



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 2026 -27 for Post Graduate Programme

(Outcome Based Education model with Choice Based Credit System)

Master of Commerce International Business Degree

(For the students admitted during the academic year 2026-27)

Programme: M. Com. International Business

Eligibility

Candidate who has passed any B.Com related UG Degree is eligible, B.Com(CA)/ B.Com / B.Com(IT) / B.Com(E-Commerce) / B.Com(PA) / B.Com(Finance) / B.Com (B&I) / B.Com (C.S) / B.Com (C.S & C.A) shall be given preference from any University and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent there to by the Academic Council, course to such conditions as may be prescribed there to 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.

M.Com.IB (Students admitted during the AY 2026-27)

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 2026 -27

Subjects	No. of Papers	Credit	Semester No.
Core (Credits 3 & 4)	11	11X4=44	I to IV
	4	4X 3=12	
Core-Practical	3	3X2=06	II&III
Core-Project	1	1X8=08	IV
DSE	4	4X4=16	I to IV
EDC	1	1X4=04	II
Internship Training	1	1X2=02	III
TOTAL	25	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												
26COP1CA	Core I	Managerial Economics	5	-	-	5	60	3	25	75	100	4
26IBP1CA	Core II	Strategic Fit Analysis	4	2	-	6	72	3	25	75	100	4
26IBP1CB	Core III	International Marketing Management	5	-	-	5	60	3	25	75	100	4
26IBP1CC	Core IV	Global Business Environment	5	-	-	5	60	3	25	75	100	4
26IBP1CD	Core V	International Business Relations	5	-	-	5	60	3	25	75	100	3
26IBP1DA	DSE- I	Warehouse and Inventory Management	4	-	-	4	48	3	25	75	100	4
26IBP1DB		Retailing and Franchising										
26IBP1DC		Industrial Psychology										
Total			28	2	-	30	360				600	23

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Second Semester												
26IBP2CA	Core VI	Financial and Management Accounting	5	1	-	6	72	3	25	75	100	4
26IBP2CB	Core VII	Foreign Trade Procedures and Documentation	5	1	-	6	72	3	25	75	100	4
26IBP2CC	Core VIII	Logistics Management	5	-	-	5	60	3	25	75	100	4
26IBP2CP	Core Practical-I	Computer Application in Business	-	-	4	4	48	3	40	60	100	2
26DAP2EA	EDC	Business Analytics	5		-	5	60	3	25	75	100	4
26IBP2DA	DSE-II	Air Transport Management	4	-	-	4	48	3	25	75	100	4
26IBP2DB		Digital Marketing										
26IBP2DC		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												
26COP3CA	Core IX	Business Research Methods	5	-	-	5	60	3	25	75	100	4
26IBP3CA	Core X	Strategic Human Resource Management	4	-	-	4	48	3	25	75	100	3
26IBP3CB	Core XI	Foreign Exchange Management	5	-	-	5	60	3	25	75	100	4
26IBP3CC	Core XII	Executive Communication and EXIM Correspondence	4	-	-	4	48	3	25	75	100	3
26COP3CP	Core Practical-II	Statistical Tools for Research	-	-	4	4	48	3	40	60	100	2
26IBP3CP	Core Practical-III	EXIM Documentation – Non-Lab Practical	-	-	4	4	48	3	40	60	100	2
26IBP3CT	IT	Internship Training	-	-	-	-	-	3	40	60	100	2
26IBP3DA	DSE -III	Legal Aspects of Shipping	4	-	-	4	48	3	25	75	100	4
26IBP3DB		Travel and Hospitality Services										
26IBP3DC		Total Quality Management										
Total			22	-	08	30	360				800	24

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Fourth Semester												
26IBP4CA	Core XIII	Supply Chain Management	5	-	-	5	60	3	25	75	100	4
26IBP4CB	Core XIV	Export-Import Finance	4	-	-	4	48	3	25	75	100	3
26IBP4CC	Core XV	Global Financial Management	5	-	-	5	60	3	25	75	100	4
26IBP4DA	DSE-IV	International Advertising and Brand Management	4	-	-	4	48	3	25	75	100	4
26IBP4DB		Freight Forwarding and Container Operations										
26IBP4DC		Human Resource Analytics										
26IBP4CV	Core XVI	Project and Viva-Voce	-	-	12	12	144	-	80	120	200	8
Total			18	-	12	30	360				600	23
GRAND TOTAL											2600	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	26IBP1DA	Warehouse and Inventory Management
2	26IBP1DB	Retailing and Franchising
3	26IBP1DC	Industrial Psychology

Semester II (Elective II) List of Elective Courses

S. No.	Course Code	Name of the Course
1	26IBP2DA	Air Transport Management
2	26IBP2DB	Digital Marketing
3	26IBP2DC	Cross Cultural Management

Semester III (Elective III) List of Elective Courses

S. No.	Course Code	Name of the Course
1	26IBP3DA	Legal Aspects of Shipping
2	26IBP3DB	Travel and Hospitality Services
3	26IBP3DC	Total Quality Management

Semester IV (Elective IV) List of Elective Courses

S. No.	Course Code	Name of the Course
1	26IBP4DA	International Advertising and Brand Management
2	26IBP4DB	Freight Forwarding and Container Operations
3	26IBP4DC	Human Resource Analytics

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	26IBPSSA	Investment Management
2	26IBPSSB	Entrepreneurial Development


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M.Com.IB (Students admitted during the AY 2026-27)

Semester – I CORE: MANAGERIAL ECONOMICS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26COP1CA	MANAGERIAL ECONOMICS	CORE	60	-	-	4

Preamble	This course has been designed for students to learn and understand - the importance and role of managerial economist. - demand, production, cost and determination of price. - the macro-economic factors and take business decisions.
Prerequisite	Basic knowledge on micro and macroeconomics, business understanding and awareness on real-world economy.

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Apply managerial economic principles for business decision-making.	K3
CO2	Analyze and forecast demand.	K4
CO3	Estimate cost and production functions for efficient operations.	K6
CO4	Assess pricing strategies under different market structures.	K4
CO5	Interpret macroeconomic indicators for business decisions.	K5

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

26COP1CA	MANAGERIAL ECONOMICS
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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 - Decision Making in Business - Roles and Responsibilities of a Managerial Economist - Value of Enterprise. Case study on Goals of Corporate Enterprises.	9	Text Book/ e- Resource
II	Demand Analysis and Forecasting Demand Function - determinants - Estimation of demand function using regression - Price elasticity and types - Calculation of price elasticity - Overseas Demand Analysis - Demand Forecasting - Application of trend projection method in forecasting. Case study on Elasticity of Demand.	11	Text Book/ e- Resource
III	Cost and production Cost Concepts - Calculation of AC and MC from cost function - Break-Even-Point Analysis and its application - Production Function and estimation of Production Function by Cobb-Douglas and Returns to scale. Case study on BEP.	12	Text Book/ e-Resource Article
IV	Price Analysis Pricing under perfect competition, monopoly, monopolistic and oligopoly - Pricing Policies - public sector pricing: Break-even pricing, average cost, marginal cost and profit pricing and peak-load pricing - Indian Knowledge System: Role of Panyadhyaksha in fixing prices. Case study on pricing of oligopoly firms.	14	Text Book/ e-Resource
V	Macro-economic Accounting National Income: concepts - National income accounting - challenges - Role of Artificial Intelligence in improving National Income Accounting - Inflation and types - measuring inflation rate - Balance of Payments: components - surplus and deficit - balancing deficit in BoP. Case study on trends in inflation rate	14	e-Resource
Total		60	

Note: Case Studies related to the above topics to be discussed. Examined externally. The course carries 60% theory and 40% calculation (Section D: Compulsory question for case studies.)

Problem areas:

Unit 1

1. Identifying a hypothetical company, analyse Enterprise Value at a particular time.

Unit 2

2. Take 5 observations on price and quantity demanded, estimate linear demand function using regression formula
3. Given the change in price and quantity data, find the type of elasticity using arc elasticity formula
4. Take a company's sales (in units) for 5 years. Using the trend projection method (least squares), estimate the trend equation and forecast sales for the 6th year

Unit 3

5. Given a firm's total cost function, calculate AC, MC and both cost at a given output.
6. While a firm's selling price per unit, variable cost per unit and fixed cost is given, find break-even point in physical units and break-even point in sales value (in ₹)
7. Given the units of labour, capital and output, estimate Cobb-Douglas production function and returns to scale

Unit 4

8. At a given fixed cost, variable cost and output, find break-even and average cost pricing
9. Given a firm's cost function, find marginal cost pricing at a particular output
10. When a firm's FC, VC, desired profit and output is given, find price per unit under profit pricing
11. When a firm applies peak-load pricing with a certain percentage markup on cost, find the price during off-peak and peak period

Unit 5

12. Based on a given data, find GDP at Market Price (expenditure method) and GNI
13. Using Consumer Price Index of a country for 2 years, calculate inflation rate and state the type of inflation
14. Based on a current account and capital account data of a country in a particular year, find the balance of payments

Text book	1.	Sundharam K.P.L. & Sundharam E.L, 2024,"Business Economics", Sultan Chand and Sons, New Delhi.
	2.	Damodar N Gujarati & Dawn C. Porter 2024, "Basic Econometrics, The McGraw-Hill Series Economics, New York.
Reference Books	1.	Maheswari, Maheswari and Sinha, 2025, "Business Economics", SPD Books International Pvt.Ltd, New Delhi.
	2.	A Koutsoyiannis, 2023, "Theory of Econometrics", Palgrave Macmillan, New York
	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 Method	Lecture with PPT, Case study, Seminar, Flexitime Open Book Test & Flip Chart Presentation
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
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Semester – I CORE : STRATEGIC FIT ANALYSIS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1CA	STRATEGIC FIT ANALYSIS	CORE	48	24	-	4

Preamble	This course has been designed for students to learn and understand - the strategic fit analysis focuses on aligning an organization's internal capabilities with external environmental conditions. - the conceptual components for the strategic management process. - the resource utilization, improved performance, and long-term growth.
Prerequisite	Knowledge on strategic management

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the concept and importance of Strategic Fit Analysis in organizations.	K2
CO2	Examine market trends and competitive dynamics affecting business strategies.	K3
CO3	Explain various tools and techniques of strategic fit analysis.	K4
CO4	Analyze the application of agile strategy in modern business operations.	K5
CO5	Create a strategy that uses feedback and continuous alignment to achieve organizational objectives	K6

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

26IBP1CA	STRATEGIC FIT ANALYSIS
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Syllabus

Unit	Content	Hrs	Resources
I	Introduction to Strategic Management & Strategic Fit Meaning of strategy - Definition of strategic management - levels of strategic management process - Meaning and Importance of strategic fit- Evolution of strategic thinking- Strategic fit in a dynamic business environment- Vision, Mission, objectives and quality policy- Strategic levels. Case Study on Strategic Levels.	15	Text Book & E-Resources
II	Internal and External Environment Analysis Organizational resources and capabilities - Core competencies - Value chain analysis - Organizational culture and structure - Environmental appraisal: Purpose and nature of external analysis -GAP analysis- PESTLE analysis - Porter's five force analysis- Market trends and competitive dynamics- Stakeholder analysis. Case Study on Value Chain Analysis.	15	Text Book & E-Resources
III	Tools and Techniques for Strategic Fit Analysis BCG approach -SWOC analysis - TOWS matrix - Balanced scorecard - VRIO Framework - Henry mintzberg's model of strategy development -Abell's model of business - McKinsey 7S model. Case Study on BCG approach.	15	Text Book & E-Resources
IV	Strategies for Globalization and Strategic Edge Diversification - Mergers and acquisition - Turnaround management - Turnkey contracts - strategic edge: Business process reengineering, lean six sigma- Contemporary strategic issues, Strategies for internet economy. Agile strategy in business operations, Sustainability and ESG strategies, AI and Machine learning in strategic decision-making Case Study on Mergers and acquisition.	15	Text Book
V	Strategic Implementation, Measuring and Evaluating Strategic Fit. Strategy implementation: Organization and strategy implementation - Establishing profit centers by business, product or service - Leadership and behavioral challenges- Key performance indicators (KPIs)- Strategic control Systems- Feedback and continuous alignment Case Study on Leadership and behavioral challenges	12	Text Book
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.	Srinivasan. R, 2025, "Strategic Management", 7th Edition, PHI Learning Pvt. Ltd, New Delhi.
	2.	Robert M. Grant, 2023, "Contemporary Strategy Analysis", 11th Edition, Wiley, USA.
Reference Books	1.	Fred David, Forest David, Meredith David, 2023, "Strategic Management Concept", 18th Edition, Pearson Education Service, London.
	2.	Subba Rao. P, 2025, "Business Policy and Strategic Management", 2nd Edition, Himalaya Publishing House, Bengaluru.
	3.	K. Aswathappa, 2024, "Business Environment for Strategic Management", 2nd Edition, Himalaya Publishing House, Bengaluru.
	4.	C.N Sontakki, Neeti Gupta, Anuj Gupta, 2017, "Strategic Management", 3rd Edition, Kalyani Publishers, Bengaluru.

Journal and Magazines	https://tndalu.ac.in/econtent/57_Strategic_Management.pdf
E-Resources and Website	https://onlinecourses.nptel.ac.in/noc24_mg112/preview?

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
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Semester – I							
CORE : INTERNATIONAL MARKETING MANAGEMENT							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1CB	INTERNATIONAL MARKETING MANAGEMENT	CORE	60	-	-	4

Preamble	This course has been designed for students to learn and understand • how marketing strategies fit within the organization's global business. • the marketing strategies required to remain competitive in the current and future global business. • the need for 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	Apply the concept of value chain, customer retention and competitive marketing strategies.	K3
CO3	Analyze the international marketing environment and make business decisions.	K4
CO4	Evaluate the types and latest trends in international marketing.	K5
CO5	Develop international marketing strategies in real time business operations.	K6

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

26IBP1CB	INTERNATIONAL MARKETING MANAGEMENT
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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 - International 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 Green marketing - Evolution and challenges in green marketing - Global companies adopting Green marketing strategies - 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 companies adopting green marketing strategies.	12	Text Book & e-Resource
Total		60	

Note: Case studies related to the above topics to be discussed 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	• https://www.emerald.com/md/article-abstract/20/4/47/280542/Decision-Making-for-International-Marketing-A • https://www.emerald.com/imr/articleabstract/37/3/405/181850/Revisiting-international-marketing-strategy-in-a?redirectedFrom=fulltext
E-Resources and Website	• https://digitalmarketinginstitute.com/resources • https://sdm.ac.in/elibrary/handle/123456789/3150?utm_source=chatgpt.com

Learning Method	Chalk and Talk/ Assignment/Seminar/ Group Discussion/ Case Study
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development
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Semester – I CORE : GLOBAL BUSINESS ENVIRONMENT							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1CC	GLOBAL BUSINESS ENVIRONMENT	CORE	60	-	-	4

Preamble	This course has been designed for students to learn and understand - the global business environment from the global and national perspectives. - the key strategies and characteristics that ensure the competitiveness of an organization in the global environment. - the various cultural dimensions that an international trade requires
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	Apply knowledge of physical infrastructure and economic systems.	K3
CO3	Assess the role of socio-cultural factors in shaping business strategies and consumer behaviour.	K4
CO4	Construct innovative approaches by combining international legal systems and dispute resolution.	K5
CO5	Create strategies using technology and environmental protection principles to achieve sustainable business development.	K6

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

26IBP1CC	GLOBAL BUSINESS ENVIRONMENT
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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.	10	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.	13	Text Book, e- Resource & Article
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	13	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	12	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.	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)
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Text book	1.	Karpagam. M. 2021, "Environmental Economics", 3 rd Ed, Sterling Publishers, New York.
	2.	Francis Cherunilam, 2019, "International Business Environment", 8 th Ed, Himalaya Publishing House, New Delhi
Reference Books	1.	Vyuptakesh Sharan, 2022," International Business: Concept, Environment and Strategy, 6th Ed, Pearson Publication, Chennai
	2.	Philip R. Cateora, Mary C. Gilly, and John L. Graha, 2020," International Marketing", 17 th Ed, McGraw-Hill Higher Education, United States
	3.	John D. Daniels, 2018," International Business environments and operations", 15 th Ed, Pearson Publication, Chennai.
	4.	John Rieuwerts, 2015," The Elements of Environmental Pollution, 4 th Ed", Routledge, London.

Journal and Magazines	• 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
E-Resources and Website	• https://egyankosh.ac.in/bitstream/123456789/90043/3/Unit-3.pdf • https://opentext.wsu.edu/cpim/chapter/3-6-describing-culture/ • https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022343/ET/1504612643M-6-Q-I.pdf

Learning Method	Lecture method using PPT, Blended learning, Gamification, Article discussion, Case study.
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development.
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Semester - I							
CORE : INTERNATIONAL BUSINESS RELATIONS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1CD	INTERNATIONAL BUSINESS RELATIONS	CORE	60		-	3

Preamble	This course has been designed for students to learn and understand - the significance of international treaties and conventions - the role of history in international affairs - the similarities and differences in political systems and economies.
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	Analyze the principles of International Law, collective security, balance of power in maintaining global order.	K4
CO4	Evaluate the role and effectiveness of international organizations in addressing global and regional challenges	K5
CO5	Develop a strategic framework or policy recommendations for India's international relations	K6

Mapping with Program Outcomes:

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

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26IBP1CD	INTERNATIONAL BUSINESS RELATIONS
Syllabus	

Unit	Content	Hrs	Resources
I	International relations Concept of International relations- Origin and growth of international relations- Element of IR - Scope of international relations- Foreign policy - Values of foreign policy - Objectives of nation foreign policy - Determinants of foreign policy - Internal factor and external factor. Case study on international relations.	12	Text 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, Reference Book & e-Resource
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 & Article
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, USMCA, LAFTA, SAARC, OECD, QUAD and ARAB LEAGUE- world bodies (viz) UN and WTO- Economic grouping (viz) G7, G8, G15, G20 and G-77 - NATO. Case study on world trade organization.	12	Text Book, & Article
V	Foreign policy of India Foreign policy of India: Nehru's foreign policy- Evolution of India'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)
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Text book	1.	Khanna V.N, 2022 , "International Relations", 6 th Edition, VIKAS Publishing House Pvt Ltd, Noida.
	2.	Joshua S Goldstein, Jon C Pevehouse, 2023, "International Relations", 13 th Edition, Pearson Education Limited, Chennai.
Reference Books	1.	Pue Ghosh, 2020, "International Relations ", 5 th Edition, PHI Learning pvt. Ltd, New Delhi.
	2.	Aneek Chatterjee , 2018 , "International Relations Today" 2 nd Edition, Pearson, Chennai.
	3.	Krishnaveni Muthiah, 2001, "International Relations", 1 st Edition, Himalaya Publishing House, Bengaluru.
	4.	Palmer & Perkins, 2001, " International Relations", 3 rd Edition, CBS Publishers & Distributors, Coimbatore.

Journal and Magazines	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 JSTOR)
E-Resources and Website	https://www.wowessays.com/free-samples/case-study-on-global-marketing/ https://www.thecasesolutions.com/international-trade-and-wto-145252?utm

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development
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Semester – I							
DSE : WAREHOUSE AND INVENTORY MANAGEMENT							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1DA	WAREHOUSE AND INVENTORY MANAGEMENT	DSE	48	-	-	4

Preamble	This course has been designed for students to learn and understand - the basic concepts and 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	Evaluate inventory analysis and tools to manage stocks.	K5
CO5	Design innovative technological applications to enhance efficiency in warehousing and inventory management.	K6

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

26IBP1DA	WAREHOUSE AND INVENTORY MANAGEMENT
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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 - fulfilment/ 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	09	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- Stochastic Inventory Management - Stockout cost based inventory decisions - Inventory classification: ABC, VED and FSN - Methods of inventory issue pricing - Cost and profit implications - 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	09	Text Book, E – Resources & Article
	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.		
	Total	48	

Note: Case studies related to the above topics to be discussed, Examined externally. (Section D: Compulsory question for case studies)
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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.	Gwynne Richards, 2025, "Warehouse Management", 5 th edition, Kogan Page Ltd. India.
	2.	Mamta Malik Rathee and Pushpa Rani, 2025, "Warehouse Management and Inventory Control", 2 nd edition, Literatures light Publishing, India.
	3.	Mc Kinley A.H, 2016, "Transport Packaging", 3 rd edition, Institute of Packaging, New Delhi.
	4.	Steven M. Bragg, 2012, "Inventory Best Practices Wiley, Hoboken", 1 st edition, John Wiley & Sons, New Jersey, U.S.

Journal and Magazines	• https://www.researchgate.net/publication/360734122_WAREHOUSING_AND_INVENTORY_MANAGEMENT • https://www.studocu.com/row/document/makerere-university/procurement-and-supply-chain-management/namulengo-stephen-article/66303749 • https://journalajeba.com/index.php/AJEBA/article/download/1277/2545/1974
E-Resources and Website	• Resources Category Page - RFgen Software. • How is Information from ABC-VED-FNS Matrix Analysis Used to Improve Operational Efficiency of Pharmaceuticals Inventory Management? A Cross-Sectional Case Analysis - PMC.

Learning Method	Chalk and Lecture method using PPT, Blended learning, Article discussion, Case Study
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development.
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Semester – I DSE : RETAILING AND FRANCHISING							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1DB	RETAILING AND FRANCHISING	DSE	48	-	-	4

Preamble	This course has been designed for students to learn and understand - the skills to be acquired in the retailing sector. - the necessities to have deep insights on retail operations. - the theoretical and applied aspects of franchising and its operations.
Prerequisite	Knowledge on marketing

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the concept of global and Indian retail Scenario.	K2
CO2	Apply knowledge on planning and decision-making process in the organization.	K3
CO3	Analyze store layout and store atmospherics to understand their impact on retail performance.	K4
CO4	Evaluate franchise agreements and franchise disclosure documents to assess their risks.	K5
CO5	Design and develop innovative franchising strategies in achieving business growth and sustainability.	K6

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

26IBP1DB	RETAILING AND FRANCHISING
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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	Text 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 - legal environment of franchising. Case study on franchising.	10	Text Book & e - Resource & Article
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 & Article
Total		48	

Note: Case studies related to the above topics to be discussed. Examined externally. (Section D: Compulsory question for case studies)
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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 3 rd Edition, Sultan Chand & Sons, New Delhi.
Reference Books	1.	Arif Sheikh and Kaneez Fathima, 2019, "Retail Management", 1 st Edition, Himalaya Publishing House, Mumbai, India.
	2.	Swapna Pradhan, 2024, "Retailing Management: Text & Cases", 7 th Edition, Himalaya Publishing House, Mumbai, India
	3.	Barry Berman, Joel R.Evans, 2017, "Retail Management ", 10 th Edition, Pearson, United Kingdom.
	4.	Manish V Sidhpuria, 2009 "Retailing and Franchising" 1 st Edition Tata Mc Graw-Hill Education, New Delhi.

Journal and Magazines	1. Thaichon, P., Phau, I., & Weaven, S. (2022). Moving from multi-channel to Omni-channel retailing: Special issue introduction. Journal of Retailing and Consumer Services, 65, 102311.) 2. Ebster, C. (2011). Store design and visual merchandising: Creating store space that encourages buying. Business Expert Press.
E-Resources and Website	1. https://www.marketing91.com/retail-store-location/ 2. https://www.indeed.com/career-advice/career-development/what-is-retail-operations/ 3. https://www.investopedia.com/terms/f/franchise.asp/ 4. https://www.geeksforgeeks.org/franchise-meaning-operations-and-types/

Learning Method	Lecture method using PPT/Blended learning/ Gamification/ Article discussion/ Case study
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development.
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Semester – I DSE : INDUSTRIAL PSYCHOLOGY							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26IBP1DC	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. • 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	Understand the concept of industrial psychology and individual behavior in industries.	K2
CO2	Interpret the importance of group behavior and motivation in industries.	K3
CO3	Relate the process of decision making in the industries by both the individuals and groups	K4
CO4	Assess the components and impact of organizational culture on workplace behavior and performance.	K5
CO5	Develop effective strategies to manage organizational conflict and organizational change.	K6

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

26IBP1DC	INDUSTRIAL PSYCHOLOGY
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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.)
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Text book	1.	Robbins, Stephen, 2022, "Organizational Behavior", 19 th Edition, India Prentice Hall, New Delhi.
	2.	Prasad. L M, 2019, "Organizational Behaviour", 5 th Edition, Sultan Chand & Son, New Delhi.
Reference Books	1.	Udai Pareek, 2016, "Understanding Organizational Behavior, 6 th Edition, Oxford University Press, England.
	2.	Fred Luthans, 2017, "Organizational behavior", 13 th Edition, McGraw Hill, United States.
	3.	Nelson, Quick and Khandelwal, 2016, "An innovative approach to learning and teaching Organizational Behavior. A South Asian Perspective", Cengage Learning, New Delhi.
	4.	Ronald.E.Riggio, 2017, "Introduction to Industrial/Organizational Psychology", 7 th Edition, Pearson Publication, New York

Journal and Magazines	• https://www.researchgate.net/publication/377223590_Encyclopedia_of_Organizational_Psychology_Entry_53_Future_of_Work_and_Organizational_Psychology_FoWOP • https://ebooks.inflibnet.ac.in/mgmt05/chapter/100/
E-Resources and Website	• https://www.aihr.com/blog/organizational-design/ • https://www.businessnewsdaily.com/10162-industrial-organizational-psychology.html • https://ebooks.inflibnet.ac.in/mgmt13/chapter/conflict-management/

Learning Method	Lecture method using PPT, Case Analysis, Presentations, Group Discussions, Management Games and Mind Mapping.
Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development


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