

**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL
BUSINESS**



NGM COLLEGE - POLLACHI



M. COM – INTERNATIONAL BUSINESS

OUTCOME BASED EDUCATION – SYLLABUS

ACADEMIC YEAR

2017 – 2019

NGM COLLEGE

(Autonomous)

Vision

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

Mission

Training students to become role models in academics arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty to ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life

PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

Vision

Create a new generation of global players with sense of creativity, dignity and patriotism to meet the ever-changing challenges and sustaining the purity and cultural heritage of our great nation.

Mission

- To develop the students into confident individual's through role play in academics and extracurricular activities
- To ensure knowledge transfer by imparting high standards in curriculum through committed and dedicated faculty team
- To impart knowledge based output through academia industry enhancement
- To transform students into disciplined citizens by infusing ethical and cultural values

Programme Outcomes

P01. To instill the students, the practicalities, dimensions of international business.

P02. To make available to students, the essential aspects of specialized fields of logistics, finance, coir and garments in this existing inclusive scenario.

Programme Specific Outcomes

- PS01** To develop the innovative skills of the students through practical proficiencies
- PS02** To provide knowledge on accounting and customs with their empirical background
- PS03** To institute learners on the knowledge of Logistics, Coir Exports, Garments Exports and Finance.
- PS04** To create interest in documentation, human resource and foreign exchange through fictional works.
- PS05** To check and reveal the facts through theoretical knowledge and industrial visit

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE: POLLACHI
Syllabus for the students those who are admitted from 2017

FIRST SEMESTER

S. No	Course Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	17 PIB 101	Cyber Security and Business Communication	6	3	25	75	100	3
2	17 PIB 102	Accounting for Decision Making	6	3	25	75	100	4
3	17 PIB 103	International Business Management (CORE -1)	6	3	25	75	100	4
4	17 PIB 104	International Marketing Management (CORE -2)	6	3	25	75	100	4
5	17 PIB 105	Product Launch Practical	6	-	40	60	100	3
Sub Total			30				500	18

SECOND SEMESTER

S. No	Course Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	17 PIB 206	International Business Relations (CORE -3)	6	3	25	75	100	4
2	17 PIB 207	Foreign Trade Procedures & Documentation (CORE -4)	6	3	25	75	100	5
3	17 PIB 208	Map Reading & Documentation Filing Practical	5	-	40	60	100	4
4	17 PIB 2N1 17 PIB 2N2	International Business Financial Report Analysis	1	3	-	100	100	2
Specialization 1 – Logistics								
1	17 PIB 2L1	Logistics & Freight Management (CORE -5)	6	3	25	75	100	5
2	17 PIB 2L2	Supply Chain Management (CORE -6)	6	3	25	75	100	5
Specialization 2 – Coir								
1	17 PIB 2C1	Coir Market Trends (CORE -5)	6	3	25	75	100	5
2	17 PIB 2C2	Indian Coir Industry (CORE -6)	6	3	25	75	100	5
Sub Total			30				600	25

THIRD SEMESTER

S. No	Course Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	17 PIB 309	Research Methodology	5	3	25	75	100	4
2	17 PIB 3E1	International Economics (CORE -7)	6	3	25	75	100	5
3	17 PIB 3E2	Foreign Exchange Management	6	3	25	75	100	5
4	17 PIB 310	Mini Industrial Project*	1	-	20	80	100	2
Specialization 1 – Finance								
1	17 PIB 3F1	Export Import Finance (CORE -8)	6	3	25	75	100	5
2	17 PIB 3F2	Global Financial Management (CORE -9)	6	3	25	75	100	5
Specialization 2 – Garments								
1	17 PIB 3G1	Apparel Merchandising (CORE -8)	6	3	25	75	100	5
2	17 PIB 3G2	Fashion Dynamics (CORE -9)	6	3	25	75	100	5
Sub Total			30				600	26

FOURTH SEMESTER

S. No	Course Code	Subject	Hours /Wk	Hours Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	17 PIB 411	Global Risk Management & Insurance (CORE -10)	6	3	25	75	100	4
2	17 PIB 412	International Human Resource Management (CORE -11)	6	3	25	75	100	4
3	17 PIB 4E3	Customs Law & Practices	6	3	25	75	100	5
4	17 PIB 4P1	Major Research Project **	12	-	40	160	200	8
Sub Total			30				500	21
Grand Total [all the four semesters]							2200	90

TEMPLATE OF PAPERS ALLOCATION – M.COM - IB (4 SEMESTERS)

Syllabus for the students those who are admitted from 2017

SEMESTER I		SEMESTER II		SEMESTER III		SEMESTER IV	
Core Papers & Allied Papers	5	Core Papers & Allied Papers	5	Core Papers & Allied papers	4	Core papers & Allied papers	3
Elective papers	-	Elective papers	-	Elective papers	2	Elective papers	1
Non Major Elective	-	Non Major Elective	1	Non Major Elective	-	Non Major Elective	-
Total	5	Total	6	Total	6	Total	4

QUESTION PAPER PATTERN

PART I, II & III

Max Marks:100	Internal :25	External :75	
Session	Pattern	Marks	Total
Part - A	1-5 Multiple choice with 4 option(one question from each unit)	5*1	5
	6-10 Short answers(one question from each unit)	5*1	5
Part – B	11-15 Either or type (one question from each unit)	5*5	25
Part – C	16-21 Four out of Six questions (16 th Question compulsory)	4*10	40
Total			75

M.Com (IB) SYLLABUS | 2017

Department	P.G. Department of Commerce with International Business	Effective from the year - 2017	
Course	M.Com (IB)	Semester	I
Subject code Title	17 PIB 101 Cyber Security and Business Communication	Credits	3
Hours/Week	6	Total Hours	72
Objective	<i>To equip the students with language skills required for conducting international business. To make aware the various dynamics in corporate cultures and business etiquette.</i>		

Unit	Content	Hours
I	Overview of cyber security: confidentiality, integrity and availability – Threads: Malicious software (Viruses, Trojans, rootkits, worms, botnets), Memory exploits (buffer overflow, heap overflow, integer overflow, format string)-Cryptography Authentication, Password system-windows security.	18
II	Network security: Network intrusion detection and prevention systems, firewalls- Software security: Vulnerability auditing, penetration testing , sandboxing, control flow integrity – Web security: User authentication – Legal And Ethical Issues: Cyber crime , intellectual property rights, copy rights, patent, trade secret, hacking and intrusion, privacy, identity theft.	17
III	Introduction- Communication – Meaning and Significance – Role of Communication - Types of Communication Media – Media of Communication - Barriers To communication – Principles of Effective Communication -Business letters- Principles of effective business letter-Inquiries and replies- Orders and their execution-Letter of application for employment-Sales letter-Collection letter-Letter related to export and import trade – E-mail communication.	16
IV	Report Writing & Public Speaking - Report Writing – Structure of Report – Long and Short Report – Formal and informal Reports writing – Business Research Reports – Technical Reports – Norms for including Exhibits and Appendices. Public speaking- selection of topics- presentation methods- <i>Telephone conversation</i> .	15
V	Interview & Body Language - Interview – Importance of the interview method-Types of Interview-Interview Process- Interview Models. Group Discussion- <i>Body Language</i> - Importance of Body Language. Meetings- addressing business meetings-Listening- Problems in listening. Business Etiquette- <i>corporate culture</i> -Etiquette in the work place-The Board room and the dining room- Correspondence- Letters and Notes- Stationary- Invitation and addressing-Table manners	6

*** *Italic* denotes self study topic

REFERENCE BOOK

1. BUSINESS CORRESPONDENCE & REPORT WRITING - R.C.SHARMA & KRISHNA MOHAN, 2007, THIRD EDITION, TATA MCGRAWHILL PUBLICATION
2. BODY LANGUAGE - JACQUELINE A.RANKIN, 2006, FIRST PUBLICATION, MASTER MIND BOOKS PUBLICATION

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	I
Subject code Title	17 PIB 102 Accounting for Decision Making	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with accounting tools & techniques for business decision-making. To equip students to maintain financial records and statements.</i>		

Unit	Content	Hours
I	Financial Accounting - Accounting Definition – Objectives – Concepts – Conventions – Classification – Financial accounting – Capital and Revenue items – <i>Basic Records</i> – need of financial accounting-advantages and disadvantages of financial accounting.	15
II	Cost Accounting - Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting -Preparation of Cost sheet and <i>Quotations</i> .	15
III	Budgeting Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, <i>Fixed</i> and flexible budget.	15
IV	Management Accounting - Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. <i>Standard costing</i> - Material and Labour Variance.	12
V	Financial Analysis - Fund flow and Cash flow analysis: Meaning – Objects – Difference - Preparation of fund flow and cash flow Statements. (<i>Theory Only</i>)	15

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REFERENCES BOOK

1. ADVANCED ACCOUNTANCY - S. P. JAIN & K.L.NARANG, 2014, EIGHTEENTH EDITION, KALYANI PUBLISHERS
2. COST ACCOUNTING - S. P. JAIN & K.L.NARANG, 2014, FOURTEENTH EDITION, KALYANIPUBLISHERS
3. COST & MANAGEMENT ACCOUNTING – DR. S. N. MAHESWARI, 2013, FOURTEENTH EDITION, J.B.A. PUBLISHERS

Scheme for question paper: Theory 60% and Problems 40%

M.Com (IB) SYLLABUS | 2017

Department	P.G. Department of Commerce with International Business	Effective from the year –2017	
Course	M.Com (IB)	Semester	I
Subject code Title	17 PIB 103 International Business Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To familiarize the students on basic concept of International Management To develop leadership skill among students in the global context</i>		

Unit	Content	Hours
I	Introduction - Management –objectives- importance - science of management-art of management-schools of management thought-managerial functions- <i>Scientific Management</i> - Levels of management - Distinction between administration and management.	16
II	International management – Trends - Challenges – opportunities- Comparative management – Importance, scope & models – Management styles and practices in Japan, China, India and U.S -Organizational structure of International corporations.	16
III	Direction, Motivation & Control - Concepts – Elements of Direction- <i>motivation</i> -meaning and importance-theories of motivation (M.H theory, Heizberg theory, XY theory, Achievement motivation theories)-Control system for global operation-Managing effective monitoring system.	16
IV	Organization & Leadership In Global Context - Organizing- Importance of organizing – organizing process-Departmentation-Delegation of authority- <i>Centralization vs decentralization</i> – Span of management-Organization structure in national and international context – Leadership – concept-theories of leadership-qualities of leaders-managerial grid – Factors affecting leadership abroad – Cornerstones of leadership theories.	18
V	Case studies from above context	6

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REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION- M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
2. EXPORT WHERE, WHEN, HOW –PARAS RAM, 2008, THIRTY FIRST EDITION, ANUPAM PUBLISHING
3. IMPORT FINANCE AND L/C - NABHI, 2007, THIRTIETH EDITION, ANUPAM PUBLICATION

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	I
Subject code Title	17 PIB 104 International Marketing Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To make understand the students with the strengths of marketing in International Business To teach different drivers in global marketing.</i>		

Unit	Content	Hours
I	Marketing for International Business - Marketing – Marketing Mix – International Marketing – Stages of Internationalization – Global Marketing – Evolution of Global Marketing – Benefits of Global Marketing – Barriers to Global Marketing – fundamentals for international marketing – green marketing – colors – designs – names – <i>aesthetic sense</i> – taste.	17
II	Global Marketing Strategies - Global Marketing strategies - Meaning & Scope – Different Marketing strategies – Benefits from global marketing strategies – Global market Entry strategy – Meaning & Scope – Types of Entry Strategies.	15
III	Global Product Pricing & Branding - Global product – Standardization Vs Customization – product selection – Global pricing - Drivers to Global Pricing – Managing price Escalations – <i>Transfer Pricing</i> - Anti dumping Pricing – International Branding – International Retailing.	16
IV	Channels of Distribution & Sales Promotion - Distribution Structure & Pattern – Middleman – Factors affecting choice of Channels – Location, Selection & Motivation of Channel Members - Negotiation with Members- Sales Promotion Measures - Communication Process – <i>Tele marketing</i> — B2B – B2C – C2B - online marketing	18
V	Case studies from above context	6

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REFERENCE BOOK:

1. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2012, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION
2. INTERNATIONAL MARKETING - VARSHNEY AND BHATTACHARIYA, 2003, FOURTH EDITION, SULTAN CHAND & COMPANY
3. GLOBAL MARKETING MANAGEMENT - WARREN J. KEEGAN, 2013, EIGHTH REVISED EDITION, PRENTICE HALL HIGHER EDUCATION

M.Com (IB) SYLLABUS | 2017

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	I
Subject code Title	17 PIB 105 Product Launch	Credits	3
Hours/Week	6	Total Hours	72
Objective	<i>To elevate the students as entrepreneurs that the industry requires To know the new avenues of marketing</i>		

Component	Content	Hours
Theoretical Inputs	Importance of Logo – slogan and caption words and letter head- importance of packaging – content on the package – price fixation – bar code tracer – sealing mechanisms – product life cycle - Its role in the present business scenario – positioning- Segmentation - product diffusion and new product development – Branding – Brand Image – Corporate social responsiveness – Validation of a product – New markets – Customers gaining and retention mechanisms.	28
Open Class Session	<u>Practical demonstration of product launch</u> – Conditions to be fulfilled (i) Product must have a Brand (ii) Product must be new of its kind (iii) Entire qualities of the product including pricing, packaging, labeling, marketing aesthetics to be maintained (iv) All the group members involvement and technical know- how is to be Explained (v) Product line, Product Theme and Existing Marketing tools must coordinate one another (vi) Marketing and demonstration video is to be presented	24
Assessment	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college (Commerce and Management Cluster) (8 Hours) Model Launch - For each group (8 Hours)	20

Assessment Methodology: CIA: 40 Marks Observation – 15 M; Launch Sessions – 20M; Record – 5M.

CE: 60 Marks Report – 20 M; Test – 20 M; Viva Voce – 20

REFERENCE BOOK

1. HOW TO PREPARE A MARKETING PLAN – JOHN STAPLETON AND MICHEAL J THOMAS, 2012, FIFTH EDITION, HOWER PUBLISHING LIMITED

Department	P.G. Department of Commerce with International Business	Effective from the year - 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 206 International Business Relations	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To enable the students learn the structure of international business To equip the students to with various environmental factors.</i>		

Unit	Content	Hours
I	International Environment - Meaning – Nature – Concept – Micro & Macro environment – STEPIN factor – Globalization – Concepts – levels – Causes and Issues – <i>MNC's</i> – Reasons for growth of MNC's – Types – Problems and benefits – Control of MNC.	16
II	International Relations & National Power –History and growth of international relations – elements – International Relations and Politics – Nature of Power – Meaning – Kinds of Power – methods of exercising - Elements of National power – <i>Balance of power</i> – meaning and characteristics –Types of balance of Power – Devices and methods.	18
III	Diplomacy and Ideologies – Diplomacy – Definition – main task of Diplomacy – <i>Functions of Diplomat</i> – Open, Secret and Economic Diplomacy – Promotion of National interest – Imperialism, Colonialism and nationalism.	16
IV	India & Its Neighbours –Regional Integration – EU, NAFTA, APEC, LAFTA, G8, G15, G77, SAARC, NATO – ASEAN – SAFTA – BRICS – Recent Trends – India and major Powers – India and its Neighbours – Collective Security and Peaceful Settlement.	15
V	Case studies from above context	7

*** *Italic* denotes self study topic

REFERENCE BOOK

- INTERNATIONAL RELATIONS –NORMAN DUNBAR, PALMER & HOWARDCECIL PERKINS, 2013, THIRD EDITION, BOSTON, HOUGHTON MIFFLIN PUBLICATION (P) LTD
- INTERNATIONAL BUSINESS–ROGER BENNET, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PRIVATE LIMITED PUBLICATION

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 207 Foreign Trade Procedures and Documentation	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with the trade practices and procedures To focus on documentation in international trade</i>		

	Content	Hours
I	Basic of EXIM - Export -Types of Export – Steps for Exporting – Organizing yourself for Export – <i>Registering a firm</i> - Export Documents- Import Documents.	14
II	Foreign Trade Policy - Development of Foreign Trade policy - Foreign Trade policy 2015-2020 –basics - amendments- Highlights of Foreign Trade policy.	15
III	Ministry of Commerce – Organization set up & its functions – Commodity bodies- MPEDA – APEDA – Export Inspection councils – IIFT – IIP – PSU’s – EPC’s - Other organizations .	17
IV	Trading Partners – Export house- star trading houses – super star trading house – Canalizing agency – STC –MMTC – PEC – <i>ECGC –ITPO</i> .	15
V	Export oriented schemes - Monitoring and administrative control – Purpose - Importance – EHTP – STP – BTP – 100% EOU’s –SEZ - AEZ – Features – Legal and administrative frame work – facilities for SEZ Developers’ - Indian SEZ – Salient features and facilities – <i>FTA – DTA</i>	11

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REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION- M.I.MAHAJAN, 2012
TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
2. EXPORT WHERE, WHEN, HOW –PARAS RAM, 2008, THIRTY FIRST EDITION, ANUPAM PUBLISHING
3. IMPORT FINANCE AND L/C - NABHI, 2007, THIRTIETH EDITION, ANUPAM PUBLICATION

M.Com (IB) SYLLABUS | 2017

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 208 Map Reading & Documentation Filing	Credits	4
Hours/Week	5	Total Hours	60
Objective	<i>To train the students with the practical exposure on trade procedures To enrich student knowledge in routing and tracing maps.</i>		

Component	List of Exercises	Hours
Map Reading with Currency & Languages	Countries, Capital, Currency and Languages to be identified in different Continents (a) Africa (b) Asia (c) Australia (d) Europe (e) North America (f) South America Countries and Capital to be traced in the World Map for above continents.	16
Documents to be downloaded and filled	(i) Appendix-2A IEC CODE (ii) Appendix-3B REGISTRATION CUM MEMBERSHIP CERTIFICATE (iii) Appendix-24A BANK GUARANTEE (iv) Appendix-7 INDO-US-MOU (v) Appendix-10A EPCG-SCHEME (vi) Appendix-8 NEGATIVE LIST (vii) Appendix-18A RESTRICTED LIST (viii) Appendix-52 DEPB RATES (ix) Appendix-11B ADVANCE LICENCE (x) Appendix-11H DUTY FREE REPLENISHMENT CERTIFICATE (xi) Appendix-23 GRIEVANCE REPRESENTATION (xii) Appendix-30II GSTP FORM (xiii) Appendix-30IV GSP FORM (xiv) Application for ETX (xv) Format of PACKING LIST (xvi) Template of INVOICE	18
Route Tracing	<u>Popular Sector Wise Sea Routes</u> Australia / Newzeland Sector ; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector ; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ; U. S. North America Sector ; South America Sector <u>Canal Oriented Sea Routes</u> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	12
Country Analysis & Expansions	A country will be given to each individual and it is to reciprocated in amidst of the students – Class Discussion Session INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	8
Validation	Qualifying Test I - Objective Questions with EXIM Documentation (3 Hours) Qualifying Test II - Objective Questions with Maps and Sea Routes (3 Hours)	6

Assessment Methodology:

CIA: 40 Marks: Observation & Record – 20 M; Qualifying Tests – 20 M.

CE: 60 Marks: Report – 20 M; Selection Test – 20 M; Viva Voce – 20 M.

REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD

Department	P.G. Department of Commerce with International Business	Effective from the year –2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB2N1 International Business	Credits	2
Hours/Week	1	Total Hours	12
Objective	<i>To familiarize the students with the basic concepts of International Business To make students to understand the various phases of International Business.</i>		

Unit	Content	Hours
I	International Environment - International Business- Meaning- Nature- Concept- Micro & Macro Environment- STEPIN: Social Environment- Technology Environment- Economical Environment- Political Environment- International Environment- Natural Environment.	3
II	International Marketing - Marketing- Marketing Mix- International Marketing- Stages of Internationalization- Global Marketing- Evolution of Global Marketing- Benefits of Global Marketing- Barriers to Global Marketing.	3
III	Export Procedures& Documentation Import - Export- Types of Export- Steps for Exporting- Organizing yours self for export- Registering firm- Basics documents needed for Export & Imports- IEC- RCMC-IMPORT LICENCE.	3
IV	International Logistics Management - Introduction- Logistics Mission- Importance of Logistics- Components of Logistics- Information- Demand Forecasting- Inventory Management- Warehousing- Transportation- Packaging- Order processing- Sourcing & Supply Management	2
V	Case studies from above context	1

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REFERENCE BOOK:

1. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2012, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION
2. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
3. INTERNATIONAL BUSINESS - ROGER BENNETT, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PVT LTD PUBLICATION

Department	P.G. Department of Commerce with International Business	Effective from the year - 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 2N2 Financial Report Analysis	Credits	2
Hours/Week	1	Total Hours	12
Objective	<i>To develop the students with the orientation of financial plan To inculcate the outcome of finance in business</i>		

Unit	Content	Hours
I	Introduction - Company- Profile of company – Board of directors – List of products – Company structure – Departments of company- Raising of capital- Sources of finance – Financial management – Functions of financial manager – Financial instruments- Utilisation of funds.	3
II	Framing financial statement - Framing financial statement – Profit and loss account- Balance sheet- Computation statement(Gross profit, Net profit, Before and after deduction, Agriculture income)	3
III	Techniques - Techniques for financial statement analysis – Ratio analysis – Comparative statement – Trend analysis – Common size analysis – Fund flow statement – Cash flow statement.	3
IV	Financial Analysis - Evaluation of Financial structure – Capital structure – Capitalisation – Cost of capital – Return on investment – Working capital management.	2
V	Credit rating and FDI -Credit rating for company - Foreign direct investment- Comparative study between India and other nations	1

*** Italic denotes self study topic

REFERENCE BOOK

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 1999 AND 2010,MACMILLAN AND ANMAL PUBLICATION (P) LTD
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAPEIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS
3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011,MACMILLAN AND ANMAL PUBLICATION (P) LTD

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 2L1 Logistics and Freight Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To substantiate all the elements of logistics and freight management To enrich student knowledge in multimodal transportation</i>		

Unit	Content	Hours
I	Logistics & Freight - Introduction – logistics mission – growing importance of logistic management – work of logistics – logistics performance cycle – global logistics - <i>Freight</i> – meaning – definition and importance –types – Freight networks	15
II	Logistics Elements - Information – integrated information technology – logistic information system LIS - operating principles- Protective packaging – forms of protective packaging – protective packaging problems– Packaging policy - <i>Warehousing</i> – types & functions of warehousing – transportation- modes of transport.	18
III	Indian Shipping Industry - Flags of convenience – conference system – chartering – shipping routes – freight rates – ports in India – <i>stevedores</i> – shipping agents – freight brokers and forwarders – shippers association – sea trade terminologies.	15
IV	Air & Multimodal Transportations - Air transport – importance – advantages – constraints – air cargo – tariff structure for air cargo – IATA – roadways- railways - ICDs – combined transport documents – multimodal transportation of goods Act 1993 - transportation of hazardous & dangerous goods-International logistics	18
V	Case studies from above context	6

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REFERENCE BOOK

1. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTH EDITION MACMILLIAN PUBLISHERS INDIA LTD
2. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI & ASHOK SHARMA, 2004, FIRST EDITION, TATA MCGRAW - HILL
3. LOGISTICS & WORLD SEABORNE TRADE - DR. KRISHNAVENI MUTHIAH, 1999, FIRST EDITION, HIMALAYA PUBLISHING HOUSE

M.Com (IB) SYLLABUS | 2017

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 2L2 Supply Chain Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To link all the supply chain partners and to connect the global business To create awareness about supply chain management software.</i>		

Unit	Content	Hours
I	Supply Chain – Introduction - SCM – importance – definitions – historical perspectives – SCM types – SCM network – <i>SCM constitutes</i> – SCM activities – supply chain organizations – implementation of supply chain management - Green SCM – Benefits and Improvements of green supply chain management.	15
II	Inventory Orientation With SCM –Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC, MRP, DRP, JIT – Order processing – elements of order processing cost – material handling – purchasing and sourcing management.	18
III	Importance of IT on SCM -IT ON SCM: BPR, ERP, EDI, internet, Ecommerce, SCM Software, E purchasing, <i>E Sourcing</i> , E Procurement, outsourcing in SCM, 7 Myths of SCM outsourcing- CRM AND SCM: Introduction – supply chain vs. demand chain vs. value chain – CRM integrated with SCM	15
IV	Innovation & Excellence in SCM -Companywide innovation – logistics innovation – manufacturers innovation – <i>product innovation</i> – service innovation-Dimensions of supply chain excellence – types of SCM (emotional, physical, financial, political, legal, and cultural, technological, economic) check list to achieve excellence.	18
V	Case studies from above context	6

*** *Italic* denotes self study topic

REFERENCE BOOK:

- SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI, 2004, ASHOK SHARMA, FIRST EDITION, TATA MCGRAW- HILL
- LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTH EDITION MACMILLIAN PUBLISHERS INDIA LTD

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 2C1 Coir Market Trends	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To introduce the role of coir in Indian exports To know the participation of coir board in Coir Industry</i>		

Unit	Content	Hours
I	History of coir - Coir – Definition – History of Coir – Structure of Coir industry – <i>Processing of coir</i> – brown fiber, white fiber.	17
II	Products of coir - Major products of coir – Products produced through coir – Waste products out of coir – <i>By-Products of coir</i> – Major markets for coir products in overseas.	16
III	Market development - Various types of coir products – Rise in raw material trade – Impact of export marketing assistance Scheme Benefits arrived in participating in Seminars & trade fairs - External market development Programmes.	17
IV	Coir board - functioning of coir board - Role of Coir board in promoting exports – <i>coir exports & its impact in world trade</i> – Incentives for coir exports – Promotional activities for coir exports – Trade & industry related functional support services.	14
V	Case studies from above context	8

*** *Italic* denotes self study topic

REFERENCE BOOKS

1. IMPORT EXPORT GUIDE FOR INDIAN COIR INDUSTRY -COIR BOARD MANUAL, 2014, MSME GOVERNMENT OF INDIA PUBLICATION.
2. BOOK OF KERALA COIR INDUSTRY –EDITOR, COIR BOARD OF INDIA, 2010

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	II
Subject code Title	17 PIB 2C2 Indian Coir Industry	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To conceptualize the role play of Indian coir industry</i> <i>To teach different techniques in coir market</i>		

Unit	Content	Hours
I	Making of coir - Making of coir products – Coir pith block making unit – Coir toys & coir mats – Coir industry Act 1953.	16
II	Geo Textiles - <i>Geo textiles through coir</i> – Effectiveness of coir geo textiles – Problems in geo textiles – Geo textile Export market.	15
III	Coir Market -Growth & development of coir industry in India – <i>External market performance of coir industry</i> – Measure in raising the status of coir industry in India.	16
IV	Indian coir industry -Strength of Indian coir industry – Weakness & Opportunities of coir industry in India – Threats of coir Industry – Quality objectives for coir Industry – <i>Quality policy for coir industry</i> – Quality check and inspection for coir industry – Quality enhancements in coir industry.	17
V	Case studies from above context	8

*** Italic denotes self study topic

REFERENCE BOOKS

1. KAYAR (COIR, 1978; TRANSL. INTO ENGLISH, NEW DELHI, 1997) - COIR BOARD OF INDIA
2. IMPORT EXPORT GUIDE FOR INDIAN COIR INDUSTRY -COIR BOARD MANUAL, 2014, MSME GOVERNMENT OF INDIA PUBLICATION.
3. BOOK OF KERALA COIR INDUSTRY –EDITOR, COIR BOARD OF INDIA, 2010

Department	P.G. Department of Commerce with International Business	Effective from the year - 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 309 Research Methodology	Credits	4
Hours/Week	5	Total Hours	60
Objective	<i>To acquaint the students with the tools and techniques of international research To scrutinize the research problem by applying various analysis.</i>		

Unit	Content	Hours
I	Research & Problem - Research – meaning – purpose - types – research problem – <i>identification of the research problem</i> – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	13
II	Data&Sampling -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – <i>sampling errors</i> – Non- sampling Errors.	14
III:	Tools and Analysis -Questionnaire preparation – Calculation using Tally Bars - editing – coding – tabulation – processing data with diagrams & charts – Percentage Conversions – Chi-Square Test – Trend analysis.	13
IV	Interpretation and Report writing - Interpretation – Meaning, techniques and precaution measures - <i>report writing</i> – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	15
V	Case studies from the relevant context	5

*** Italic denotes self study topic

REFERENCE BOOK

1. RESEARCH METHODOLOGY - C.R.KOTHARI, 2015, REVISED EDITION, NEW AGE INTERNATIONAL P LTD
2. STATISTICAL METHODS - S.P.GUPTA, 2013, FOURTH EDITION, SULTAN CHAND & SONS

Department	P.G. Department of Commerce with International Business	Effective from the year - 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 3E1 International Economics	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To focus economic outlook with which international business disseminates To teach various theories to gain from trade.</i>		

Unit	Content	Hours
I	International Trade Theories - International trade – absolute and <i>comparative cost theory</i> – Haberler theory of opportunity cost curves – H.O. Theory – Kravis theory – Linder’s theory - volume of trade and demand pattern – Posner’s imitation gap – gains from trade- the terms of trade.	18
II	Commercial Policy of International Trade - Free trade versus protection – Tariffs- Effective rate of protection – <i>non – tariff barriers</i> – import quotas – Dumping – Exchange control- international cartels- state trading – customs union	15
III	Balance of Payments & Foreign Exchange Rate - Balance of payment meaning and components – adjustment mechanisms of balance of payment – internal and external balance – foreign exchange rate policy – Optimum currency area – International capital movements – <i>The transfer problem</i>	18
IV	International Economic Relations - IMF- WORLD BANK - World bank group – International liquidity – International debt problem – GATT – WTO – UNCTAD – ADB – SARRC – NIEO	15
V	Case studies from above context	6

*** *Italic* denotes self study topic

REFERENCE BOOK

1. INTERNATIONAL ECONOMICS - M.L. JHINGAN, 2008,FIFTH EDITION, VRINDA PUBLICATION
2. INTERNATIONAL ECONOMICS - FRANCIS CHERUNILAM, 2008,FIRST EDITION, TATA MCGRAW - HILL
3. INTERNATIONAL ECONOMICS - H.G.MANNUR, 2008, SECOND REVISED EDITION, UBS PUBLISHER

M.Com (IB) SYLLABUS | 2017

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 3E2 Foreign Exchange Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To get familiarize in the areas of foreign exchange management To enrich various foreign exchange operations in international business.</i>		

Unit	Content	Hours
I	Introduction to FOREX - Foreign exchange and foreign trade- Exchange rate- - <i>Types of exchange rate</i> - -Administration of foreign exchange-RBI Regulations – FEDAI-FEMA-Role of banks in foreign exchange- FOREX department-Foreign currency accounts-Foreign exchange market.	17
II	Foreign exchange transaction -Purchase and sales transactions- <i>Exchange quotations</i> - Direct, Indirect and two way quotations- Spot and forward transaction- Features of forward exchange contract-Exchange control methods and regulations.	15
III	Foreign Exchange Rates - Buying and selling rate- Types – Cross rates on buying and selling rate- Future contract and option contract- <i>Forward contract</i> - Forward exchange rate based on cross rates.	18
IV	Interbank Deals - Interbank dealings- Cover deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	14
V	Case studies from above context	8

*** *Italic* denotes self study topic

REFERENCE BOOK

- FOREIGN EXCHANGE MANAGEMENT – C. JEEVANANDAM, 2012, FIFTEENTH EDITION, JAIN BOOK PUBLICATION
- MULTINATIONAL FINANCIAL MANAGEMENT - SA.L.SHAPIRO,2009, NINETH EDITION, WILEY PUBLICATION
- MULTINATIONAL FINANCIAL MANAGEMENT : P.G.APTE, 2008,SECOND EDITION, TATA MCGRAW - HILL

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 310 Mini Industrial Project	Credits	2
Hours/Week	1	Total Hours	12
Objective	<i>To train the students with the practical exposure in industry To develop entrepreneurship among students</i>		

Unit	Content	Hours
Mini industrial project period	<ul style="list-style-type: none"> Students should undergo Mini industrial project in any of the export oriented industries for the period of 30 working days Valuation of the training report will be done through joint evaluation by internal and external examiner. 	30 Working Days in the second semester holidays
Conditional Clause	Compilation of industry interface ground work	6 hrs
	Preparation of Mini industrial Report & viva voce examination	6 hrs
	It is mandatory for every student to complete three industrial Visits to participate in Industrial Training.	

Practical Paper: Distribution of marks – CA: 80, CE: 20.

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 3F1 Export Import Finance	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To focus on the theoretical foundations of international trade finance. The students are made to learn the pattern, structure and policies.</i>		

Unit	Content	Hours
I	Role of Banks in Export Business - Introduction – financial services – handling the export documents – export bills for collection – export bill under confirmed irrevocable- letter of credit- Non financial services- connections- client information-counseling services –sourcing – <i>clearing facilities</i> - guarantees-advising and confirming export letter of credit.	15
II	Export Finance - Assessing the financial needs – bank finance- special features of export credit – modes of finance – Pre-shipment finance- meaning – methods – categories – packing credit to Indian export and pre-shipment finance procedures- <i>Post-shipment finance</i> - meaning methods- availability of finance-procedure for getting post –shipment finance.	16
III	Exim Bank Finance & Forfeiting Finance - Organization – EXIM banks role- coordination role- financing services- export credits – finance for export oriented units – MSME finance- Agri finance- export services- promotional programmes-role of Exim bank in Forfeiting finance.	16
IV	Import Finance & ECGC - Meaning – conditions-types of finance- bulk import finance- import finance against foreign lines of credit-ECIP-imports of inputs for export production. <i>ECGC</i> -meaning-types –approval –financial guarantees-special schemes-financial guarantee to banks by ECGC	17
V	Case studies from above context	8

*** *Italic* denotes self study topic

REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY PROCEDURE & DOCUMENTATION - M.I MAHAJAN, TWENTY FIFTH EDITIONS, 2012, SNOW WHITE PUBLICATIONS PVT. LTD
2. HOW TO EXPORT – 2013, NABHI'S PUBLICATION - TWENTIETH REVISED.
3. HOW TO IMPORT - 2013, NABHI'S PUBLICATION - TWENTIETH REVISED.

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 3F2 Global Financial Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with the financial management problems To make the students to understand international offshore finance</i>		

Unit	Content	Hours
I	International Financial Management - Meaning – Function – needs – goals – trends – emerging changes – multinational corporation and role of financial managers – Indian economy and international finance – <i>international monetary system</i> - European monetary system.	14
II	International Offshore Finance - International money market – Euro currency market- International debt crisis. International bond market –Bond issue drill-benchmark drill – foreign bonds- euro bonds – types of investment- credit rating – euro bond market structure	17
III	Multinational Financial Management - International equity market – Market capitalization – market structure – trading in international equities – Factors affecting international equity returns - FDI – <i>Multinational capital structure</i> – Cost of capital –Multinational capital budgeting – multinational cash management – international tax environment - ADR – GDR – Difference of ADR and GDR.	16
IV	International Banking & Financial Institutions - International banking services –reasons – types – facilities and world largest bank- BASEL I & II standards – Bank Facilities for NRI – NRE – NRO – <i>FCNRB Accounts</i> . IDA – BIS - multinational development bank – major financial institutions.	17
V	Case studies from above context	8

*** *Italic* denotes self study topic

REFERENCE BOOKS:

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 1999 AND 2010,MACMILLAN AND ANMAL PUBLICATION (P) LTD
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAPEIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS
3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011,MACMILLAN AND ANMAL PUBLICATION (P) LTD

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	III
Subject code Title	17 PIB 3G1 Apparel Merchandising	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To impart the recent trends in apparel merchandising To focus on sourcing various strategies and standardizing apparel industry.</i>		

Unit	Content	Hours
I	Role of Merchandising - Fundamentals of merchandising – responsibilities of the merchandiser – merchandise planning: target markets, market segmentations and marketing research.	14
II	Planning and control tools in apparel Industry - Planning and controlling and control tools: marketing calendar, merchandise calendar, <i>sales forecast</i> – Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption – pricing: Pricing strategies, objectives, pricing formula – costing principles and strategies.	17
III	Standardization and quality management - <i>Introduction to standardization</i> and quality control in apparel industry – importance of consumer perception of apparel quality – Managing apparel quality through inspection and sampling procedures.	16
IV	Sourcing strategies - objectives, global sourcing, the role of merchandiser in sourcing – sourcing options – factors in sourcing options – factors in sourcing decision – <i>customer /vendor relationship</i> - domestic and international sourcing process	17
V	Case studies from above context	8

*** Italic denotes self study topic

REFERENCE BOOK:

1. APPAREL MERCHANDISING : ROSENAU. A. WILSON DAVID L.DAVID, THIRD EDITION 2014, FAIR CHILD BOOKS

2. MANAGING QUALITY IN THE APPAREL INDUSTRY - MEHTA, PRADEEP, FIRST PUBLISHED, 1998,H.S POPLAI

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	III
Subject code	17 PIB 3G2	Credits	5
Title	Fashion Dynamics		
Hours/Week	6	Total Hours	72
Objective	<i>To dynamically focus the modern fashion supporting international business To strengthen student knowledge in fashion designing.</i>		

Unit	Content	Hours
I	Origin of fashion - Fashion terminology - various fashion centre- France, Italy, England, Tokyo and US.	10
II	Elements of design - <i>Basic principles of designs</i> – Sources of inspiration and design sources – media, history, theatre and films – Role of designer – forecasting trends – Theme interpretation – fashion forecasting	18
III	Components of fashion - Theories of fashion – <i>design development</i> – seasons, elements and principles of designs and their relationship in the finish product.	17
IV	Fashion cycle - factors affecting fashion trends – Fashion leaders and followers – Fashion designer with special reference to India – strengths of Indian Fashion industry – <i>role of CAD/ CAM</i> in apparel industry – Evolution of 20th century Indian fashion 18.	19
V	Case studies from above context	8

*** Italic denotes self study topic

REFERENCE BOOK:

1. ELEMENTS OF FASHION & APPAREL DESIGN : G.J. SUMATHI , 2002 FIRST PUBLISHED, MITTAL PUBLICATION
2. FASHION TECHNOLOGY – TODAY & TOMORROW: NIRUPAMA PUNDAR 2007, FIRST PUBLISHED.

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	IV
Subject code Title	17 PIB 411 Global Risk Management and Insurance	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To administer the risky situation and to overcome it through insurance To enhance the concept of risk in international trade, policies and regulations.</i>		

Unit	Content	Hours
I	Introduction to risk management -The Concept of Risk – Risk vs. Uncertainty – Types of Risks: – risk management process – Risk financing techniques – Risk Management objectives – <i>Risk Management Information Systems (RMIS)</i> – Risk Control Risk Management by Individuals – Risk Management by Corporations: Corporate Risk management Process – Types of Risk managing firms.	15
II	Growth & Development of Indian Insurance Industry - Regulations of Insurance Business and The Emerging Scenario - Introduction to Life & General Insurance - Life Insurance: Features of Life Insurance - Essentials of Life Insurance Contract - Kinds of Insurance Policies - <i>Premium determination</i> -Life Policy Conditions	18
III	Fire and marine insurance - Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage — Policies For stocks — Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: <i>Marine Insurance Contract</i> — Types of Marine Insurance— Marine Cargo Losses and Frauds – Settlement of claims.	16
IV	Miscellaneous Insurance - Motor Insurance – Employer’s Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.	15
V	Case studies from above context	8

*** *Italic* denotes self study topic

REFERENCE BOOK

1. INSURANCE AND RISK MANAGEMENT -DR. P.K.GUPTA, SECOND EDITION, 2004, HIMALAYA PUBLISHING
2. FUNDAMENTALS OF INSURANCE -DR. P.K.GUPTA, FIRSTPUBLISHED, 2006,HIMALAYA PUBLISHING
3. INSURANCE PRINCIPLES & PRACTICE - MR. C.GOPALA KRISHNAN, 1993, STERLING PUBLISHERS

Department	P.G. Department of Commerce with International Business	Effective from the year– 2017	
Course	M.Com (IB)	Semester	IV
Subject code Title	17 PIB 412 International Human Resource Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with concepts & strategies of global human resource management To enhance students skill to effectively manage the human resource in international perspective</i>		

Unit	Content	Hours
I	Personnel Management - Nature and challenges of personnel management- role of human relations-natural difference in HRM practices-management style – strategies for international HRM	16
II	International selection and recruitment -Human resource planning – objectives-process-recruitment-selection –placement –nationality in staffing policy – <i>issues in staff selection</i> - selection criteria- MNC requirements in selection- use of selection test	15
III	International staff training and development - Meaning and <i>importance of training</i> – training methods for operatives-management development method-expatriate training methods-developing international staffs and multinational teams	16
IV	Multinational performance appraisal and labour relations - Purpose of appraisal- factors affecting appraisal – appraisal methods-essential for good appraisal – <i>labour welfare</i> – role of labour welfare in International HRM	17
V	Case studies from above context	8

*** Italic denotes self study topic

REFERENCE BOOK

1. PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS - P.C TRIPATHI TWENTY THIRD EDITION, 2014, SULTAN CHAND AND SONS
2. PRINCIPLES AND TECHNIQUES OF PERSONNEL MANAGEMENT/HRM - N. SINGH S.K. BHATIA, N. SINGH, 2013 EDITION- DEEP AND DEEP PUBLICATION
3. INTERNATIONAL HUMAN RESOURCE MANAGEMENT -ASWATAPPA, 2014, EDITION.

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	IV
Subject code Title	17 PIB 4E3 Customs Law and Practices	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To give the theoretical framework of customs and its practices in India. To teach various clearance procedures and exemptions in customs.</i>		

Unit	Content	Hours
I	Central Excise - Nature, Scope of Central excise – General Procedures of Central excise – <i>Clearance of Excisable Goods</i> – Concessions to Small Scale Industry under Central Excise Act	15
II	Customs Procedures - Role of Customs in International Trade – Assessable Value – Baggage – Dutiable Goods – Duty – Export , Import Manifest – <i>Bill of Lading</i> - Import of Cargo – Import of Personal Baggage.	16
III	Customs Clearance Procedure - Customs Clearance Procedure for Home Consumption – For Warehousing – For Re Export – Clearances by Post for Imports – Prohibited exports – <i>Canalized Exports</i> – Export against Licensing – Types of Export.	16
IV	Central Sales Tax - Provisions relating to Inter State Sales – Sales or Purchases in Course of Import & Exports out of India – Principles of Determining Levy of Central sales Tax – Concept of sale or Purchase in the course of Central & State Traders – Registration of Dealers – Exemptions & Determinations of turnover.	17
V	Case studies from CST and GST only	8

*** *Italic* denotes self study topic

REFERENCE BOOK

1. CENTRAL EXCISE ACT -TAXMANN PUBLICATIONS PVT. LIMITED, 2008
2. CUSTOMS ACT -TAXMANN PUBLICATIONS PVT. LIMITED, 2013
3. CENTRAL SALESTAX ACT-TAXMANN PUBLICATIONS PVT. LIMITED, 2011

Department	P.G. Department of Commerce with International Business	Effective from the year – 2017	
Course	M.Com (IB)	Semester	IV
Subject code Title	17 PIB 4P1 Major Research Project	Credits	8
Hours/Week	12	Total Hours	72 working days
Objective	<i>To seek the students capacity and to make him as a complete researcher To develop students compatibility in research work.</i>		

Unit	Content	Hours
Research work	<ul style="list-style-type: none"> • Candidates should undergo research or institutional project work in any of the functional area of their choice with core theme of international business, • Duration of the research work will be for seventy two days (December - February). • Project is to be done with the combination of Primary & Secondary Data or with stand alone Secondary Data. • Candidates should frequently meet their respective guides and submit the valid requisites of the project so that the valuation of the project report shall be done. • Moreover the finalization will be done joint evaluation by internal and external examiner. 	72 working days
Conditional Clause	<p>It is mandatory for every student to complete four industrial Visits* & one Industrial Training to carry out the project work.</p>	

Practical Paper: Distribution of marks – CA: 40, CE: 160.

**** denotes HOD's Consideration***
