



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 2025-26)

Programme: M. Com. International Business

Eligibility

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

Programme Educational Objectives

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their 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
P01	Employ the concepts in FOREX operations and Decision Making
P02	Apply supply chain models in real time business process.
P03	Communicate effectively with written, oral and visual means.
P04	Ability to perform customs clearance operations and logistics activities.
P05	Exhibit international marketing abilities, plan financial operations, predicting different business environment and identifying different service industries

Credit Distribution Summary

For students admitted in AY 2025 -26

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	

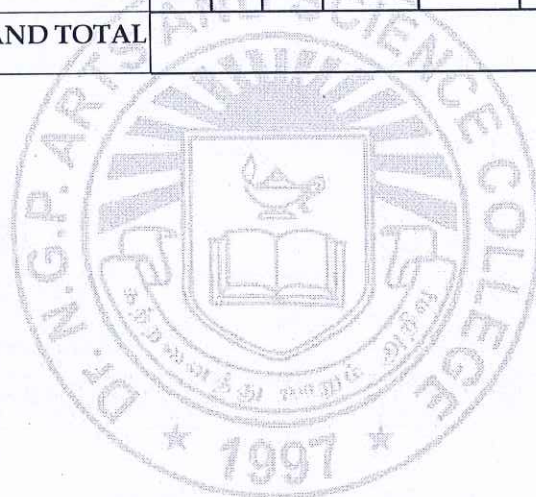
CURRICULUM

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
First Semester												
25COP1CA	Core I	Managerial Economics	5	-	-	5	60	3	25	75	100	4
25IBP1CA	Core II	Strategic Human Resource Management	5	-	-	5	60	3	25	75	100	4
25IBP1CB	Core III	International Marketing Management	5	-	-	5	60	3	25	75	100	4
25IBP1CC	Core IV	Global Business Environment	6	-	-	6	72	3	25	75	100	4
25IBP1CD	Core V	International Business Relations	5	-	-	5	60	3	25	75	100	4
25IBP1DA	DSE- I	Warehouse and Inventory Management	4	-	-	4	48	3	25	75	100	4
25IBP1DB		Retailing and Franchising										
25IBP1DC		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												
25IBP2CA	Core VI	Financial and Management Accounting	5	1	-	6	72	3	25	75	100	4
25IBP2CB	Core VII	Foreign Trade Procedures and Documentation	5	1	-	6	72	3	25	75	100	4
25IBP2CC	Core VIII	Logistics Management	5	-	-	5	60	3	25	75	100	4
25IBP2CP	Core Practical-I	Computer Application in Business	-	-	4	4	48	3	40	60	100	2
25DAP2EA	EDC	Business Analytics	5	-	-	5	60	3	25	75	100	4
25IBP2DA	DSE-II	Air Transport Management	4	-	-	4	48	3	25	75	100	4
25IBP2DB		Digital Marketing										
25IBP2DC		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												
25COP3CA	Core IX	Business Research Methods	5		-	5	60	3	25	75	100	4
25IBP3CA	Core X	Export-Import Finance	4	-	-	4	48	3	25	75	100	4
25IBP3CB	Core XI	Foreign Exchange Management	5	-	-	5	60	3	25	75	100	4
25IBP3CC	Core XII	Executive Communication and EXIM Correspondence	4	-	-	4	48	3	25	75	100	4
25COP3CP	Core Practical-II	Statistical Tools for Research	-	-	4	4	48	3	40	60	100	2
25IBP3CT	Internship Training	Internship Training (EXIM Documentation) -Report and viva-voce	-	-	4	4	48	-	40	60	100	4
25IBP3DA	DSE -III	Legal Aspects of Shipping	4	-	-	4	48	3	25	75	100	4
25IBP3DB		Travel and Hospitality Services										
25IBP3DC		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												
25IBP4CA	Core XIII	Supply Chain Management	5		-	5	60	3	25	75	100	4
25IBP4CB	Core XIV	Strategic Management	4	-	-	4	48	3	25	75	100	4
25IBP4CC	Core XV	Global Financial Management	5	-	-	5	60	3	25	75	100	4
25IBP4CV	Core XVI	Project and Viva-Voce	-	-	16	16	192	-	80	120	200	8
Total			14	-	16	30	360				500	20
GRAND TOTAL											2400	92



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	25IBP1DA	Warehouse and Inventory management
2	25IBP1DB	Retailing and Franchising
3	25IBP1DC	Industrial Psychology

Semester II (Elective II) List of Elective Courses

S. No.	Course Code	Name of the Course
1	25IBP2DA	Air Transport Management
2	25IBP2DB	Digital Marketing
3	25IBP2DC	Cross Cultural Management

Semester III (Elective III) List of Elective Courses

S. No.	Course Code	Name of the Course
1	25IBP3DA	Legal Aspects of Shipping
2	25IBP3DB	Travel and Hospitality Services
3	25IBP3DC	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	25IBPSSA	Investment Management
2	25IBPSSB	Entrepreneurial Development

Semester – I CORE I: MANAGERIAL ECONOMICS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	25COP1CA	MANAGERIAL ECONOMICS	CORE	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> the importance of managerial economist. demand and take decision on production and 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	Examine the relationship between National indicators and corporate enterprises.	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		✓		✓	✓

25COP1CA	MANAGERIAL ECONOMICS
----------	----------------------

Syllabus

Unit	Content	Hrs	Resources
I	Managerial Economics 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. Case study on Goals of Corporate Enterprises.	9	Text Book
II	Demand Analysis 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. Case study on Law of Demand.	11	Text Book
III	Production and Price Analysis Cost Concepts - Cost-output Relation in Short-run and Long-run - Cost Control - Revenue - Break-Even-Point (BEP) Analysis and its Application - Production Function and Managerial Use of Production Function - Pricing Policies - Indian Knowledge System: Role of Panyadhyaksha in fixing prices - Pricing over Life Cycle of a Product - Export Pricing Strategy and Decisions. Case study on gold pricing.	12	Text Book & e-Resource Article
IV	National Indicators National Income - Role of Artificial Intelligence in improving National Income Accounting, Inflation and Deflation, FDI and Balance of Payments (BoP) - Fiscal Policy and Monetary Policy - Consumer Price Index (CPI), Wholesale Price Index (WPI), Inflation Rate and Exchange Rate. Case study analysis on changes in Monetary policy instruments by RBI.	14	Text Book & e-Resource
V	International Trade and Institutions International Trade: Features, Advantages and Disadvantages - International Trade Theories: Absolute Cost Advantage theory, Comparative Cost Theory and H.O. Theory - Gains from Trade - Terms of Trade - IMF, World Bank, WTO and UNCTAD. Case study based on WTO World Economic Outlook Databases.	14	Textbook & 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.M. & Sundharam. E. N., 2022, "Business Economics", Sultan Chand and Sons, New Delhi
		M L Jhingan, 2025, "International Economics", Vrinda Publications (P) Ltd., New Delhi.
Reference Books	1.	E Narayanan Nadar & S Vijayan, 2023, "Managerial Economics", PHI Learning Pvt. Ltd. New Delhi.
	2.	Sankaran. S., 2024, "Business Economics", Margham Publications, Chennai.
	3.	Ahuja. H. L., 2021, "Business Economics", S. Chand and Company Pvt. Ltd., New Delhi.
	4.	Mehta P L, 2016, "Managerial Economics: Analysis, Problems, Cases", Sultan Chand and Sons, New Delhi.

Journal and Magazine s	Economic and Political Weekly, The Economic Times
E-Resources and Website	http://rguir.inflibnet.ac.in/bitstream/123456789/16820/1/9781978962514 . PDF

Learning Method	Lecture with PPT, Case study, Seminar, Flexitime 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	25IBP1CA	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	analyse the global factors influencing the adoption and implementation of Strategic Human Resource Management.	K4

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

25IBP1CA	STRATEGIC HUMAN RESOURCE MANAGEMENT
----------	-------------------------------------

Syllabus

Unit	Content	Hrs	Resources
I	Introduction to Strategic Human Resource Management Meaning- Evolution- Need, importance and types of strategic human resource management- A shift from traditional HRM to strategic HRM- Relationship between strategic human resource management and Corporate strategy- Challenges of strategic HRM- HR architecture. Case study on HR strategy.	12	Text Book, e- Resource & Article
II	Human Resource Strategy Introduction- Components of a well-designed HR strategy- Key steps in formulating HR strategy - Strategic approach to human resources, planning, training and development, reward and compensation- Managing workforce diversity. Case study on Managing workforce diversity	12	Text Book & e- Resource
III	Competency and Potential Development HR Competencies- Competency mapping. Potential development: The concept and importance of talent management- Talent acquisition- Attracting and retaining talent- Career planning - Succession planning: Elements of succession planning- Challenges of succession planning. Case study on talent management	12	Reference Book & e- Resource & Article
IV	Strategic Human resource management issues Managing employee relations- Employee engagement- Investment in training and development- Learning organization- Skill based pay- Variable pay- HR outsourcing- Factors driving the need to outsource- Stages of outsourcing- Retrenchment and redundancy. Case study on HR outsourcing.	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, 2021, "Strategic Human Resource Management", 1st edition, Taylor and Francis group, New York
	2.	Charles R. Greer, 2022, "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	<ul style="list-style-type: none"> 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. McKinsey article on Winning-with-your-talent-management-strategy 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"> https://ebooks.inflibnet.ac.in/mgmt01/chapter/history-and-environment-of-hrm-challenges-of-hrm-hrm-environment-strategic-hrm/ https://www.hpuniv.ac.in/hpuniv/upload/uploadfiles/files/Strategic%20Human%20Resource%20Management%20MC-311(1).pdf https://www.otaru-uc.ac.jp/~js/downloads/SP2005-PDF/SP2005-Chapter2SHRM.pdf https://symbiosiscollege.edu.in/assets/pdf/TYBCOM/tybcom%20syllabus%20pdf%20files/Strategic%20Human%20Resource%20Management%20Special%20Paper%205.pdf

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

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	25IBP1CB	INTERNATIONAL MARKETING MANAGEMENT	Core	60	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <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.	K4

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

25IBP1CB	INTERNATIONAL MARKETING MANAGEMENT
----------	------------------------------------

Syllabus

Unit	Content	Hrs	Resources
I	International Marketing: International marketing - Definition - National & international marketing - Special features of international marketing - Difficulties and barriers in international marketing- EPRG framework- Future of global marketing. Case study on barriers in international marketing.	12	Text Book & Article
II	Managing International Marketing: Managing international marketing- Defining customer value and satisfaction- Retaining customers- Delivering customer value and satisfaction - Implementing total quality marketing - Competitive marketing strategies - Balancing customer and competitor orientations. Case study on value chain.	12	Text Book & Article
III	Market Segmentation and International Product Planning: Market segmentation- Basis of market segmentation- International product planning: Need-New product development- Product adaption- Product life cycle - Branding and packaging- Product positioning in different countries. Case study on market segmentation	12	Reference Book & e-Resource
IV	International Pricing and Promotion: 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. Case study on promotion mix.	12	Text Book , e- Resource & Article
V	Recent trends in marketing with global perspective: 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. Case study on digital marketing.	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.	Philip Kotler, 2025, "Marketing Management", 17th Edition, Pearson Education Pvt Ltd, Australia
	2.	Bhattacharya.B and Varshney. R.L, 2015, "International Marketing Management ", 25th Edition, Sultan Chand and Sons, New Delhi
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	International Journal of Marketing Principles and Practices (IJMPP))
E-Resources and Website	LEGO: The Building Blocks of a Modern-Day Superbrand Digital Marketing Resource Hub (digitalmarketinginstitute.com)

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

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

Semester- I CORE IV: GLOBAL BUSINESS ENVIRONMENT							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
I	25IBP1CC	GLOBAL BUSINESS ENVIRONMENT	CORE	72	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <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. No	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		✓		✓	✓

25IBP1CC	GLOBAL BUSINESS ENVIRONMENT
----------	-----------------------------

Syllabus

Unit	Content	Hrs	Resources
I	Introduction to global business environment Nature and importance of International business- Reason for going global- Mode of entry into global business- Business environment- Meaning- Nature-Importance- Framework for analysing international business environment: Micro environment and macro environment. Case study on marketing strategy to enter global business	14	Text Book, e- Resource & Article
II	Physical and Economic environment 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. Case study on Rostow's stages of economic growth	15	Text Book & e- Resource
III	Socio - Cultural environment 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. Case study on social responsibilities of business	14	Reference Book & e- Resource & Article
IV	Political and Legal environment Political environment: Types of political system- Role of government in business – Political risks of global business- Legal environment: Bases for legal system – International law: Origin- Sources of international law- International Legal disputes- International dispute-resolution -Impact of International law on Business. Case study on political risk in global business	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.	Katyal, Timmy & Satake, 2002, "Environmental Pollution", Anmol Publications, New Delhi.

Journal and Magazines	1.	https://online.york.ac.uk/understanding-the-global-business-environment/
	2.	https://blog.oxfordcollegeofmarketing.com/2014/11/04/the-impact-of-micro-and-macro-environment-factors-on-marketing/
	3.	https://link.springer.com/chapter/10.1007/978-4-431-55468-4_3
	4.	https://www.legalserviceindia.com/legal/article-8584-an-international-dispute-settlement.html
	5.	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	1.	https://egyankosh.ac.in/bitstream/123456789/90043/3/Unit-3.pdf
	2.	https://opentext.wsu.edu/cpim/chapter/3-6-describing-culture/
	3.	https://study.com/academy/lesson/video/political-economic-systems-in-global-business.html
	4.	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/S00023MA/P001406/M022343/ET/1504612643M-6-Q-I.pdf
	7.	https://testbook.com/ugc-net-commerce/role-of-business-in-environmental-protection

Learning Method	Lecture method using PPT, Blended learning, Gamification, Article discussion/ Case study.
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	25IBP1CD	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	Knowledge on International Relations

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.	K3
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	K4
CO5	Assess 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	✓	✓			✓

25IBP1CD	INTERNATIONAL BUSINESS RELATIONS
----------	----------------------------------

Syllabus

Unit	Content	Hrs	Resources
I	International relations 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. Case study on international relations.	12	Text Book, Reference Book & Article
II	International Politics & International Crisis International politics - International political disputes - International crisis - Meaning - Somalia crisis - Ethiopia crisis - Afghanistan crisis - Democratic Republic of the Congo crisis - Yemen crisis - Crisis in India's Neighboring countries. Case study on international crisis management.	12	Text Book & e- Resource & Article
III	International Law The nature and content of international law - The balance of power- Nature - Definition-Characteristics - Role - Historical significance - Devices for maintaining the balance of power -Collective security and peaceful settlement. Case study on balance of power.	12	Text Book, Reference Book & e- Resource
IV	International Organizations 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) G8, G15, G20 and G-77 - NATO. Case study on world trade organization.	12	Text Book, Reference Book & e- Journal
V	Foreign policy of India Foreign policy of India-Nehru's foreign policy- Features- Non-alignment foreign policy since 1962- Indo Soviet relations - Relations with China and Great Britain - Relations with US - India's neighborhood relations. Case study on India's foreign policy.	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	<u>Role of Multilateral Institutions in Managing Regional Conflicts and Crises in Democratic Republic of Congo Journal of International Relations World Trade Organization International Trade Rules & Regulations Britannica Foreign Policy ISTOR)</u>
E-Resources and Website	<u>5 Case Studies in International Relations I Full article: Crisis management performance and the European Union: the case of COVID-19</u>

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

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

Semester - I							
DSE I: WAREHOUSE AND INVENTORY MANAGEMENT							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	25IBP1DA	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 types of warehouses and their advantages the technological applications in warehousing and inventory management.
Prerequisite	Basic understanding 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	K3
CO3	Interpret the design packaging utilizing different materials.	K3
CO4	outline inventory analysis and tools to manage stocks.	K3
CO5	Analyze the effectiveness of different technological applications used in warehousing and inventory management.	K4

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

25IBP1DA	WAREHOUSE AND INVENTORY MANAGEMENT
----------	---

Syllabus

Unit	Content	Hrs	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 and record handling - Transportation and storage of ISO containers. Case study on Risk handling.	10	Text Book, E - Resources, 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 Bonded Warehouses	10	Text Book, E - Resources, 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	9	Text Book, E - Resources, Article
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 delivery - Goods issue with outbound delivery/internal consumption- Stock transfer scenarios. Case Study on Stock Transfer Scenarios	10	Text Book, E - Resources, Article
V	Recent Trends in Warehouse Management IT for Warehouse Management: Documentation-	9	Text Book, E -

	Information flows in the warehouse- EDI - ERP- WMS - Barcode - RFID- Technological equipment for warehouse management. Case study on Technological equipment for warehouse management		Resources, Article
	Total	48	
Note: Case studies related to the above topics to be discussed Examinated 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, 2021, "Inventory Accuracy: People, Processes & Technology", 2 nd 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. 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).
E-Resources and Website	<ol style="list-style-type: none"> 1. <u>How to Balance Consumer Demand, Inventory Management, Company Costs (rfgen.com).</u> 2. <u>packaging And Materials Handling - Fundamentals of Logistics (1library.net).</u> 3. <u>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).</u>

Learning Method	Chalk and Lecture method using PPT, Blended learning, Article discussion, Case Study.
------------------------	---

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	25IBP1DB	RETAILING AND FRANCHISING	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <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 and its operations.
Prerequisite	Knowledge on Marketing

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 planning and decision-making process in the organization.	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		✓	✓	✓	✓

25IBP1DB	RETAILING AND FRANCHISING
----------	---------------------------

Syllabus

Unit	Content	Hrs	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 and business ethics -Risks in franchising. Case study on business ethics in retail.	9	e- Resource Book
Total		48	

<p>Note: Case studies related to the above topics to be discussed. Examined externally. (Section D: Compulsory question for case studies)</p>
--

Text book	1.	Dr.Suja R Nair, 2022, "Retail Management ", 1 st 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 Sheikh and Kaneez Fathima, 2019, "Retail Management", 1st Edition, Himalaya Publishing House, Mumbai, India.
	2.	Swapna Pradhan, 2024, "Retailing Management: Text & Cases", 7th 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 "Retailing and Franchising" 1st Edition Tata Mc Graw-Hill Education, New Delhi.

Journal and Magazines	<p>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.)</p> <p>Ebster, C. (2011). <i>Store design and visual merchandising: Creating store space that encourages buying</i>. Business Expert Press.)</p> <p>Brickley, J. A., Dark, F. H., & Weisbach, M. S. (1991). An agency perspective on franchising. <i>Financial Management</i>, 27-35.)</p>
E-Resources and Website	<p>https://www.marketing91.com/retail-store-location/</p> <p>https://www.indeed.com/career-advice/career-development/what-is-retail-operations/</p> <p>https://www.investopedia.com/terms/f/franchise.asp/</p> <p>https://www.geeksforgeeks.org/franchise-meaning-operations-and-types/</p>

Learning Method	Lecture method using PPT/ Blended learning/ Gamification/ Article discussion/ Case study.
------------------------	---

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	25IBP1DC	INDUSTRIAL PSYCHOLOGY	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 of industrial psychology. the importance of individual and group behavior. 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	Emphasize 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	Analyze the components and impact of organizational culture on workplace behavior and performance.	K4
CO5	Examine various strategies for managing organizational change and evaluate recent trends in industrial psychology for their effectiveness and implications.	K4

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

25IBP1DC

INDUSTRIAL PSYCHOLOGY

Syllabus

Unit	Content	Hrs	Resources
I	Introduction to industrial psychology: 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. Case study on factors influencing personality	09	Text Book, e- Resource & Article
II	Work motivation: 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. Case study on theories of motivation: Theory X and Y.	10	Text Book & e- Resource
III	Decision making by individuals and group: 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. Case study on Group dynamics	10	Reference Book & e- Resource & Article
IV	Organizational design and culture: 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. Case study on organizational culture	09	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.	10	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.	UdaiPareek, 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	<ol style="list-style-type: none"> https://www.researchgate.net/publication/377223590_Encyclopedia_of_Organizational_Psychology_Entry_53_Future_of_Work_and_Organizational_Psychology_FoWOP E-Book: https://mu.ac.in/wp-content/uploads/2023/04/TYBA-SEM-VI-Industrial-Psychology-English-Version.pdf
E-Resources and Website	<ol style="list-style-type: none"> The Society for Industrial and Organizational Psychology: https://www.youtube.com/@SIOPofficial Industrial-Organizational Psychology: https://www.businessnewsdaily.com/10162-industrial-organizational-psychology.html Organizational Behaviour - Part 1 - 56 NPTEL-NOC IITM https://youtu.be/CRpqsuM36oo?si=Hqj_FHkQcQaR5IKv

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

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