



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

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

REGULATIONS 2024 -25 for Post Graduate Programme

(Outcome Based Education model with Choice Based Credit System)

Master of Commerce with International Business Degree

(For the students admitted during the academic year 2024-25)

Programme: M. Com. International Business

Eligibility

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

Programme Educational Objectives

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

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



PROGRAMME OUTCOMES

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

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



Credit Distribution Summary

For students admitted in AY 2024 -25

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



CURRICULUM

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



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




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



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


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

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



DISCIPLINE SPECIFIC ELECTIVE

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

Semester I (Elective I) List of Elective Course

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

Semester II (Elective II) List of Elective Courses

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

Semester III (Elective III) List of Elective Courses

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

EXTRA CREDIT COURSES

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

Semester - III

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



SEMESTER I
CORE I: MANAGERIAL ECONOMICS

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

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none">the importance of managerial economist.demand, cost, decide production and determine price.the influence of macroeconomic factors in managerial decision making.	
Prerequisite	Knowledge on cost, production and international trade	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	execute well the role of a managerial economist	K3
CO2	identify the concept of demand and consider them in business decision making.	K2
CO3	relate cost, production and price.	K4
CO4	be responsive to dynamic macroeconomic factors in business.	K3
CO5	analyze international trade considerations in business decisions.	K4

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Managerial Economics:</p> <p>Nature and Scope of Managerial Economics – Managerial Economics in Relation with other Disciplines – Goals of Corporate Enterprises – Social Responsibility – Decision Making in Business – Roles and Responsibilities of a Managerial Economist – Value of Enterprise.</p> <p>Case study on Goals of Corporate Enterprises</p>	9	Text Book/ e-Resource
II	<p>Demand Analysis and Forecasting:</p> <p>Demand Function – Demand Function for a Business Manager – Demand Distinctions - Law of Demand – Elasticity of Demand – Application of Price Elasticity of Demand – Overseas Demand Analysis: Need, Estimating Market Potential and Factors Affecting Overseas Demand – Demand Forecasting: General Considerations and Methods.</p> <p>Case study on Law of Demand.</p>	11	Text Book/ e-Resource
III	<p>Cost, production and Price Analysis:</p> <p>Cost Concepts – Cost-output Relation in Short-run and Long-run – Economies of Scale – Cost Control – Break-Even-Point (BEP) Analysis and its Application – Production Function and Managerial Use of Production Function - Pricing Policies – Pricing over Life Cycle of a Product - Export Pricing Strategy and Decisions.</p> <p>Case study on gold pricing.</p>	12	Text Book/ e-Resource Article
IV	<p>Macro Economics for Management:</p> <p>Macroeconomics: National Income, Inflation and Deflation, Business Cycle and Balance of Payments (BoP) – Consumer Price Index (CPI), Wholesale Price Index (WPI), Inflation Rate and Exchange Rate – Fiscal Policy and Monetary Policy.</p> <p>Case study analysis on changes made in Monetary policy instruments by RBI.</p>	14	Text Book/ e-Resource



V	International Economics: International Trade: Features, Advantages and Disadvantages - International Trade Theories: Comparative Cost Theory, Opportunity Cost Theory and H.O. Theory - Gains from Trade - Terms of Trade - TRIPS, TRIMS and IPR. Case study on IPR	14	e-Resource
Total		60	

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

(Section D : Compulsory question for case studies.)

Text Book	1.	Sundharam K.P.L. & Sundharam E.L, 2020, "Business Economics", Sultan Chand and Sons.
Reference Books	1.	Mahezwari, Mahezwari and Sinha, 2015, "Business Economics", SPD Publishing House.
	2.	Dr. Sankaran. S, 2015, "Business Economics", Margham Publication..
	3.	Aryamala.T, 2013, "Business Economics", Vijay Nicole Imprints Pvt. Ltd, Chennai
	4.	Manab Adhikary, 2010, "Business Economics", Second Edition, Excel Books, New Delhi.

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

Learning Methods	Lecture with PPT, Case study, Seminar, Flextime Open Book Test & Flip Chart Presentation
-------------------------	--

Focus of the Course	Critical thinking, analytical skills and employability
----------------------------	--



SEMESTER I

CORE II: STRATEGIC HUMAN RESOURCE MANAGEMENT

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

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the relationship between strategic human resource management and corporate strategy the importance of effective human resource strategy and how to manage the workforce diversity. various strategic human resource management issues.
-----------------	--

Prerequisite	Knowledge on basic human resource management concepts and process
---------------------	---

Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the importance of Strategic Human resource management in an organization	K2
CO2	Explain the concept of workforce diversity and changing employment relationship	K2
CO3	Interpret the importance of competency mapping and talent management.	K3
CO4	Analyse the challenges in strategic human resource management	K4
CO5	Argue the global dimension in adoption of strategic Human resource management	K4

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



24IBP1CA - CORE - II : Strategic Human Resource Management

Syllabus

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



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

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

(Section D : Compulsory question for case studies.)

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

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



	<ol style="list-style-type: none"> 2. https://www.hpuniv.ac.in/hpuniv/upload/uploadfiles/files/Strategic%20Human%20Resource%20Management%20MC-311(1).pdf 3. https://www.otaru-uc.ac.jp/~js/downloads/SP2005-PDF/SP2005-Chapter2SHRM.pdf 4. https://symbiosiscollege.edu.in/assets/pdf/TYBCOM/tybcm%20syllabus%20pdf%20files/Strategic%20Human%20Resource%20Management%20Special%20Paper%205.pdf
--	--

Learning Methods	Lecture method using PPT, Blended learning, Gamification, Article discussion.
-------------------------	---

Focus of the Course	Entrepreneurial development, Skill development and employability
----------------------------	--



SEMESTER I

CORE -III INTERNATIONAL MARKETING MANAGEMENT

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

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none">• how marketing should fit within the organization's global business.• the marketing strategies required to remain competitive in the current and future global business.• the need of marketing, pricing and personal selling strategies to achieve International Marketing goals.	
Prerequisite	Basic knowledge on marketing concepts and functions	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	understand the process of international marketing and identify the barriers in international marketing.	K2
CO2	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 Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2	✓	✓		✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓		✓	✓
CO5	✓	✓		✓	✓



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>International Marketing:</p> <p>International marketing - Definition - National & international marketing - Special features of international marketing - Difficulties & barriers in international marketing- EPRG framework- Future of global marketing.</p> <p>Case study on barriers in international marketing.</p>	12	Text Book, & Article
II	<p>Managing International Marketing:</p> <p>Managing international marketing- Defining customer value and satisfaction- retaining customers- Delivering customer value and satisfaction - Implementing total quality marketing - Competitive marketing strategies - Balancing customer and competitor orientations.</p> <p>Case study on value chain.</p>	12	Text Book & Article
III	<p>Market Segmentation and International Product Planning:</p> <p>Market segmentation- Basis of market segmentation- International product planning: Need-New product development- Product adaption- Product life cycle - Branding and packaging- Product positioning in different countries.</p> <p>Case study on market segmentation</p>	12	Reference Book & e-Resource
IV	<p>International Pricing and Promotion:</p> <p>Role of pricing in the international market- Pricing decisions - Pricing strategies. Place - Components of Place Mix. Promotion: Need for promotion - Promotion strategies - Personal selling- Publicity- Sales promotion- Advertising-DAGMAR model- AIDA model.</p> <p>Case study on promotion mix..</p>	12	Text Book & e-Resource & Article
V	<p>Recent trends in marketing with global perspective:</p> <p>Recent trends in marketing with global perspective- Managing direct and online marketing - The growth and benefits of direct marketing - Major channels for direct marketing - Indirect marketing - Online marketing - Conducting online marketing - Challenges of online marketing.</p> <p>Case study on digital marketing.</p>	12	Text Book & e-Resource
	Total	60	



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

Text Book	1.	Bhattacharya.B and Varshney. R.L, 2015, "International Marketing Management ", 25th Edition, Sultan Chand and Sons, New Delhi.
	2.	Philip Kotler, 2014, "Marketing Management", 15th Edition, Pearson Education Pvt Ltd, Australia
Reference Books	1.	Natarajan. L, 2019, "International Marketing (Global Marketing) ", Margham Publications, Chennai.
	2.	Philip R.Cateora, 2017, "International marketing ", 16th Edition, McGraw-hill , United States.
	3.	Warren J. Keegan, 2014, "Global Marketing Management ", 8th Edition, Pearson Education, United Kingdom.
	4.	SakOnkvist and John J. Shaw, 2009, "International Marketing: Strategy and Theory ", 5th Edition, Taylor & Francis, United Kingdom.

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

Learning Methods	Lecture method using PPT, Blended learning, Article discussion.
-------------------------	---

Focus of the Course	Entrepreneurial development, Skill development, employability and innovation
----------------------------	--



SEMESTER I
CORE IV: GLOBAL BUSINESS ENVIRONMENT

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

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none">the global business environment from the global and national perspectives.the key strategies and characteristics that ensure the competitiveness of an organization in the global environment.the various cultural dimensions that an international trade requires.	
Prerequisite	Knowledge on the basic concepts of business practices and business environment.	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Summarize the importance of business environment .	K2
CO2	Obtain the knowledge on physical infrastructure and economic system.	K2
CO3	Learn the influence of socio-culture environment in business activity..	K3
CO4	Identify different international legal system and dispute resolution.	K4
CO5	Conceptualize the environmental protection and regulation relating to it.	K4

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Introduction to global business environment</p> <p>Nature and importance of International business- Reason for going global- Mode of entry into global business- Business environment- Meaning- Nature- Importance- Framework for analysing international business environment: Micro environment and macro environment.</p> <p>Case study on marketing strategy to enter global business.</p>	14	Text Book, e-Resource & Article
II	<p>Physical and Economic environment</p> <p>The national physical endowment - Topography - Climate - The nature of Economic activity - Rostow's view. Infrastructure - Transportation - Energy - communication- Urbanization, Foreign Investment. Economic environment- Economic factors influencing international business- Types of economic system- World economic institutions.</p> <p>Case study on rostow's stages of economic growth.</p>	15	Text Book & e-Resource & Article
III	<p>Socio - Cultural environment</p> <p>Cultural environment - Importance of cultural environment in business decisions- Elements of socio - cultural environment: Material culture - language - Aesthetics -Education- Religious - Attitudes and values- Consumer preference and buying behaviour- Challenges faced in adopting culture differences- Eastern Vs Western business culture- Social responsibilities of business.</p> <p>Case study on social responsibilities of business</p>	14	Text Book & e-Resource
IV	<p>Political and Legal environment</p> <p>Political environment: Types of political system- Role of government in business - Political risks of global business- Legal environment: Bases for legal system - International law: Origin- Sources of international law- International Legal disputes- International dispute resolution -Impact of International law on Business.</p> <p>Case study on political risk in global business.</p>	15	Text Book & e-Resource



V	Technological environment and fundamentals of environmental protection Technological environment: Phases of technological development in business- Recent technological development in business sectors- Environmental protection: Fundamentals of environmental protection – Environmental problems – Environmental policy: Basic approach – Regulation– Distributive effects. Case study on adoption of new technology for innovation.	14	Text Book & e- Resource
Total		72	
Note: Case Studies related to the above topics to be discussed. Examined externally. (Section D: Compulsory question for case studies.)			

Text Book	1.	Karpagam. M. 2021, "Environmental Economics", 3rd Ed, Sterling Publishers, New York..
	2.	Francis Cherunilam, 2017, "International Business Environment", 7th Ed, Himalaya Publishing House, New Delhi.
Reference Books	1.	John D. Daniels, 2016," International Business environments and operations",15th Ed, Pearson Publication, Chennai.
	2.	Philip R. Cateora, Mary C. Gilly, and John L. Graha , 2013,"International Marketing", 16th Ed, McGraw-Hill Higher Education, United States.
	3.	Vyuptakeshsharan, 2010," International Business: Concept, Environment and Strategy, 3e", 3rd Ed, Pearson Publication, Chennai.
	4.	Katyayal, Timmy& Satake, 2002,"Environmental Pollution", Anmol Publications, New Delhi..

Journal and Magazines	<ol style="list-style-type: none"> https://online.york.ac.uk/understanding-the-global-business-environment/ https://blog.oxfordcollegeofmarketing.com/2014/11/04/the-impact-of-micro-and-macro-environment-factors-on-marketing/ https://link.springer.com/chapter/10.1007/978-4-431-55468-4_3 https://www.legalserviceindia.com/legal/article-8584-an-international-dispute-settlement.html https://www.forbes.com/sites/jeroenkraaijenbrink/2022/05/24/what-is-industry-50-and-how-it-will-radically-change-your-business-strategy/?sh=7c7505b20bd6
E-Resources and Website	<ol style="list-style-type: none"> https://egyankosh.ac.in/bitstream/123456789/90043/3/Unit-3.pdf https://opentext.wsu.edu/cpim/chapter/3-6-describing-culture/ https://study.com/academy/lesson/video/political-economic-systems-in-global-business.html https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-economic-environment/



	5. https://www.youtube.com/watch?v=-WHBm0IEr_k 6. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022343/ET/1504612643M-6-Q-I.pdf 7. https://testbook.com/ugc-net-commerce/role-of-business-in-environmental-protection
--	--

Learning Methods	Lecture method using PPT, Blended learning, Gamification, Article discussion.
-------------------------	---

Focus of the Course	Entrepreneurial development, Skill development and employability, Social Awareness/ Environment, Constitutional Rights/ Human Values/Ethics.
----------------------------	--



SEMESTER I

CORE V: INTERNATIONAL BUSINESS RELATIONS

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

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

Course Outcomes (COs)

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Learn about International Relations and concepts	K2
CO2	Summarize International Politics and Crisis	K2
CO3	Outline the essence of International Law, collective security, balance of power and peaceful settlement.	K3
CO4	Analyze the role of international organization and regional groups	K3
CO5	Identifying the relationship of India with other Nation's	K4

Mapping with Program Outcomes:

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>International relations:</p> <p>Concept of International relations- Origin and growth of international relations- Element of IRI - Scope of international relations- Foreign policy - Values of foreign policy - Objectives of nation foreign policy - Determinants of foreign policy - Internal factor and external factor.</p> <p>Case study on international relations.</p>	12	Text Book, Reference Book & Article
II	<p>International Politics & International Crisis:</p> <p>International politics - International political disputes- International crisis - Meaning - Somalia crisis - Ethiopia crisis - Afghanistan crisis - Democratic Republic of the Congo crisis - Yemen crisis- Crisis in India's Neighbouring countries.</p> <p>Case study on International crisis management.</p>	12	Text Book & e- Resource & Article
III	<p>International Law:</p> <p>The nature and content of international law - The balance of power- Nature - Definition-Characteristics - Role -Historical significance - Devices for maintaining the balance of power -Collective security and peaceful settlement.</p> <p>Case study on balance of power.</p>	12	Text Book, Reference Book & e- Resource
IV	<p>International Organizations:</p> <p>IMF- World bank - Evolution of international organization and regional grouping for the development of international relations- Role of regional grouping (viz) BRICS, EU, ASEAN, NAFTA, LAFTA, SAARC, OECD, QUAD and ARAB LEAGUE- world bodies (viz) UN and WTO-Economic grouping (viz) G-8,G-15, G20 and G-77 - NATO.</p> <p>Case study on world trade organization.</p>	12	Text Book, Reference Book & e- Journal
V	<p>Foreign policy of India:</p> <p>Foreign policy of India-Nehru's foreign policy- Features - Non-alignment foreign policy since 1962- Indo Soviet relations - Relations with China and Great Britain - Relations with US - India's neighbourhood relations.</p> <p>Case study on India's foreign policy.</p>	12	Text Book & e- Resource
Total		60	



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

(Section D: Compulsory question for case studies.)

Text Book	1.	Khanna V.N, 2018 ,“International Relations”, 5th Edition, VIKAS Publishing House Pvt Ltd, Noida.
	2.	Joshua S Goldstein, Jon C Pevehouse, 2014, “International Relations”,10 th Edition, Pearson Education Limited, Chennai.
Reference Books	1.	Pue Ghosh, 2020, “International Relations “, 5th Edition, PHI Learning Pvt. Ltd, New Delhi.
	2.	Aneek Chatterjee , 2018 , “International Relations Today” 2nd Edition, Pearson, Chennai.
	3.	Krishnaveni Muthiah , 2001,“International Relations”, 1st Edition, Himalaya Publishing House, Bengaluru
	4.	Palmer & Perkins, 2001,“ International Relations”, 3rd Edition, CBS Publishers & Distributors, Coimbatore.

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

Learning Methods	Lecture method using PPT, Blended learning, Article discussion
-------------------------	--

Focus of the Course	Entrepreneurial development, Skill development and employability, Constitutional Rights/ Human Values/ Ethics
----------------------------	---



SEMESTER I

DSE I - WAREHOUSE AND INVENTORY MANAGEMENT

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

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

Prerequisite	Basic understating of warehouse operations
---------------------	--

Course Outcomes (COs)

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	understand the various functions of warehouse and also about its various types and their advantages	K2
CO2	measure the metrics of warehouse operations	K2
CO3	interpret the design packaging utilizing different materials.	K3
CO4	outline inventory analysis and tools to manage stocks	K4
CO5	select the current technological applications in warehousing and inventory management	K4

Mapping with Program Outcomes:

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Inbound Logistics: Logistics support for inward transportation - Unloading-Inspection - Acceptance and recording. Storing: space allocation - Facilitation to stocking - Risk bearing - Processing - Grading and branding - Disinfecting services - Issuing: Order preparation- Picking, dispatching/ delivery & record handling - Transportation & storage of ISO containers Case study on Risk handling.	10	Text Book, e- Resource & Article
II	Warehouse Types: Characteristics of ideal warehouses - Warehouse layout - Principles and facilities - Private and public warehouses - Government warehouses - Bonded warehouses - Free Trade warehouses - Co-operative warehouses - Distribution warehouses - fulfillment/consolidation warehouses. Warehouses providing value added services- Cross docking and trans - Loading warehouses - Break bulk warehouses - Refrigerated warehouses. Case Study on Warehouse.	10	Text Book & e- Resource & Article
III	Packaging and Material Handling: Packing considerations: protection, convenience, environment, use/re- use- Cost and competition - Packing as a systems approach to logistics - Transport/storage requirements - Biological nature of the products packing as protection against hazards- Package design considerations: structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory - Sustainable packaging. Case Study on Waste management.	08	Text Book & e- Resource
IV	Inventory Management: Inventory management- Need and functions- Stock levels under conditions of certainty, risk and uncertainty - Cost of carrying or not holding adequate inventory - EOQ- Stock-out cost based inventory decisions - Inventory classification: ABC, VED and FSN - methods of inventory issue pricing - Cost and profit implications- Inventory ledger - Goods receipt processing with inbound delivery/without Inbound deliver - Goods issue with outbound delivery/internal consumption- Stock transfer scenarios. Case Study on Stock Transfer Scenarios.	12	Text Book & e- Resource



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

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

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

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



Learning Methods	Chalk and Lecture method using PPT, Blended learning, Article discussion. Talk/Assignment/Seminar
-------------------------	---

Focus of the Course	Entrepreneurial development, Skill development and employability.
----------------------------	---



SEMESTER I
DSE I: RETAILING AND FRANCHISING

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

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none">the skills to be acquired in the retailing sector.the necessities to have deep insights on retail operations.the theoretical and applied aspects of franchising & its operations.	
Prerequisite	Knowledge on basics of Retailing and Franchising	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Comprehend the concept of global and Indian retail scenario.	K2
CO2	Understand the steps to be followed in planning and procurement.	K2
CO3	Examine store layout and store atmospherics including store management.	K3
CO4	Analyze franchise agreement and franchise disclosure document.	K4
CO5	Discriminate Indian and global franchising scenario.	K4

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Retailing Introduction to retailing - Global and Indian retail scenario - Types of retail formats (store and non-store) - Multi-channel and omni channel retailing - Retail marketing strategy. Case study on retailing strategy.	9	Text Book, e- Resource & Article
II	Retail Strategy Retail locations - Retail space management- Site selection - Retail merchandising - Retail communication- Planning and procurement- Category management - Private labels/store brands as a strategy tool. Case study on procurement.	10	Text Book & e- Resource
III	Retail Operations Store layout - Design and visual merchandising - Store atmospherics - Customer service- Managing human resources as a key to store management. Case study on customer service.	10	Reference Book & e- Resource & Article
IV	Franchising Introduction to franchising- Types - Advantages and disadvantages of franchising - Franchisee and franchisor - Franchise agreement and franchise disclosure document - Franchising opportunities - Business plan development -The legal environment of franchising. Case study on franchising.	10	Text Book & e- Resource
V	Franchise Operations Financial aspects of franchise operations - Marketing in franchise business - Importance of HR for the franchise Sector - Indian and global franchising scenario - Social responsibility & business ethics -Risks in franchising. Case study on business ethics in retail.	9	e- Resource
Total		48	
Note: Case Studies related to the above topics to be discussed. Examined externally. (Section D : Compulsory question for case studies.)			

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



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

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

Learning Methods	Lecture method using PPT, Blended learning, Gamification, Article discussion.
-------------------------	---

Focus of the Course	Entrepreneurial development, Innovation, Skill development and employability.
----------------------------	---



SEMESTER I
DSE I: INDUSTRIAL PSYCHOLOGY

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1DC	INDUSTRIAL PSYCHOLOGY	DSE	48	-	-	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. <ul style="list-style-type: none">the need of learning the concept of organizational culture..	
Prerequisite	Basic understanding on organizational behavior	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	educate the concept of industrial psychology and individual behavior in industries.	K2
CO2	emphasis the importance of group behavior and motivation in industries	K2
CO3	understand the process of decision making in the industries by both the individuals and groups.	K3
CO4	familiarize the concept of organizational culture.	K4
CO5	showcase the ways to manage the changes and recent trends in industrial psychology.	K4

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



Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Introduction to industrial psychology:</p> <p>Industrial psychology: Meaning and definition- Nature of industrial psychology - Roles of industrial psychology. Personality: Meaning - Types - Factors influencing personality - Theories - Determinants of personality. Attitudes: Features - Components - Types -Function of attitude.</p> <p>Case study on factors influencing personality</p>	10	Text Book
II	<p>Work motivation:</p> <p>Perception: Meaning - Elements -Significance - Process- Determinants of perception. Motivation: Meaning - Benefits - Types- Process - Theories of motivation: Theory X and Y- McClelland's need theory - Herzberg's two factor theory-Cultural differences in motivation.</p> <p>Case study on theories of motivation: Theory X and Y.</p>	10	Text Book
III	<p>Decision making by individuals and group:</p> <p>Decision making: Definition - Nature- Characteristics - Need -Benefits - Functions - Types - Group dynamics - Group decision making - Advantages and disadvantages- Process - Effectiveness - Team building - Characteristics of a team- Steps - Group Vs Team.</p> <p>Case study on decision making.</p>	08	Text Book & e-Resource & Article
IV	<p>Organizational design and culture:</p> <p>Organizational culture: Definitions -Features- Components -Types-Determinants -Functions. Organizational climate: Definition - Features - Elements- Characteristics of good and bad climate - Benefits of a good climate-Organizational culture Vs Organizational climate.</p> <p>Case study on organizational culture.</p>	12	Text Book & e-Resource



V	Conflict management and organizational change: Conflict management: Meaning of organizational conflict-Characteristics-Merits and demerits of conflicts-Levels of conflicts-Reasons for conflicts-Techniques or strategies for managing organizational conflict. Organizational change: Nature - Factors-Resistance to change-Change Agents-Organizational growth and change. Case study on conflict management..	08	Text Book & e- Resource
Total		48	

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

(Section D: Compulsory question for case studies.)

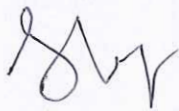
Text Book	1.	Prasad. L M, 2019, "Organisational Behaviour", 5th Ed, Sultan Chand & Son, New Delhi.
	2.	Ronald.E.Riggio, 2013, "Introduction to Industrial/Organizational Psychology", 6th Edition, Pearson Publication, New York
Reference Books	1.	Udai Pareek, 2016, "Understanding Organizational Behavior, 6th Ed, Oxford University Press, England.
	2.	Fred Luthans, 2017, "Organizational behavior", 12th Ed, McGraw Hill, United States.
	3.	Nelson, Quick and Khandelwal, 2012, "An innovative approach to learning and teaching Organizational Behavior. A South Asian Perspective", Cengage Learning, New Delhi.
	4.	Robbins, Stephen, 2010, "Organizational Behavior", 10th Ed, India Prentice Hall, New Delhi.

Journal and Magazines	1. https://www.researchgate.net/publication/377223590_Encyclopedia_of_Organizational_Psychology_Entry_53_Future_of_Work_and_Organizational_Psychology_FoWOP 2. E-Book: https://mu.ac.in/wp-content/uploads/2023/04/TYBA-SEM-VI-Industrial-Psychology-English-Version.pdf
E-Resources and Website	1. The Society for Industrial and Organizational Psychology: https://www.youtube.com/@SIOPofficial 2. Industrial-Organizational Psychology: https://www.businessnewsdaily.com/10162-industrial-organizational-psychology.html 3. Organizational Behaviour - Part 1 - 56 NPTEL-NOC IITM https://youtu.be/CRpqsuM36oo?si=Hqj_FHkQcQaR5lKv


Learning Methods	Lecture method using PPT, Case Analysis, Presentations, Group Discussions, Management Games and Mind Mapping.
-------------------------	---



Focus of the Course	Entrepreneurial development, Skill development and employability.
----------------------------	---



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

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



Semester – II

CORE : FINANCIAL AND MANAGEMENT ACCOUNTING

Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2CA	FINANCIAL AND MANAGEMENT ACCOUNTING	CORE	60	12	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the concepts and techniques in financial and management accounting. the tools and techniques used for decision making. the budgetary control techniques for organizational performance.
Prerequisite	Knowledge on Basic Accounting

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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 financial statement using ratio analysis for effective planning.	K4
CO5	Assess the cash flow and fund flow statements for better decision making.	K4

Mapping with Program Outcomes:

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



24IBP2CA	CORE: FINANCIAL AND MANAGEMENT ACCOUNTING
-----------------	--

Syllabus

Unit	Content	Hrs	Resources
I	Book-keeping and Accounting 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 - Generally Accepted Accounting Principles (GAAP) - Steps of accounting-Preparation of journal, ledger and trial balance. Case Study on accounting concepts and conventions.	14	Text Book
II	Preparation of Final Accounts and Bill of Exchange Preparation of final accounts: Trading account -Profit and loss account - Balance sheet with simple adjustments. Bill of exchange: Types- Difference between bill of exchange and promissory note- Accounting treatment for bill of exchange (Excluding accommodation and foreign bills) - Dishonor of a bill. Case Study on bill of exchange.	15	Text Book
III	Introduction to Management Accounting and Budgeting 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 - Activity base budgeting - Zero Base Budgeting (ZBB). Case Study on budgetary control implementation.	14	Text Book
IV	Financial Statement Analysis and Interpretation 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.	14	Text Book & Reference book
V	Fund Flow Analysis and Cash Flow Analysis 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 IFRS Standards. Case Study: Analysis of fund flow and cash flow statement of any selected company	15	Text Book & E-Learning
Total		72	



	Note: 1. Distribution of marks: 80% Problem and 20% Theory) 2. Case Study examined externally (Section C: Compulsory question)
--	---

Text book	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
Reference Books	1.	Gupta.R. L & Radhasamy.A, 2018, "Advanced Accountancy Vol II", 13 th 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.

Journal and Magazines	https://indianaccounting.org/currentissues.php
E-Resources and Website	https://egyankosh.ac.in/bitstream/123456789/10307/1/Unit-2.pdf

Learning Method	Chalk and Talk/ Assignment/Seminar/ Group Discussion/Case Study
------------------------	---

Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development
----------------------------	---



Semester – II CORE : FOREIGN TRADE PROCEDURES AND DOCUMENTATION							
Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2CB	FOREIGN TRADE PROCEDURES AND DOCUMENTATION	CORE	60	12	-	4

Preamble	This course has been designed for students to learn and understand
	<ul style="list-style-type: none"> the legal framework for India's international trade the documents used in international trade transactions the incentives given to exports and imports.
Prerequisite	Knowledge on International Trade

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand legal provisions in EXIM trade.	K2
CO2	Apply export licensing procedures and formalities.	K4
CO3	Apply import licensing procedures and formalities	K4
CO4	Identify the schemes of export promotion councils and commodity boards.	K3
CO5	Classify and prepare export and import documents.	K4

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



24IBP2CB	CORE: FOREIGN TRADE PROCEDURES AND DOCUMENTATION
Syllabus	

Unit	Content	Hrs	Resources
I	Legal Framework Foreign Trade (Development and Regulation) Act 1992- Foreign trade regulation rules 1993-Role and 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.	14	Text Book & E-learning
II	Export Licensing 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 - Major Export incentive schemes- Procedural compliance. Case Study related to export incentives	14	Text Book & Reference book
III	Import Licensing 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	14	Text Book
IV	Export Promotion Organizations 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	15	Text Book & Reference book
V	Documentation Procedures 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) - ICEGATE Services- eSANCHIT - Customs trade partners - Participating Government Agencies (PGA'S) Case Study on documentation	15	Text Book & E-Learning
Total		72	
Note: Case Study examined externally (Section C: Compulsory question)			



Text book	1.	Mahajan.M.L,2017, "A guide on Export Policy Procedures and Documentation", 3rd Edition, RB SA publishers, Jaipur.
	2.	Jain.R.K,2020-21,"Customs Law Manual "63rd Edition, Centax's Publications, New Delhi
Reference Books	1.	Shiva Chaudhari, 2017, " Practical Guide on How to Start Export-Import Business", Educreation Publishing, New Delhi.
	2.	Mahajan.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.

Journal and Magazines	<u>Export Promotion Councils - Mcommerce Export Licenses</u>
E-Resources and Website	<u>Directorate General of Foreign Trade Ministry of Commerce and Industry Government of India, Import and Export Procedures in India</u>

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
------------------------	--

Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
----------------------------	--



Semester – II CORE: LOGISTICS MANAGEMENT							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24IBP2CC	LOGISTICS MANAGEMENT	CORE	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the logistics operation the logistics role in the Export and import. the recent technology in the logistics sector
Prerequisite	Basic understanding of logistics operations

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand 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.	K3
CO5	Outline the technological implementations in logistics.	K4

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



24IBP2CC	CORE: LOGISTICS MANAGEMENT
----------	----------------------------

Syllabus

Unit	Content	Hrs	Resources
I	Introduction to Logistics Management Logistics: Elements- Importance- Objectives- Types of cargo- Integrated logistics- Barrier- Logistics Service Providers - Green logistics - Reverse logistics- Gati Shakti Scheme- National Logistics Policy- Unified Logistics Interface Platform (ULIP). Case Study on Green Logistics and Reverse Logistics	10	Text Book
II	EXIM Logistics 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- Overview of MMTG ACT-1993. Case Study on Multi Modal Transportation (MMT)	12	Text Book
III	Sea and Air Freight Transportation : Carriage of goods by sea- Types of ships. Chartering: Kinds of charter - Charter party and arbitration - Ocean freight calculation- CBM calculations -Shipping formalities - Shipping intermediaries - Major, minor ports in India - Privatization of ports in India- World major ports - Important sea routes - INCO terms. International air transport - Benefits of air transport- IATA. Case Study on Freight Forwarding	14	Text Book & E-Resource
IV	Containerization and Warehousing Containerization: Genesis - Advantages and challenges in containerization- Containers- Types of containers- Less than Container Load(LCL)- Full Container Load (FCL) - Inland Container Depot (ICD)- CFS - CONCOR- ICDs under CONCOR. Warehousing: Types of Warehouses. Case Study on containerization	12	Text Book & E-Resource
V	E-Commerce- Logistics and Logistics Operational Efficiency E- Logistics- Intelligent Transportation Management System- Communication systems - Automatic vehicle location systems - Geographic Information Systems - Introduction to block chain in logistics Industry. Systematic Problem Solving- 7 QC Tools- Quality Circles- MUDA (Waste) Elimination- Kaizen- Total Productive Maintenance. Case Study on Logistics Efficiency	12	Text Book
Total		60	

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



Text book	1.	Krishnaveni Muthiah, 2018, "Logistic Management and World Sea borne Trade", Himalaya Publishing House, India
	2.	Donald J. Bowersox, David J. Closs, M. Bixby Cooper, 2017, "Logistic and Supply Chain Management", McGraw Hill Education, India
Reference Books	1.	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.
	2.	Pierre A, David, 2021, "International Logistics: The Management of International Trade Operation", 4th Edition, Cicero Books, Berea, Ohio.
	3.	Kapoor, Kansal, 2016, "Basics of Distribution Management: A Logistical Approach", PHI, Delhi.
	4.	Rai Usha Kiran, 2015, "Export - Import and Logistics Management", 2nd Edition, PHI, Delhi

Journal and Magazines	logisticsinsider logisticsbusiness
E-Resources and Website	https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf https://www.youtube.com/@logisticsyoutuberiinosan2358

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
-----------------	--

Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
---------------------	--



Semester – II CORE PRACTICAL: COMPUTER APPLICATION IN BUSINESS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2CP	COMPUTER APPLICATION IN BUSINESS	CORE PRACTICAL	-	-	48	2

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the application of computer in business how it facilitates in business decision making. The application of computer in accounting.
Prerequisite	Knowledge on Basic excel and Tally

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the basic functions of spreadsheet	K2
CO2	Understand the basic concept of conditional formatting function.	K2
CO3	Learn how to perform data analysis, create pivot tables and charts, and use advanced formulas.	K3
CO4	Demonstrate an understanding of how to maintain a payroll register.	K3
CO5	Enter transactions in Tally, categorizing them under the correct ledgers and groups.	K3

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



24IBP2CP	CORE PRACTICAL : COMPUTER APPLICATION IN BUSINESS
----------	---

S.No	Contents
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, Common excel shortcut keys.
2	Show the regional sales data of a company using conditional formatting function in the excel sheet, creating basic charts in excel.
3	Calculate employee salary by using the following function in the excel sheets. Functions: min, max, sum, average, count, filter and sort .
4	Create pivot tables, set pivot table options and adding subtotals in pivot table to analyze sales data.
5	Create a supplier database using HLOOKUP, VLOOKUP and XLOOKUP functions in a excel sheet.
6	Set up data validation for the payroll sheet to ensure accurate and consistent data entry by restricting inputs to predefined formats and ranges, including Employee IDs, salary amounts, payment dates, and employment statuses.
7	Understanding to macros, Custom number formats, Using custom list.
8	Create an airport database and perform following functions: Length, Right, Left, Mode and IF & SUMIF.
9	Creation of a new company, groups and ledgers.
10	Preparation of final accounts with adjustments.
11	Voucher entries for receipt, payment, contra and journal.
12	Voucher entries for purchase and sales bill wise statement with GST.
13	Prepare FOREX calculation and calculating foreign exchange gain/loss.

Manuals	1.	Ritu Arora, 2023, "Mastering Advanced Excel ", 1st Edition , BPB Publications .
	2.	Asok K Nadhani, 2018," Tally.ERP 9 Training Guide ", 1st Edition, BPB Publications

Learning Method	Demonstration/ Hands on Experiments/ Group Trials
-----------------	---

Focus of the Course	Skill Development/ Development	Employability/	Entrepreneurial
---------------------	-----------------------------------	----------------	-----------------



Semester - II
EDC: BUSINESS ANALYTICS

Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24DAP2EA	BUSINESS ANALYTICS	EDC	60	-	-	4

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none">the concepts of data processing, data warehousing and data modelingthe different statistical techniques to analyze business datathe analysis of data using spreadsheets	
Prerequisite	Knowledge in Statistics and Spreadsheets	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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	K3
CO5	Apply data analysis techniques for real-world decision-making problems using spreadsheets and Visualization	K3

Mapping with Program Outcomes:

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



24DAP2EA

EDC: BUSINESS ANALYTICS

Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Data Processing Architectures and BI Key Purpose of Using IT in Business - Enterprise Applications - Types of Digital Data - Structured Data - Unstructured Data - Semi Structured Data - OLTP-OLAP: Architectures - Operations - Business Intelligence (BI): Component Framework - Users - Applications - BI Roles and Responsibilities Case Study: Predictive Trendline Models	13	Text Book
II	Data Warehouse and Data Mart Need for Data Warehouse - Definition - Data Mart - ODS - Goals - Components of Data Warehouse - Extract, Transform, Load - Data Integration - Data Integration Technologies - Data Quality - Data Profiling. Case Study: ETL in McDonalds	12	Text Book
III	Data Modeling Techniques Data Modeling Basics - Types of Data Model - Data Modeling Techniques - Fact Table - Dimension Table - Dimension Models - Dimension Modeling Life Cycle - Enterprise Reporting - Dashboards - Funnel Analysis - Distribution channel analysis - Performance analysis Case Study: Data Modeling in Advertising	12	Text Book
IV	Statistical Analysis Statistics in Analysis - Data, Data Description and Summarization - Statistical Tests - Hypothesis and t-Test - Correlation Analysis - Regression - Applications of analytics - Analytics in industries: Telecom, Retail, Healthcare, Anatomy of social media analytics. Case Study: Applying Statistics to detect financial problems	10	Text Book
V	Data Analysis with Spreadsheets Importing and Exporting Data in Excel - Formulas and Functions: Logical, Summarizing, Statistical and Financial Functions - Data Visualization with Charts:	13	Reference Book



Dr.NGPASC

COIMBATORE | INDIA

M.Com.IB (Students admitted during the AY 2024-25)

	Waterfall, Histogram, Pareto, Box & Whisker chart-- Complex Data Analysis: ANOVA in Excel Case Study: Social Media Analytics		
	Total	60	

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

Text Book	1.	R N Prasad, Seema Acharya, Fundamentals of Business Analytics, 2016, 2nd Edition, Wiley India Pvt. Ltd
Reference Books	1.	Manisha Nigam, 2019, Data Analysis with Excel, BPB Publications
	2.	S. Christian Albright , Wayne L. Winston , Business Analytics: Data Analysis & Decision Making, 2019, 6th Edition, Cengage Learning India.
	3.	Ramesh Sharda , Dursun Delen , Efraim Turban , Business Intelligence and Analytics: Systems for Decision Support, 2018, Pearson Education.
	4.	Regi Mathew, Business Analytics for Decision Making, 2020, Pearson Education

Journal and Magazines	https://www.analyticsinsight.net/
E-Resources and Website	1) https://www.kdnuggets.com/websites/business-analytics.html 2) https://www.coursera.org/courses?query=business%20analytics

Learning Method	Chalk and Talk/Assignment/Seminar
------------------------	-----------------------------------

Focus of the Course	Skill Development
----------------------------	-------------------



Semester – II DSE: AIR TRANSPORT MANAGEMENT							
Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2DA	AIR TRANSPORT MANAGEMENT	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> • air cargo and air transport industry • the requirement for air transport infrastructure • the regulatory framework of the air transport industry.
Prerequisite	Basic knowledge in Air transportation

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understands airline, air cargo and air transportation industry.	K2
CO2	Educate the concept of Aviation Management.	K2
CO3	Differentiate the types of airports and aircrafts	K3
CO4	Classify the types of air cargo and air cargo tariffs.	K3
CO5	Explain International Air Transport Regulations.	K3

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



24IBP2DA	DSE: AIR TRANSPORT MANAGEMENT
----------	-------------------------------

Syllabus

Unit	Content	Hrs	Resources
I	Airline Industry Airline Industry- Challenges and strategies - 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.	10	Text Book and E - Resources
II	Aviation Management International trends - Airline business models (full-service carrier vs low-cost carriers) - Public Private Participation in Indian airports - Revenue management techniques - Environmental regulations - Recent innovation in airport services: Autonomous aircraft - Predictive maintenance - Beacon technology. Case Study on PPP in Indian air transport	10	Text Book and E - Resources
III	Airport classification Airport classification and management- Airport strategic planning- Transportation infrastructure - International airports in India - Privatization- Airport charges- International country codes - Airport codes - Types of aircrafts and dimensions. Case Study on issues related to Privatization of air transportation.	10	Text Book, E - Resource
IV	Air cargo operations Cargo handling process - Air cargo packaging and labelling - Cargo booking procedures - Air cargo clearance - Types of air cargo - Air cargo tariff - Benefits of air freight- Dangerous Goods Regulation (DGR) - Precautions in handling dangerous goods- Cold chain operation. Case Study on carriage of dangerous goods by air	8	Text Book, Journal and Magazines
V	Air transport regulations International regulations - Open skies agreement - Multilateral & Bilateral Interline Traffic Agreements - Role of TIACA - Airport Authority of India - AAICLAS (Airports Authority of India Cargo Logistics and Allied Services) - 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	10	Text Book, Journal and Magazines
Total		48	

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



Dr. NGPASC

COIMBATORE | INDIA

M.Com.IB (Students admitted during the AY 2024-25)

Text book	1.	Sudalaimuthu S and Anthony Raj, 2009, "Logistics Management and International Business", First Edition, PHI, New Delhi.
	2.	John G. Wensveen, 2016, "Air Transportation: A Management Perspective", Eighth Edition, Routledge, United Kingdom
Reference Books	1.	Michael Sales and Sebastiaan Scholte, 2023, "Air Cargo Management and Air Freight and the Global Supply Chain", Third Edition, Routledge, New York.
	2.	Barry Humphreys, 2023, "The regulations of Air Transport", First Edition, Routledge, New York.
	3.	Lucy Bud and Stephen Ison 2020, "Air transport management - An international perspective", Second Edition, Routledge, New York.
	4.	Senguttuvan. P S, 2012, "Fundamentals of Air Transport Management", First Edition, Excel Books, New Delhi.

Journal and Magazines	<ol style="list-style-type: none"> 1. Feng, Bo & Li, Yanzhi & Shen, Max. (2015). Air cargo operations: Literature review and comparison with practices. Transportation Research Part C: Emerging Technologies. 56. 10.1016/j.trc.2015.03.028. 2. Shanmugam, Vasantha. (2019). Analyze the Challenges and Problems in Air Cargo Operations, Chennai, Tamil Nadu. Asian Journal of Managerial Science. 8. 11-15. 10.51983/ajms-2019.8.1.1470. 3. Karthikeyan Lenin (2015). A Study on the Air Cargo Logistics Operations in Dubai, Global journal for research analysis.
E-Resources and Website	<ol style="list-style-type: none"> 1. https://fiata.org/ 2. https://tiaca.org/ 3. https://www.iata.org/

Learning Method	Lecture method using PPT, Blended learning, Article discussion.
------------------------	---

Focus of the Course	Entrepreneurial development, Skill development and employability.
----------------------------	---



Semester - II DSE: DIGITAL MARKETING							
Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2DB	DIGITAL MARKETING	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the importance of digitizing marketing operations the dynamics of digital media advertising the mobile marketing and web analytics.
Prerequisite	Knowledge on Marketing functions and digital media

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the concept of digital marketing and its plan.	K2
CO2	Apply the concepts of display ads and email marketing in digital campaigns.	K2
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.	K2
CO5	Analyze the impact of Mobile Marketing and Web Analytics.	K4

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



24IBP2DB	DSE: DIGITAL MARKETING
----------	------------------------

Syllabus

Unit	Content	Hrs	Resources
I	Introduction to Digital Marketing Digital Marketing: Meaning- Evolution - Traditional Vs digital marketing- Grehan's 4Ps of digital marketing- P-O-E-M framework- ASCOR Framework - Ethical challenges- Information Technology Act, 2000- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. Case Study on digital marketing strategy	10	Text Book & e - Resources
II	Display advertising and Email marketing 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- Concept of marketing analytics. Case Study on marketing analytics.	10	Text Book - & e - Resources
III	Social Media marketing The role of social media marketing - Benefits and challenges in social media marketing- Goals and strategies - Identifying target audiences - Social media platforms and social network sites - Crowd sourcing - Micro blogging - Video marketing - Social media monitoring and maintenance- Lead generation and Sales in social media Case Study on social media marketing	10	Text Book & Journals
IV	Search Engine Advertising and Search Engine Optimization 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 tools- SEO phases- On and Off page optimization. Case Study on SEO tools	9	Text Book & Journals
V	Mobile marketing and Web Analytics 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	9	Text Book & e - Resources
Total		48	
Note: Case Study examined externally (Section C: Compulsory question)			



Text book	1.	Seema Gupta, 2021, "Digital Marketing", 2nd Edition, Tata Mc Graw Hill, India
	2.	Puneet Singh Bhatia, 2023, "Fundamentals of Digital Marketing", 3rd Edition, Pearson India Education, Chennai
Reference Books	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.	Dave Chaffey, Fiona Ellis - Chadwick, 2022, "Digital Marketing", 8th Edition, Pearson Higher Education
	4.	Evans, D. and Bratton, S, 2008, "Social Media Marketing: An Hour a Day", 2nd Edition, Sybex, United Kingdom

Journal and Magazines	1. https://www.researchgate.net/publication/354967866_social_media_marketing_a_conceptual_studyg 2. https://www.researchgate.net/publication/220497253_The_Core_Aspects_of_Search_Engine_Optimisation_Necessary_to_Move_up_the_Rankin
E-Resources and Website	1. https://marketingbackend.com/poem-digital-marketing-framework/ 2. https://www.fodm.in/blog/digital-marketing-strategy-framework-beginners-primer/ 3. https://funnel.io/blog/12-types-of-display-ads 4. https://talentedge.com/articles/web-analytics-role-digital-marketing/

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
-----------------	--

Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
---------------------	--



Semester – II DSE: CROSS CULTURAL MANAGEMENT							
Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2DC	CROSS CULTURAL MANAGEMENT	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the importance of cross-cultural management the process of international human resource management and negotiation the necessity of cultural awareness
Prerequisite	Basic understanding on impact of culture in Management practices

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy 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	analyse cultural dimension in International human resource management.	K4
CO5	measure and manage global teams' performance.	K4

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



24IBP2DC	DSE: CROSS CULTURAL MANAGEMENT
----------	--------------------------------

Syllabus

Unit	Content	Hrs	Resources
I	Introduction to cross-cultural management Introduction - Concept of culture for a business context- Understanding Culture and Cultural Conditioning - Organizational culture & its dimensions; Cultural background of business stakeholders-Individualism vs Collectivism. Case Study on business stake holders and cultural background	09	Text Book
II	Communication across culture 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- Ethical dilemmas and global responsibility of MNC. Case Study on communication across culture)	10	Text Book
III	Negotiating across cultures 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	09	Text Book & E-Resource
IV	Cultural dimensions of HRM Global human resources management - Creating Cultural Synergy - Expatriate - Developing a global management cadre- Motivation and leadership across culture- Challenge in handling multicultural work groups and teams- Retention strategies Case Study on Global Human Resource Management	10	Text Book & E-Resource
V	Managing global teams Cultural implications for team building -High-performance winning teams- Virtual global teams- Global leadership and cultural intelligence - Successful implementation of culture change phase - International assignments and global careers Case Study on culture change phases in organization.	10	Text Book
Total		48	

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



Dr. NGPASC

COIMBATORE | INDIA

M.Com.IB (Students admitted during the AY 2024-25)

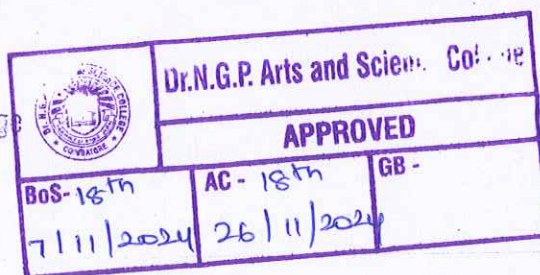
Text book	1.	Shobana Madhavan, 2020, "Cross Cultural Management", 3r Edition, Oxford University Press, New Delhi
	2.	Dipak Kumar Bhattacharyya, 2010, "Cross Cultural Management- Text & Cases", 1st Edition, PHI Learning Private Limited, New Delhi
Reference Books	1.	Browaays, Marie Joelle and Roger Price, 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 Browaays 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

Journal and Magazines	International Journal of Cross Cultural Management
E-Resources and Website	https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001610/P001797/M025819/ET/1513918980Module8Q1-Paper6-CrossCulturalManagement.pdf

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
-----------------	--

Focus of the Course	Skill Development/Employability/Leadership/Managing Workforce
---------------------	---


 BoS Chairman/HoD
 Department of Commerce (IB)
 Dr. N. G. P. Arts and Science College
 Coimbatore – 641 043



Dr.NGPASC
 COIMBATORE | INDIA

M.Com.IB (Students admitted during the AY 2024-25)