International money markets – Money market instruments – International capital markets – Comparison of New York, Indian money market – International bond market – Bond issue drill – Bench mark drill – Euro currency market – Euro dollar – Euro deposit and loans.

Unit II Financing of international trade 12 h

The flow of goods and the flow of funds- Derivatives market in India-International financial system and capital flows: Role of financial markets- Benefits-Recent development in international capital flows.

Unit III International financial environment 12 h

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

Unit IV International financial institutions 12 h

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

Unit V Inventory management 12 h

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

Text Books

1 Bhalla.V.K,2014, International Financial Management , S . Chand Publishing , New Delhi.

2 Maurice D.Levi, 2009, International Finance, [5thED], Routledge,New Delhi.

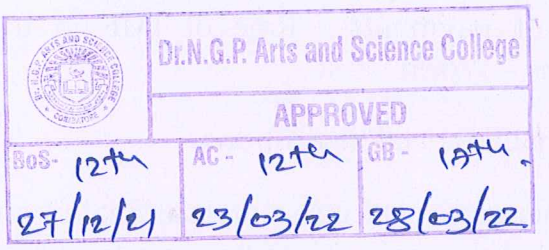
References

1 Buckley, A, 2012, International Finance; A practical perspective. Financial Times, Prentice Hall, New Delhi

2 Madura. J, 2013, International Financial Management, South-Western College Publishing, United States.

3 Shapiro, A. C,2013, Multinational Financial Management, John Wiley & Sons Inc,New Jersey

4 Sharan, V, 2009, International Financial Management, Prentice Hall India Learning Private Limited, New Delhi.



195IB2A4CV	PROJECT WORK	SEMESTER-IV

Total Credits: 8

Hours Per Week: 16

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

The following are the guidelines that the student should adhere to

OBJECTIVE

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

CRITERIA FOR TITLE SELECTION

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

GUIDELINES

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

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

CONTENT OF THE REPORT FOR PROJECT

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

CHAPTERISATION

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

ANNEXURE

- Appendix
- References

29/12/21

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BoS Chairman
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