



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

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

### REGULATIONS 2022-23 for Post Graduate Programme (Outcome Based Education model with Choice Based Credit System) Master of Commerce with International Business Degree (For the students admitted during the academic year 2022-23 and onwards)

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

#### Eligibility

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

#### Programme Educational Objectives

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

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



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## PROGRAMME OUTCOMES

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

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





*Credit Distribution Summary*

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






## CURRICULUM

## M.Com IB

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
225CO2A1CA	Core I	Managerial Economics	5	-	-	3	50	50	100	4
225IB2A1CA	Core II	Human Resource Management	5	-	-	3	50	50	100	4
225IB2A1CB	Core III	International Marketing Management	5	-	-	3	50	50	100	4
225IB2A1CC	Core IV	Global Business Environment	6	-	-	3	50	50	100	4
225IB2A1CD	Core V	International Business Relations	5	-	-	3	50	50	100	4
225IB2A1DA	DSE- I	Warehouse and Inventory Management	4	-	-	3	50	50	100	4
225IB2A1DB		Retailing and Franchising								
225IB2A1DC		Industrial Psychology								
Total			30	-	-				600	24

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

 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
RoS- 13 04/08/2022	AC- 13 06/09/2022	GB-13 10/09/2022





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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
225IB2A2CA	Core VI	Financial and Management Accounting	5	1	-	3	50	50	100	4
225IB2A2CB	Core VII	Foreign Trade Procedures and Documentation	5	1	-	3	50	50	100	4
225IB2A2CC	Core VIII	Logistics Management	5	-	-	3	50	50	100	4
225IB2A2CP	Core Practical-I	Computer Application in Business	-	-	4	3	50	50	100	2
224DA2A2EA	EDC	Business Analytics	5		-	3	50	50	100	4
225IB2A2DA	DSE-II	Air Transport Management	4	-	-	3	50	50	100	4
225IB2A2DB		Digital Marketing								
225IB2A2DC		Cross Cultural Management								
Total			24	2	4				600	22

  
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<b>APPROVED</b>		
BoS - 14 <sup>th</sup> 26/11/2022	AC - 14 <sup>th</sup> 19/01/2023	GB - 19 <sup>th</sup> 30/01/2023




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Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
225CO2A3CB	Core IX	Business Research Methods	4	1	-	3	50	50	100	4
225IB2A3CA	Core X	Export-Import Finance	4	-	-	3	50	50	100	4
225IB2A3CB	Core XI	Foreign Exchange Management	5	-	-	3	50	50	100	4
225IB2A3CC	Core XII	Executive Communication and EXIM Correspondence	4	-	-	3	50	50	100	4
225CO2A3CP	Core Practical-II	Statistical Tools for Research	-	-	4	3	50	50	100	2
225IB2A3CT	Internship Training	Institutional Training- I(EXIM Documentation) -Report & viva-voce	-	-	4	-	50	50	100	4
225IB2A3DA	DSE -III	Legal Aspects of Shipping	4	-	-	3	50	50	100	4
225IB2A3DB		Travel and Hospitality services								
225IB2A3DC		Total Quality Management								
Total			21	1	8	-	-	-	700	26

*[Signature]*  
 BoS Chairman/HoD  
 Department of Commerce (IB)  
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 Coimbatore - 641 048

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BoS - 09/06/2023	AC - 14/07/2023	GB - 05/08/2023




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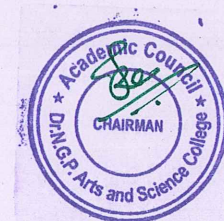
M.Com.IB (Students admitted during the AY 2022-23)



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
225IB2A4CA	Core XIII	Supply Chain Management	5		-	3	50	50	100	4
225IB2A4CB	Core XIV	Strategic Management	4	-	-	3	50	50	100	4
225IB2A4CC	Core XV	Global Financial Management	5		-	3	50	50	100	4
225IB2A4CV	Core XVI-Project	Project	-	-	16	-	100	100	200	8
Total			14	-	16	-	-	-	500	20
*Grand Total									2400	92

  
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<b>BOS-16<sup>th</sup></b> 16/10/2023	<b>AC-16<sup>th</sup></b> 18/12/2023	<b>GB-21<sup>st</sup></b> 5/01/2024



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### DISCIPLINE SPECIFIC ELECTIVE

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

#### Semester V (Elective I)

##### List of Elective Courses

S. No.	Course Code	Name of the Course
1	225IB2A1DA	Warehouse and Inventory management
2	225IB2A1DB	Retailing and Franchising
3	225IB2A1DC	Industrial Psychology

#### Semester VI (Elective II)

##### List of Elective Courses

S. No.	Course Code	Name of the Course
1	225IB2A2DA	Air Transport Management
2	225IB2A2DB	Digital Marketing
3	225IB2A2DC	Cross Cultural Management

#### Semester VI (Elective III)

##### List of Elective Courses

S. No.	Course Code	Name of the Course
1	225IB2A3DA	Legal Aspects of Shipping
2	225IB2A3DB	Travel and Hospitality services
3	225IB2A3DC	Total Quality Management





## EXTRA CREDIT COURSES

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

S. No.	Course Code	Course Name
1	225IB2ASSA	Investment Management
2	225IB2ASSB	Entrepreneurial Development



**PG REGULATION (R4)**  
**(Students Admitted in the AY 2022-23)**  
**(OUTCOME BASED EDUCATION WITH CBCS)**

Effective from the academic year 2022-23 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 2022-2024 refers to students belonging to a 2-year Degree programme admitted in 2022 and completing in 2024.

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

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

b) **Extra Departmental Course (EDC):** A course chosen generally from a related discipline/subject, with an intention to seek exposure in the discipline relating to the core domain of the student.





c) **Discipline Specific Elective Course (DSE):** Elective courses are offered under main discipline/ subject of study.

d) **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.

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

## 2. STRUCTURE OF PROGRAMME

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

## 3. DURATION OF THE PROGRAMME

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





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

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

#### 5. EXAMINATIONS

The end semester examinations shall normally be conducted after completing 90 working days for each semester. The maximum marks for each theory and practical course as follows,

##### a) Mark distribution for Theory Courses

Continuous Internal Assessment (CIA) : 50 Marks

End Semester Exams (ESE) : 50 Marks

Total : 100 Marks

##### i) Distribution of Internal Marks

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 <sup>th</sup> working day)	15
2	Model ( All 5 Units) (On completion of 85 <sup>th</sup> working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05
<b>Total</b>		<b>50</b>





**Assignment Rubric****(Maximum -20 marks converted to 5 marks)**

Criteria	4 marks	3 Marks	2 Marks	1 Mark
Language	Excellent spelling and Grammar	Good spelling and Grammar	Reasonable spelling and Grammar	Bad spelling and Grammar
Style	Outstanding style beyond usual college level	Attains College level style	Approaches College level style	Elementary form with little or no variety in sentence structure
Referencing	Good use of wide range of reference sources	Moderate use of suitable reference materials	Shows signs of plagiarism & using sources without referencing	No reference material used
Development	Main points well developed with high quality and quantity support	Main points developed with quality and quantity supporting details	Main points are present with limited details and development	Main points lack detailed development
Critical thinking/Problem solving	Advanced attempt to interpret the process, content/ analyse and solve the problem	Proficient attempt to interpret the process, content/ analyse and solve the problem	Adequate attempt to interpret the process, content/ analyse and solve the problem	Limited attempt to interpret the process, content/ analyse and solve the problem





**Breakup for Attendance Marks:**

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

**Note:**

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

**Break up for Library Marks:**

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

**Note:**

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

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

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

**Components for Skill Enhancement**

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

S.No.	Skill Enhancement	Description
1	Class Participation	<ul style="list-style-type: none"> <li>Engagement in class</li> <li>Listening Skills</li> <li>Behaviour</li> </ul>
2	Case Study Presentation/ Term Paper	<ul style="list-style-type: none"> <li>Identification of the problem</li> <li>Case Analysis</li> <li>Effective Solution using creativity/imagination</li> </ul>





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





## ii) Distribution of External Marks

Total	:	50
Written Exam	:	50

## Marks Distribution for Practical course

Total	:	100
Internal	:	50
External	:	50

## i) Distribution of Internals Marks

S. No.	Particulars	Distribution of Marks
1	Experiments/ Exercises	15
2	Test 1	15
3	Test 2	15
4	Observation Notebook	05
Total		50

## ii) Distribution of Externals Marks

S.No.	Particulars	External Marks
1	Materials and methods/ Procedures/ Aim	10
2	Experiment/ Performance/ Observations/ Algorithm	10
3	Results/ Calculations/ Spotters/ Output	10
4	Inference/Discussion/ Presentation	10
5	Record	6
6	Viva- voce	4
Total		50

## A) Mark Distribution for Project

Total	:	200
Internal	:	100
External	:	100





## i) Distribution of Internal Marks

S.No.	Particulars	Internal Marks
1	Review I	40
2	Review II	40
3	Attendance	20
<b>Total</b>		<b>100</b>

## ii) Distribution of External Marks

S.No	Particulars	External Marks
1	Project Work & Presentation	80
2	Viva -voce	20
<b>Total</b>		<b>100</b>

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

## 6 . Credit Transfer

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

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

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





**Mandatory**

The exempted core paper in the 3<sup>rd</sup> or 4<sup>th</sup> semester should be submitted by the students for approval before the end of 2<sup>nd</sup> semester

Credit transfer will be decided by equivalence committee

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

**NPTEL Courses to be carried out during semester I – II.**

S. No.	Student Name	Class	Proposed NPTEL Course		Proposed Course for Exemption
			Course I	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	Any one Core Paper in 3 <sup>rd</sup> or 4 <sup>th</sup> Semesters
			Course II	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	

Class Advisor

HoD

Dean



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## 7. Internship/Industrial Training

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.

### Mark Distribution for industrial / institutional training

Total	:	100
Internal	:	50
External	:	50

#### i) Distribution of Internal Marks

S.No.	Particulars	Internal Marks
1	Review I	20
2	Review II	20
3	Attendance	10
Total		50

#### ii) Distribution of External Marks

S.No	Particulars	External Marks
1	Internship /Industrial training Presentation	40
2	Viva -voce	10
Total		50

Evaluation of Internship /Industrial training Presentation shall be done jointly by Internal and External Examiners.

## 8. Extra Credits: 10

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





A student is permitted to earn a maximum of 10 extra Credits during the programme period. A maximum of 1 credit under each category is permissible.

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

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

## GUIDELINES

### Self study Course

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

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

### CA/ ICSI/ CMA (Foundations)

Qualifying foundation in CA/ICSI/CMA / etc.

### CA/ICSI/ CMA (Inter)

Qualifying Inter in CA/ICSI/CMA / etc.

### Sports and Games

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





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

Research Publications in Journals

Oral/Poster presentation in Conference

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

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

### **Representation in State/ National level celebrations**

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

### **Awards/Recognitions/Fellowships**

Regional/ State / National level awards/ Recognitions/Fellowships

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

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

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





### QUESTION PAPER PATTERN

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

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

#### CIA Test II/ Model [3 Hours-5 Units] - 50 Marks

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	10 x 1 = 10 Marks	MCQ	50 Marks	Marks secured will be converted To 15 mark
Section - B	5 x 6 = 30 Marks	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Marks		
Section - C	1 x 10 = 10 Marks	Compulsory Question		





**End Semester Examination [3 Hours-5 Units] - 50 Marks**

SECTION	MARKS	DESCRIPTION	TOTAL
Section - A	10 x 1 = 10 Marks	MCQ	50 Marks
Section - B	5 x 6 = 30 Marks	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Marks	
Section - C	1 x 10 = 10 Marks	Compulsory Question	





Course Code	Course Name	Category	L	T	P	Credit
225CO2A1CA	MANAGERIAL ECONOMICS	CORE	5	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

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





225CO2A1CA	MANAGERIAL ECONOMICS	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Managerial Economics 9 h

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

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

Case study on Goals of Corporate Enterprises.

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

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

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

Case study on Law of Demand

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

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

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

Case study on Pricing.

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

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



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Monetary Policy.

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

Case study on Fiscal Policy.

## Unit V International Economics

14 h

International Trade: Features, Advantages and Disadvantages - International Trade Theories: Comparative Cost Theory, Opportunity Cost Theory and H.O. Theory - Gains from Trade - Terms of Trade - TRIPS, TRIMS and IPR.

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


Case study on Terms of Trade.

## Text Books

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

## References

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

		
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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1CA	HUMAN RESOURCE MANAGEMENT	CORE	5	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

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





225IB2A1CA	HUMAN RESOURCE MANAGEMENT	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

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

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

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

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

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

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

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

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

#### Unit V Job Satisfaction & Employee Relations 12 h

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



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


1. Case study on Qualities of HR Manager
2. Case study on Job analysis
3. Case study on Training and development
4. Case study on Performance appraisal
5. Case study on Employee Equality

### Text Books

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

### References

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

		
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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1CB	INTERNATIONAL MARKETING MANAGEMENT	CORE	5	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

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



225IB2A1CB	INTERNATIONAL MARKETING MANAGEMENT	SEMESTER I
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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-AIDA Model.

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

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

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

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

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

Recent trends in marketing with global perspective- Managing direct and on-line marketing – The growth and benefits of direct marketing – Major channels for direct marketing – Indirect marketing – On-line marketing –Conducting on-line marketing – Challenges of on-line marketing.





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


1. Case study on barriers in international marketing.
2. Case study on value chain.
3. Case study on market segmentation.
4. Case study on promotion mix.
5. Case study on digital marketing.

### Text Books

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

### References

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

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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1CC	GLOBAL BUSINESS ENVIRONMENT	CORE	6	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

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

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand importance of business environment.	K2
CO2	Obtain the knowledge on physical infrastructure and economic system.	K2
CO3	Learn the influence of socio-culture environment in business activity.	K3
CO4	Identify different international legal system and dispute resolution.	K4
CO5	Conceptualize the environmental protection and regulation relating to it.	K4

### MAPPING WITH PROGRAMME OUTCOMES

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

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





225IB2A1CC	GLOBAL BUSINESS ENVIRONMENT	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 72 h

### Syllabus

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

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

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

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

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

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

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

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

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

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



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

(Section C: Compulsory question for case studies)


1. Case study on marketing strategy to enter global business.
2. Case study on rostow's stages of economic growth.
3. Case study on social responsibilities of business.
4. Case study on political risk in global business.
5. Case study on adoption of new technology for innovation.

### Text Books

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

### References

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

		
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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1CD	INTERNATIONAL BUSINESS RELATIONS	Core	5	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn about International Relations and concepts.	K2
CO2	Learn about International Relations and Politics.	K2
CO3	Students will be able to understand International Law, collective security, balance of power and peaceful settlement.	K3
CO4	Analyze the role of international organisation and regional groups.	K3
CO5	Identifying the relationship of India with other Nation's.	K4

#### MAPPING WITH PROGRAMME OUTCOMES

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

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



225IB2A1CD	INTERNATIONAL BUSINESS RELATIONS	SEMESTER 1
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I** International relations 12 h

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

**Unit II** International Politics 12 h

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

**Unit III** International Law 12 h

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

**Unit IV** International Organizations 12 h

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

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

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





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


1. Case study on international relations
2. Case study on foreign policy.
3. Case study on balance of power.
4. Case study on world trade organisation
5. Case study on India's foreign policy

### Text Books

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

### References

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

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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1DA	WAREHOUSE AND INVENTORY MANAGEMENT	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- To understand the basic concepts and various functions of Warehouse.
- To impart knowledge on various types of warehouses and their advantages.
- To create awareness on the technological applications in warehousing and inventory management.

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

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





225IB2A1DA	WAREHOUSE AND INVENTORY MANAGEMENT	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Inbound Logistics 10 h

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

#### Unit II Warehouse Types 10 h

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

#### Unit III Packaging and Material Handling 8 h

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

#### Unit IV Inventory Management 10 h

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



**Unit V** Trends in Warehouse Management

10 h

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

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


1. Case Study on disinfecting services.
2. Case Study on Warehouse.
3. Case Study on Waste management.
4. Case Study on Stock Transfer Scenarios.
5. Case study on Technological equipment for warehouse management.

**Text Books**

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

**References**

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

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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1DB	RETAILING AND FRANCHISING	DSE	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

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

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Comprehend the Concept of Global and Indian retail scenario.	K2
CO2	Understand the Steps to be followed in Planning and procurement.	K2
CO3	Examine Store layout and Store atmospherics including Store management.	K3
CO4	Analyze Franchise agreement and franchise disclosure document.	K4
CO5	Discriminate Indian and global franchising scenario.	K4

### MAPPING WITH PROGRAMME OUTCOMES

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

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



225IB2A1DB	RETAILING AND FRANCHISING	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I**      Retailing 9 h

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

**Unit II**      Retail Strategy 10 h

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

**Unit III**      Retail Operations 10 h

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

**Unit IV**      Franchising 10 h

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

**Unit V**      Franchise Operations 9 h

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





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


1. Case study on retailing strategy
2. Case study on procurement.
3. Case study on customer service.
4. Case study on franchising
5. Case study on business ethics in retail

### Text Books

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

### References

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

		
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Course Code	Course Name	Category	L	T	P	Credit
225IB2A1DC	INDUSTRIAL PSYCHOLOGY	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

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





225IB2A1DC	INDUSTRIAL PSYCHOLOGY	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Introduction to industrial psychology 09 h

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

**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 09 h

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

**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.



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


1. Case study on factors influencing personality.
2. Case study on theories of motivation: Theory X and Y.
3. Case study on group decision making.
4. Case study on organizational culture.
5. Case study on conflict management.


### Text Books

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

### References

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

  
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64/08/2022	06/09/2022	10/09/2022



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*M.Com.IB (Students admitted during the AY 2022-23)*



Course Code	Course Name	Category	L	T	P	Credit
225IB2A2CA	FINANCIAL AND MANAGEMENT ACCOUNTING	CORE	5	1	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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



225IB2A2CA	FINANCIAL AND MANAGEMENT ACCOUNTING	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 72 h

### Syllabus

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

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

Case Study on accounting concepts and conventions.

#### Unit II Preparation of final accounts and bill of exchange 14 h

Preparation of final accounts: Trading account -Profit and loss account - Balance sheet with simple adjustments. Bill of exchange: Features- Advantages- Types- Difference between bill of exchange and promissory note- Accounting treatment for bill of exchange - Dishonor of a bill.

Case Study on bill of exchange.

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

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

Case Study on budgetary control implementation.

#### Unit IV Financial statement analysis and interpretation 15 h

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

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





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

15 h

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

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

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


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

**Text Books**

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

**References**

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

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M.Com.IB (Students admitted during the AY 2022-23)

Course Code	Course Name	Category	L	T	P	Credit
225IB2A2CB	FOREIGN TRADE PROCEDURES AND DOCUMENTATION	CORE	5	1	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Apply legal provisions in EXIM trade	K3
CO2	Explain export licensing procedures and formalities	K4
CO3	Explain import licensing procedures and formalities	K4
CO4	Identify the schemes of export promotion councils and commodity boards	K4
CO5	Classify and prepare export and import documents	K4

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### COURSE FOCUSES ON

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





225IB2A2CB	FOREIGN TRADE PROCEDURES AND DOCUMENTATION	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 72 h

### Syllabus

#### Unit I Legal Framework 14 h

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

Case Study on Compliance Requirements

#### Unit II Export Licensing 14 h

Export licensing procedures and formalities- Import export code (IEC) number- RCMC- Free trade agreement- Categories of exporters- Deemed exports- EOU- SEZ-Status holders - Free trade and warehousing zones (FTWZ) - Procedure for realization of export proceeds - Export incentives- Procedural compliance - Remission of duties or taxes on export products scheme (RoDTEP) - Exports under IGST.

Case Study related to export incentives.

#### Unit III Import Licensing 14 h

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

Case Study on import clearance.

#### Unit IV Export Promotion Organizations 15 h

Export promotion councils in India -Apparel Export Promotion Council (AEPC )- Engineering Export Promotion Council (EEPC) - Agricultural and Processed Food Products Export Development Authority (APEDA) -Marine Products Export Development Authority (MPEDA)- Software Export Promotion Council (SEPC)- Commodity boards- Federation of Indian Export Organization (FIEO).

Case Study on Export Promotion Councils.



**Unit V Documentation Procedures**

15 h

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

Case Study on documentation.


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

**Text Books**

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

**References**

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

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Course Code	Course Name	Category	L	T	P	Credit
225IB2A2CC	LOGISTICS MANAGEMENT	CORE	5	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

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

**COURSE OUTCOMES**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**COURSE FOCUSES ON**

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



225IB2A2CC	LOGISTICS MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

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

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

Case Study on Green Logistics and Reverse Logistics

#### Unit II EXIM Logistics 13 h

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

Case Study on Multi Modal Transportation (MMT)

#### Unit III Transportation & Warehousing 14 h

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

Case Study on Freight Forwarding

#### Unit IV Containerization 11 h

Containerization: Genesis - Classification - Benefits and Constraints- Less than Container Load(LCL)- Full Container Load (FCL) - Inland Container Depot (ICD)- CFS - CONCOR- ICDs under CONCOR. Chartering: Kinds of charter - Charter party and arbitration.

Case Study on containerization

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

Logistics in E-commerce- Intelligent Transportation Management System- Communication systems - Automatic vehicle location systems - Geographic Information Systems- High tech logistics system - Introduction to block chain in logistics Industry- Unified Logistics Interface Platform (ULIP).

Case Study on Automation in Logistics Management






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

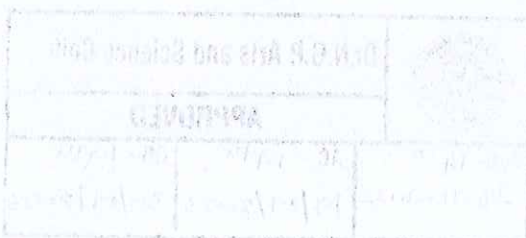
### Text Books

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

### References

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

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*M.Com.IB (Students admitted during the AY 2022-23)*

225IB2A2CP	COMPUTER APPLICATION IN BUSINESS	SEMESTER II
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Total Credits: 2

Total Instructions Hours: 48 h

- | S.No | List of Exercises  |
|------|--|
| 1    | Create a student database and Perform the following Functions: Use cut & paste, use cell widening, use format painter, use font, colour, borders, use wrap text, Use merge cells, Use Numbers, date and currency as format. (Excel). |
| 2    | Show the regional sales data of a company using conditional formatting function in the excel sheet. (Excel).   |
| 3    | Calculate employee salary by using the following function in the excel sheets . Functions: min, max, sum, average, Count, filter and sort (Excel).   |
| 4    | Create Pivot tables, Set Pivot table options and adding subtotals in Pivot table to analyze sales data. (Excel).   |
| 5    | Create a supplier database using HLOOKUP functions in a excel sheet (Excel).   |
| 6    | Calculate transportation cost using VLOOKUP functions in a excel sheet (Excel).  |
| 7    | Understanding to Macros, Custom number formats, Using Custom list. (Excel).  |
| 8    | Create an airport database and perform following functions: Length, Right, Left, Mode and IF ERROR (Excel).  |
| 9    | Creation of a new company, groups and ledgers. (Tally).  |
| 10   | Preparation of final accounts with adjustments. (Tally).   |
| 11   | Voucher entries for receipt, payment, contra and journal. (Tally).   |
| 12   | Voucher entries for purchase and sales bill wise statement with GST. (Tally).  |
| 13   | Prepare FOREX calculation and calculating foreign exchange gain/loss. (Tally).   |

**Note:** Out of 13 exercises 10 are compulsory

Tools used: Advanced excel and Tally

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Course Code	Course Name	Category	L	T	P	Credit
224DA2A2EA	BUSINESS ANALYTICS	EDC	5	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- The concepts of data processing, data warehousing and data modeling
- The different statistical techniques to analyze business data
- The widely used applications of analytics in various domains

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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



224DA2A2EA	BUSINESS ANALYTICS	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I** Data Processing Architectures and Business Intelligence 12 h

Key Purpose of Using IT in Business - Enterprise Applications - Types of Digital Data - Structured Data - Unstructured Data - Semi Structured Data - Online Transaction Processing - Online Analytical Processing (OLAP) - OLAP Architectures - OLAP Operations - BI Component Framework - BI Users - BI Applications - BI Roles and Responsibilities

Case Study : Predictive Trendline Models

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

Need for Data Warehouse - Definition - Data Mart - Operational Data Store - Goals - Components of Data Warehouse - Extract, Transform, Load (ETL)- Data Integration - Data Integration Technologies - Data Quality - Data Profiling

Case Study : ETL in McDonalds

**Unit III** Data Modeling Techniques 12 h

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

Case Study : Data Modeling in Advertising

**Unit IV** Statistical Analysis 12 h

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

Case Study : Applying Statistics to detect financial problems

**Unit V** Applications of Analytics 12 h

Applications of Analytics : Analytics in Business Support Functions - Analytics in Industries : Analytics in Telecom, Retail, Healthcare, Analytical Application development- Widely used Applications: Social Media Analytics, Recommendation Systems - Data Mining Algorithms : Association Rule Mining - k-Means Clustering - Decision Tree

Case study : Social Media Analytics






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

### Text Books

- 1 R N Prasad, Seema Acharya, 2016, Fundamentals of Business Analytics, 2nd Edition, Wiley India Pvt. Ltd
- 2 James R. Evans, 2021, Business Analytics, 3rd Edition, Pearson Education.

### References

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

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Course Code	Course Name	Category	L	T	P	Credit
225IB2A2DA	AIR TRANSPORT MANAGEMENT	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- Air cargo and air transport industry.
- The requirement for air transport infrastructure
- The regulatory framework of the air transport industry.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand airline, air cargo and air transportation industry.	K2
CO2	Chart out air transport infrastructure.	K3]
CO3	Differentiate the types of airports and aircrafts.	K4
CO4	Classify the types of air cargo and air cargo tariffs.	K4
CO5	Explain International air transport regulations	K4

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### COURSE FOCUSES ON

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





225IB2A2DA	AIR TRANSPORT MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Airline industry 10 h

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

Case Study on strategies used in air transport

#### Unit II Air transport services 10 h

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

Case Study on PPP in Indian air transport

#### Unit III Airport classification 10 h

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

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

#### Unit IV Air cargo 8 h

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

Case Study on carriage of dangerous goods by air.

#### Unit V Air transport regulations 10 h

International regulations - Open skies agreement - Role of TIACA - Airport authority of India- IMMTA - UNCTAD - DGCA - IATA regulations for International air transport- CASS - International Federation of Freight Forwarders Associations (FIATA).

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




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

### Text Books

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

### References

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

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BoS- 14 <sup>th</sup>	AC - 14 <sup>th</sup>	GB - 14 <sup>th</sup>
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Course Code	Course Name	Category	L	T	P	Credit
225IB2A2DB	DIGITAL MARKETING	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### COURSE FOCUSES ON

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



225IB2A2DB	DIGITAL MARKETING	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

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

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

Case Study on digital marketing strategy.

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

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

Case Study on ethical challenges in digital marketing.

#### Unit III Social Media Marketing 10 h

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

Case Study on social media marketing

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

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

Case Study on content marketing.





**Unit V Mobile Marketing and Web Analytics**

9 h

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

Case Study on mobile marketing


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

**Text Books**

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

**References**

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

 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS- 14 <sup>th</sup> 26-11-2022	AC - 14 <sup>th</sup> 19/01/2023	GB - 14 <sup>th</sup> 30/01/23



Course Code	Course Name	Category	L	T	P	Credit
225IB2A2DC	CROSS CULTURAL MANAGEMENT	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

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

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### COURSE FOCUSES ON

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





225IB2A2DC	CROSS CULTURAL MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

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

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

Case Study on business stake holders and cultural background

#### Unit II Dimensions of culture 9 h

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

Case Study on communication across culture

#### Unit III Negotiating across cultures 10 h

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

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

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

Global human resources management – Staffing and training for global operations – Expatriate – Developing a global management cadre-Motivating and leading-Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies

Case Study on Global Human Resource Management



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*M.Com.IB (Students admitted during the AY 2022-23)*



**Unit V** Managing global teams

9 h

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

Case Study on culture change phases in organization

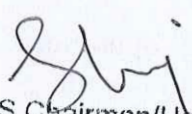
**Note:** Case Study examined externally (Section C: Compulsory question)


**Text Books**

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

**References**

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

  
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BoS- 14 <sup>th</sup> 26/11/2022	AC - 14 <sup>th</sup> 19/01/2023	GB - 19 <sup>th</sup> 30/01/2023



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*M.Com.IB (Students admitted during the AY 2022-23)*



Course Code	Course Name	Category	L	T	P	Credit
225CO2A3CB	BUSINESS RESEARCH METHODS	CORE	4	1	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the overview of research methodology and explain the technique of defining a research problem.
- and explain the scaling techniques in research.
- the art of interpretation and the art of writing research reports.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the research methods and techniques.	K2
CO2	aware of Sampling techniques and Appropriate method for data collection.	K3
CO3	acquire the knowledge of statistical tools used for analyzing the data.	K4
CO4	obtain knowledge on Testing of Significance.	K4
CO5	interpret the data and summarize the report.	K4

### MAPPING WITH PROGRAMME OUTCOMES

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

### COURSE FOCUSES ON:

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



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M.Com.IB (Students admitted during the AY 2022-23)



225CO2A3CB	BUSINESS RESEARCH METHODS	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

**Unit I** Introduction to Business Research 13 h

Business Research-Meaning-Scope and Significance - Utility of Business research- Qualities of good research- Types of research - Research process -Identification, Selection and formulation of research problems - Hypothesis -Research design - Case study relating to Research Design.

**Unit II** Data Collection and Processing of Data 12 h

Sampling - Methods and Techniques - Sample Size - Sampling Error - Fieldwork and Data Collection - Interview Schedule - Questionnaire - Observation - Pilot Study and final Collection of Data - Measurement and scaling techniques - Processing and Analysis of data - Transcription and Tabulation - Testing Goodness of Data - Case study relating to scaling techniques.

**Unit III** Statistical tools used in Research 12 h

Standard Deviation - Correlation - Simple, Partial and Multiple Correlations - Association of Attributes - Regression Models - Ordinary Least Square Methods - Multiple Regression - Variance - Co-variance - Co-efficient - Mode - Skewness - Kurtosis - Case study relating to association of attributes.

**Unit IV** Test of significance 13 h

Parametric Tests - Test of significance - 't' Test - large sample and 'f' Test, test of significance for attributes - Chi-square test - ANOVA - One way -Two way - Case study relating to testing of significance.

**Unit V** Interpretation and Report writing 10 h

Interpretation - Meaning, Need and Technique- Report writing - Types, contents and style of reports - Steps in drafting reports - Layout of the Research Report - Research Ethics and Prevention of Plagiarism - Case study relating to report writing.

**Note:**Distribution of Marks: 60% Theory, 40% Problem

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





(Section C: Compulsory question for case studies)

### Text Books

- 1 Kothari, C.R. & Gaurav Garg 2020. Research Methodology [Third Edition]. New Age International Pvt. Ltd., New Delhi.
- 2 Gupta, S.P. 2020. Statistical Methods [Forty First Edition]. Sultan Chand & Sons, New Delhi.

### References

- 1 Dr. Priti R. Majhi. Dr. Prafull K. Khatua, 2021, Research Methodology, Himalaya Publishing House, Mumbai.
- 2 Uma Sankar and Roger Bougie, 2016, Research Methods for Business, (Sixth Edition), Wiley Publications.
- 3 Thanulingom.N.2015. Research Methodology. Himalaya Publishing House.
- 4 Paneer Selvam R, 2014.Research Methodology, PHI, Delhi.





Course Code	Course Name	Category	L	T	P	Credit
225IB2A3CA	EXPORT - IMPORT FINANCE	CORE	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

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

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Interpret the basic elements of EXIM transactions and the sources of/ financing those transactions.	K2
CO2	Identifying the requirements for Pre & Post Shipment finance.	K2
CO3	Develop an idea about import transactions and its procedures.	K3
CO4	Analyze the procedure for procuring long term finance and the deferred payment procedures.	K3
CO5	Explore various financial institutions supporting EXIM finance.	K4

### MAPPING WITH PROGRAMME OUTCOMES

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

### Course Focuses on

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





225IB2A3CA	EXPORT - IMPORT FINANCE	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Export Finance 9 h

Introduction- Modes of international payments -Light Weight Payment and Settlement System (LPSS)- Financing of export credit needs - Short term sources of finance -Elements of an import/export transaction - Medium- and long-term sources of finance - Export credit system in India.

Case Study on selecting the modes of international payment

#### Unit II Pre and Post Shipment Finance 10 h

Pre-shipment finance - Categories of pre-shipment finance - Facilities of pre- shipment credit - Pre-shipment Credit in Foreign Currency (PCFC) - Interest rate on pre-shipment credit, Post-shipment credit finance - Categories of post- shipment credit in rupees - Post-shipment Credit in Foreign Currency - Refinance of pre-shipment and post-shipment finance.

Case Study related to Pre shipment credit.

#### Unit III Import Finance 9 h

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

Case Study on bulk import.

#### Unit IV Long Term Finance 10 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.

Case Study on deferred payment.

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

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

Case Study on ECGC Schemes.





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

### Text Books

- 1 Parasram, 2012, Export Import Finance and LC, 17th Edition, Anupam Publishers, Mumbai.
- 2 Jeevanandam. C, 2012, International Trade, 1st Edition, Sultan Chand & Sons, New Delhi.

### References

- 1 Maurice D. Levi, 2009, International Finance, 5th Edition, Taylor & Francis, Inc, United Kingdom.
- 2 Krugman. M, 2017, International Finance Theory And Policy, 10th Ed, Pearson, Chennai.
- 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
225IB2A3CB	FOREIGN EXCHANGE MANAGEMENT	CORE	5		-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Summarize foreign exchange Administration and Foreign exchange market	K2
CO2	Explain exchange rates and foreign exchange Transactions	K3
CO3	Analyze the Interbank deals	K4
CO4	Explore foreign exchange Risk and exposure	K4
CO5	Learn the techniques adopted in the management of Foreign exchange risk	K4

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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





225IB2A3CB	FOREIGN EXCHANGE MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

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

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

Case Study on Foreign exchange market.

#### Unit II Exchange Rates 10 h

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

Case Study related to Spot rates, Forward exchange rates.

#### Unit III Foreign Exchange Transactions 14 h

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

Case Study on Arbitrage operations.

#### Unit IV Foreign Exchange Risk 13 h

Foreign Exchange Risk: Meaning- Types- Management of exposures – External techniques: Forward contract hedging – Money market hedging – Hedging with options – Hedging with future – Internal techniques: Exposure netting – Cross hedging – Denomination in local currency – Foreign currency accounts – Leads and lags.

Case Study on Money market hedging





**Unit V** Management of Risk in Foreign Exchange Markets

10 h

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

Case Study on Derivatives.

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

**Text Books**

- 1 Jeevanandam C, 2017, "Foreign Exchange – Practice, Concepts & Control", 15th Ed, Sultan Chand & Sons, New Delhi.
- 2 Agarwal. O P, 2019, International Finance (Mumbai Univ), 2nd Ed, Himalaya Publishing House, Mumbai.

**References**

- 1 Rajwade A V, Desai H G, 2014, Foreign Exchange, International Finance and Risk Management, 5th Ed, Tata McGraw Hill, New Delhi.
- 2 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
225IB2A3CC	EXECUTIVE COMMUNICATION AND EXIM CORRESPONDENCE	CORE	4	-	-	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	Summarize the types of communication and identifying barriers	K2
CO2	Demonstrate and exhibit the procedure in writing business letters	K4
CO3	Transform basic contents to final summarized reports	K4
CO4	Explore the skill of oral communication	K5
CO5	Construct and impart export import correspondence	K5

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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





225IB2A3CC	EXECUTIVE COMMUNICATION AND EXIM CORRESPONDENCE	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Communication 9 h

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

Case Study on Communication Methods

#### Unit II Letter writing 10 h

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

Case Study related to Business letter.

#### Unit III Report writing 10 h

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

Case Study on reports

#### Unit IV Speech and speaking 9 h

Speech and speaking-Fundamentals of speaking-Elements of effective speaking and technology -Road block to good speaking -Strategies for successful speaking and listening-Public speaking- characteristics of a good speech – Communicating cross culturally

Case Study on cross culture communication.





**Unit V** Import and export correspondence

10 h

Import and export correspondence– Bills of exchange (B/E) : Drawing B/E . Letters relating to L/C : Importers request to banker to open an irrevocable L/C – Importers informs the exporter about the opening of L/C – The bankers informing the exporter that the credit have been opened in his favor

Case Study on Exim Correspondence.

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

**Text Books**

- 1 Rajendra Pal , Korlahalli J. S. , 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, Kulkesh, 2013, “Business Communication Today”, 12th edition, Pearson, United States
- 3 Raghunathan N.S & Santhanam B, 2015, “Business Communication”, 4th edition, Margham Publications, Chennai
- 4 Carmine Gallo, 2016, “Talk Like Ted”, Pan Publications, United kingdom





225CO2A3CP	CORE PRACTICAL: STATISTICAL TOOLS FOR RESEARCH	SEMESTER III
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Total Credits: 2

Total Instructions Hours: 48 h

S.No	Contents
1	<ul style="list-style-type: none"> <li>• Data Set</li> <li>• Creating a new data set</li> <li>• Valid Variable Names</li> <li>• Variable View</li> <li>• Adding Value Label</li> <li>• Transfer data from excel</li> <li>• Mean, Median, Mode</li> </ul>
2	<ul style="list-style-type: none"> <li>• Listing cases</li> <li>• Replacing Missing Values</li> <li>• Computing new variables</li> <li>• Exploring data</li> <li>• Selecting cases and Sorting cases</li> </ul>
3	Create Descriptive analysis Sets and Interpret the Results.
4	Create frequencies and Bar and Histogram charts.
5	Prepare Cross tabulation by Chi -square.
6	Calculate Measures of Dispersion and interpret.
7	Enter data into SPSS and Perform Independent Sample T -Test Pair sample T -Test
8	Enter data into SPSS and Perform One-way ANOVA.
9	Calculate Bivariate Correlation.
10	Calculate Simple Regression.
11	Calculate Multiple Regression.
12	Non-parametric Test (Friedman Test, Kruskal Wallis Test, The Mann-Kendall Trend Test, Mann-Whitney Test).

**Note:** Out of 12 Programs, 12 Programs are Mandatory



## References

- 1 Dr.Priti R.Majhi. Dr.K.Khatna, 2021,Research Methodology, Himalaya Publishing House, Mumbai.
- 2 Heuvinck 2020 Marketing Research With IBM® SPSS Statistics A Practical Guide[Second Edition] Taylor & Francis.
- 3 Kiran Pandya,Smruti Bulsari,Sanjay Sinha & DT Editorial Services 2018, SPSS in Simple Steps, Dream Teach Press, New Delhi.
- 4 Darren George and Paul Mallery, 2018. IBM Statistics 21 Step by Step: A Simple Guide and Reference, [Thirteen Edition] Pearson Edition.





Course Code	Course Name	Category	L	T	P	Credit
225IB2A3DA	LEGAL ASPECTS OF SHIPPING	DSE	4		-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the applicability of laws in international shipping.	K3
CO2	develop an idea on the elements of shipping contracts.	K4
CO3	grasp the duties, rights and legalities applied for agencies and agents.	K4
CO4	know the applications of Law for Carriers and Carriage	K4
CO5	learn the acts and Laws for litigation	K4

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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





225IB2A3DA	LEGAL ASPECTS OF SHIPPING	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** International law 10 h

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

**Unit II** Carriage of goods by ship 10 h

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

Case Study related to carriage of goods by ship.

**Unit III** Law relating to carriers and carriage 10 h

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

Case Study on multimodal transportation.

**Unit IV** Law relating to agents 08 h

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

Case Study on default by agents.

**Unit V** Acts and Laws relating to litigation 10 h

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

Case Study on litigations relating to ships.





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

### Text Books

- 1 Herbert M. Bohlman & Mary Jane Dundas, 1999, "The Legal, Ethical, and International law Environment of business", 4th Ed, South-Western College Publishing, Nashville, USA.
- 2 Hariharan.K.V.,2008,"Commercial And Legal Aspects Of Shipping Documents", Sterling Book House, Mumbai.

### References

- 1 Kapoor S K,2000 "International Law, Central Law Agency", 22th Ed, Aggarwal Law House, Delhi.
- 2 Mithani D M,2000 "International Economics", Himalaya Publishing House 3rd Ed, Mumbai.
- 3 Kapoor N D,2002,"Elements of Mercantile Law",26th Ed, Sultan Chand & Sons, New Delhi.
- 4 John F Wilson, Longman,2004, "Carriage of Goods By Sea", 5th ED, Pearson/Longman, Harlow, England.





Course Code	Course Name	Category	L	T	P	Credit
225IB2A3DB	TRAVEL AND HOSPITALITY SERVICES	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts of Tourism in India	K2
CO2	Identify tourist destinations and the future of tourism in India	K2
CO3	Interpret the effectiveness of marketing mix applied to tourism	K3
CO4	Access the fundamental principles of hospitality and tourism business functions	K4
CO5	Identify Various Product plans and development in the Hotel industry	K4

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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





225IB2A3DB	TRAVEL AND HOSPITALITY SERVICES	SEMESTER III
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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.

Case Study on Tourism in India.

**Unit II**      Tourism Marketing 9 h

India – A tourist destination- Tourism marketing: Concept – Users of tourism services – Product planning and development – Market segmentation for tourism – Marketing information system for tourism.

Case Study on Tourism marketing.

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

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

Case Study on Marketing Mix for tourism.

**Unit IV**      Introduction to Hospitality Services 9 h

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

Case Study on Hospitality services in Tourism Sector.

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

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

Case Study on Marketing Mix for Hotels.

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





## Text Books

- 1 Philip Kotler, John.T.Bowen and James c. Makens, 2017, "Marketing for Hospitality and Tourism" , 7th Edition, Prentice hall international editions, United States.
- 2 Bhatia AK, 2012, "International Tourism Management", Edition 2012, Published by Sterling Publishers Pvt Ltd, United States

## References

- 1 Charles R. Goeldner and Brent Ritchie JR, 2011, "Tourism Principles, Practices and Philosophies", 12th Edition, John Willey & Sons, United States.
- 2 Devashish Dasgupta, 2011, "Tourism Marketing", 1st Edition, Pearson Education, New Delhi.
- 3 Philip Kotler, John.T.Bowen and James c. Makens, 2005, "Marketing for Hospitality and Tourism" , 4th Edition, Prentice Hall International editions, United States.
- 4 Ghosh Biswanath, 2000, "Tourism and Travel Management", 2nd Edition, Vikas Publishing House, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
225IB2A3DC	TOTAL QUALITY MANAGEMENT	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts of quality and total quality management from organizational point of view
- the total quality management principles
- the tools and techniques of total quality management

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	to understand the basic concept of total quality management	K3
CO2	develop an idea towards the principles of total quality management	K3
CO3	learn and understand the tool and techniques I of total quality management	K4
CO4	analyze and identify the tools and technique II of total quality management	K4
CO5	understand the application and processes of the various quality awards	K2

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### Course Focuses on

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





225IB2A3DC	TOTAL QUALITY MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Introduction to TQM 9 h

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

Case Study on various TQM techniques

**Unit II** TQM principles 10 h

Quality Leadership: Concepts - Different roles of leader - 7 habits of highly effective people - Managerial role in TQM. Quality planning: Strategic quality planning - Steps- Quality councils - Quality circles. Kaizen approach: Segmentation of kaizen approach - Principles supplier partnership - Partnering - Supplier selection- Supplier rating.

Case Study related to kaizen approach.

**Unit III** TQM tools and techniques - I 10 h

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

Case Study on six sigmas.

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

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

Case Study on DMAIC process.





**Unit V**      Quality systems

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

Case Study on ISO certification.

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

**Text Books**

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

**References**

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





225IB2ASSA	SELF STUDY: INVESTMENT MANAGEMENT	SEMESTER III
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Total Credits: 1

### Syllabus

#### Unit I Concept of Investment Management

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

#### Unit II Forms of investment

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

#### Unit III Investment Instruments

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

#### Unit IV Secondary Market

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

#### Unit V Investment Analysis

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





### Text Books

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

### References

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



225IB2ASSB	SELF STUDY: ENTREPRENEURIAL DEVELOPMENT	SEMESTER III
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Total Credits: 1

### Syllabus

#### Unit I Entrepreneurship

Entrepreneurship-Meaning-Origin-Functions-Factors affecting entrepreneurial growth-Types-Entrepreneur vs. Intrapreneur vs. Manager.

#### Unit II Women and rural entrepreneurship

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

#### Unit III Entrepreneurial support

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

#### Unit IV Intellectual property

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

#### Unit V Starting a New venture

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



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### Text Books

- 1 Gupta.C.B and Srinivasan N.P 2017, "Entrepreneurial Development", Sultan Chand and Sons, New Delhi.
- 2 Khanka .S.S, 2012,"Entrepreneurial Development",Sultan Chand and Sons, New Delhi.

### References

- 1 Jayshree Suresh, 2018,"Entrepreneurial Development", Margham Publications, Chennai.
- 2 VasantDesai,2002,"Dynamics of Entrepreneur Development &Management", Himalayan Publishing House, Mumbai.

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





Course Code	Course Name	Category	L	T	P	Credit
225IB2A4CA	SUPPLY CHAIN MANAGEMENT	CORE	5	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

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

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the concept of supply chain management.	K2
CO2	Understand the framework for structuring drivers..	K2
CO3	Understand the importance of an effective supply chain network.	K2
CO4	Evaluate the supply chain performance.	K5
CO5	Analyze the importance of information technology in the supply chain..	K5

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### COURSE FOCUSES ON

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





225IB2A4CA	SUPPLY CHAIN MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Supply Chain Management 12 h

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

Case study on supply chain management

#### Unit II Supply Chain Drivers 12 h

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

Case study on drivers in the supply chain

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

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

Case study on supply chain network design.

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

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

Case study on achieving strategic fit

#### Unit V Information Technology in a Supply Chain 12 h

The role of IT in a supply chain – The supply chain IT framework – The future of IT in the supply chain – Risk management in IT- Supply chain IT in practice – Block Chain – Artificial intelligence – Big data in the supply chain.

Case study on information technology in a supply chain





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

### Text Books

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

### References

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





Course Code	Course Name	Category	L	T	P	Credit
225IB2A4CB	STRATEGIC MANAGEMENT	CORE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- To understand the strategic decisions that organizations make and have an ability to engage in strategic planning
- To provide conceptual components for the strategic management process
- 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 basics of strategy and strategic management	K2
CO2	Learn about the environmental and organizational appraisal	K3
CO3	Apply various techniques of business strategies	K3
CO4	Ability to demonstrate knowledge on implementation and evaluation of strategy	K4
CO5	Analyze the strategic decisions in business environment around globalization	K5

#### MAPPING WITH PROGRAMME OUTCOMES

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

#### COURSE FOCUSES ON

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





225IB2A4CB	STRATEGIC MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

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

Meaning - Definition of strategy and strategic management - Components and elements of strategic management - Levels of strategy - Strategic intent: Vision, Mission and Objectives - Henry Mintzberg's model of strategy development - Abell's model of Business - McKinsey 7S Model

Case Study on Henry Mintzberg's model

#### Unit II Environmental appraisal and Organizational appraisal 9 h

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

Case Study on benchmarking

#### Unit III Strategic theories 10 h

Competitive cost dynamics - Experience curve - BCG approach - SWOC analysis - SPACE analysis - Grand strategy matrix - Quantitative Strategic Planning Matrix (QSPM) - Red ocean vs Blue ocean strategy - Technology management - In house development of technology - Acquisition and absorption of technology

Case Study on BCG approach

#### Unit IV Strategic implementation and evaluation 10 h

Strategy Implementation: Organization and Strategy Implementation - Core Competence - Establishing profit centers by business, product or service - Leadership and behavioral challenges - Strategic evaluation process - Characteristics of an effective strategy evaluation system, contingency planning, strategy audit

Case Study on Leadership and behavioral challenges

#### Unit V Strategies for globalization and strategic edge 10 h

Diversification - Mergers and acquisition - Turnaround management - Turnkey contracts - strategic edge: Business Process Reengineering, Six Sigma, - Contemporary Strategic Issues, Strategies for Internet Economy.

Case Study on Turnkey contracts





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

### Text Books

- 1 Srinivasan. R , 2014, "Strategic Management", 5th Edition, PHI Learning Pvt. Ltd, New Delhi.
- 2 Srivastava.R.M,2018,"International Strategic Management",11th Edition, Himalaya Publishing House, Bombay.

### References

- 1 Sontakki.C.N, Neeti Gupta, Anuj Gupta, 2014,"Strategic Management", 3rd Edition, Kalyani Publishers, New Delhi.
- 2 Jacob Thomas,2015, "Strategic Management" , Pearson Education, New York
- 3 Subba Rao. P,2010," Business Policy and Strategic Management",2nd Edition, Himalaya Publishing House, Bombay.
- 4 Fred.R.David, 2010, "Strategic Management and cases", 4th Edition, PHI Learning, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
225IB2A4CC	GLOBAL FINANCIAL MANAGEMENT	CORE	5	-	-	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					✓
CO2		✓		✓	✓
CO3		✓		✓	✓
CO4		✓		✓	✓
CO5	✓				✓

#### COURSE FOCUSES ON

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





225IB2A4CC	GLOBAL FINANCIAL MANAGEMENT	SEMESTER IV
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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, London money market – International bond market – Bond issue drill – Bench mark drill – Euro currency market – Euro dollar – Euro deposit and loans- Euro bonds.

Case study on Indian money market

**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.

Case study on 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.

Case study on Balance of payments

**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.

Case study on 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.

Case study on Sources of financing

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






## Text Books

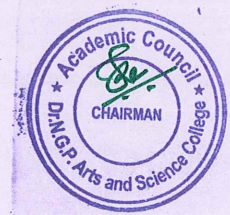
- 1 Dinkar Pagare ,2018, "Principles of Management", Sixth Edition, Sultan Chand & Sons, New Delhi.
- 2 Ramaswamy T, 2019, "Principles of Management", Eleventh Edition, Himalaya Publishing Home Pvt Ltd, Mumbai

## References

- 1 Govindarajan. M., 2019. "Principles of Management", Ninth Edition, PHI Publications, New Delhi.
- 2 Prasad L.M., 2015, "Principles and Practice of Management", Eighth Edition, Sultan Chand & Sons, New Delhi
- 3 Tripathi P C& Reddy P N, 2017, "Principles of Management", Sixteenth Edition, McGraw Hill Education and New Delhi.
- 4 Mitra J.K, 2017, "Principles of Management", First Edition, Oxford University Press.

*[Signature]* 16/10/23  
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 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS-16 <sup>th</sup> 16/10/2023	AC - 16 <sup>th</sup> 13/12/2023	GB - 21 <sup>st</sup> 05/01/2024



Dr.NGPASC

COIMBATORE | INDIA

*M.Com.IB (Students admitted during the AY 2022-23)*





10/10/2005	
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