

**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS
NGM COLLEGE - POLLACHI**



M. COM – INTERNATIONAL BUSINESS

OUTCOME BASED EDUCATION – SYLLABUS

ACADEMIC YEAR

2018 – 2020

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

SCHEME OF EXAMINATIONS–M.Com International Business

(With effect from 2018-2020 Batch)

S.No	SubjectCode	Subject	Hours/ Week	Hours/ Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	18 PIB101	CyberSecurityandBusinessCommunication	6	3	25	75	100	3
2	18 PIB102	AccountingforDecisionMaking	6	3	25	75	100	4
3	18 PIB103	InternationalBusinessManagement(CORE-1)	6	3	25	75	100	4
4	18 PIB104	InternationalMarketingManagement(CORE-2)	6	3	25	75	100	4
5	18 PIB105	ProductLaunchPractical	6	-	40	60	100	3
SubTotal			30				500	18

SECOND SEMESTER

S.No	SubjectCode	Subject	Hours/ Week	Hours/ Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	18 PIB206	InternationalBusinessRelations(CORE-3)	6	3	25	75	100	4
2	18 PIB207	ForeignTradeProcedures&Documentation (CORE-4)	6	3	25	75	100	5
3	18 PIB208	MapReading&DocumentationFilingPractical	5	-	40	60	100	4
4	18 PIB2N1	GlobalBusiness	1	3	-	100	100	2
	18 PIB2N2	FinancialReportAnalysis						
Specialization1–Logistics								
1	18 PIB2L1	Logistics&FreightManagement(CORE-5)	6	3	25	75	100	5
2	18 PIB2L2	SupplyChainManagement(CORE-6)	6	3	25	75	100	5
Specialization2–Coir								
1	18 PIB2C1	CoirMarketTrends(CORE-5)	6	3	25	75	100	5
2	18 PIB2C2	IndianCoirIndustry(CORE-6)	6	3	25	75	100	5
SubTotal			30				600	25

THIRD SEMESTER

S.No	CourseCode	Subject	Hours/ Week	Hours/ Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	18 PIB309	ResearchMethodology	5	3	25	75	100	4
2	18 PIB3E1	InternationalEconomics(CORE-7)	6	3	25	75	100	5
3	18 PIB3E2	ForeignExchangeManagement	6	3	25	75	100	5
4	18 PIB310	MiniIndustrialProject*	1	-	40	60	100	2
Specialization3– Finance								
1	18 PIB3F1	ExportImportFinance(CORE-8)	6	3	25	75	100	5
2	18 PIB3F2	GlobalFinancialManagement(CORE-9)	6	3	25	75	100	5
Specialization4–Garments								
1	18 PIB3G1	ApparelMerchandising(CORE-8)	6	3	25	75	100	5
2	18 PIB3G2	FashionDynamics(CORE-9)	6	3	25	75	100	5
SubTotal			30				600	26

FOURTH SEMESTER

S.No	CourseCode	Subject	Hours/ Wk	Hours/ Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	18 PIB411	GlobalRiskManagement&Insurance(CORE-10)	6	3	25	75	100	4
2	18 PIB412	InternationalHumanResourceManagement (CORE-11)	6	3	25	75	100	4
3	18 PIB4E3	CustomsLaw& Practices	6	3	25	75	100	5
4	18 PIB4P1	MajorResearchProject**	12	-	40	160	200	8
SubTotal			30				500	21
GrandTotal[allthefoursemesters]							2200	90

Bloom's Taxonomy Based Assessment Pattern

K1-Remember; K2-Understanding; K3-Apply; K4-Analyze; K5- Evaluate

1. Theory: 75 Marks

(i) TEST-I & II and ESE:

Knowledge Level	Section	Marks	Description	Total
K1 Q1-10	A (Answer all)	10x1=10	MCQ/Define	75
K2 Q11-15	B (Either or pattern)	5x5=25	Short Answers	
K3 & K4 Q16-21	C (Answer 4 out of 6) 16th Question is Compulsory	4x10=40	Descriptive/ Detailed	

2. Practical Examinations: 100 Marks

Knowledge Level	Section	Marks	Total
K3	Practical's & Record work	60	100
K4		40	
K5			

3. Institutional Training Record Work & Viva Voce Examinations: 100 Marks

Knowledge Level	Section	Marks	Total
K3	Institutional Training Record work & Viva Voce Examinations	60	100
K4		40	
K5			

4. Record Work & Viva Voce Examinations: 200 Marks

Knowledge Level	Section	Marks	Total
K3	Record work & Viva Voce Examinations	160	200
K4		40	
K5			

Components of Continuous Assessment

Components	Calculation	CIA Total
Test1	$\frac{75+75+25}{7}$	25
Test2		
Assignment/Seminar		

ProgrammeOutcomes

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

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

ProgrammeSpecificOutcomes

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

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB101	Title	Batch:	2018-2020
		CyberSecurity&Business Communication	Semester	I
Hrs/Week:	6		Credits:	3

Course Objective

To equip the students with language skills required for conducting international business. To make aware the various dynamics incorporate cultures and business etiquette

Course Outcomes (CO)

K1	C01	To remember concepts of cyber security
K2	C02	To understand the importance of communication in business
K3	C03	To execute business letter and export import correspondence
K4	C04	To analyse the need of body language and business etiquette in firms

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	16

IV	Business letters – Meaning – Importance - Principles of effective business letter-Inquiriesand replies-Ordersandtheir execution-Letterof applicationfor employment-Sales letter-Collection letter-Letter related to export and import trade–E-mail communication	15
V	Interview & Business Etiquette - Interview – Importance of the interview method - Types of Interview - Interview Process - Interview Models. Group Discussion - <i>-Etiquetteintheworkplace</i> -TheBoardroomandthediningroom-Correspondence- Letters and Notes- Stationary- Invitation and addressing- Table manners	6

****Italic*denotesselfstudytopic

Seminar,CaseStudies,PowerPointPresentations,Quiz,Assignment

REFERENCEBOOKS

1. BUSINESSCORRESPONDENCE&REPORTWRITING-R.C.SHARMA&KRISHNAMOHAN, 2007,THIRDEDITION, TATAMCGRAWHILL PUBLICATION
2. BODYLANGUAGE-JACQUELINEA.RANKIN,2006,FIRSTPUBLICATION,MASTERMIND BOOKS PUBLICATION

Mapping

PO CO	PS01	PS02	PS03	PS04	PS05
CO1	M	S	H	M	S
CO2	H	M	H	S	H
CO3	S	S	S	H	M
CO4	M	L	H	L	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB102	Title	Batch:	2018-2020
		AccountingforDecision Making	Semester	I
Hrs/Week:	6		Credits:	4

Course Objective

To train the students with accounting tools & techniques for needed for business decision-making. To equip students to maintain financial records and statements

Course Outcomes (CO)

K1	CO1	To collect the concepts of financial accounting
K2	CO2	To get the idea of cost accounting and budgeting
K3	CO3	To execute break-even analysis
K4	CO4	To analyse the financial status of concern

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 - Fundflow and Cash flow analysis: Meaning – Objects – Difference - Preparation of fund flow and cash flow Statements. (<i>Theory Only</i>)	15
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****Italic*denotes self study topic

Seminar, Case Studies, PowerPoint Presentations, Assignment, Experience Discussion

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, KALYANI PUBLISHERS
3. COST & MANAGEMENT ACCOUNTING – DR. S. N. MAHESWARI, 2013, FOURTEENTH EDITION, J.B.A. PUBLISHERS

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	M	H	M	H	S
CO2	H	L	H	S	H
CO3	S	S	S	H	L
CO4	M	M	S	L	M

S-Strong;H-High;M-Medium;L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB103	Title	Batch:	2018-2020
		InternationalBusiness Management	Semester	I
Hrs/Week:	6		Credits:	4

Course Objective

TofamiliarizethestudentsonbasicconceptofInternationalManagement To develop leadership skill among students in the global context

CourseOutcomes(CO)

K1	CO1	To know about the basics of business management
K2	CO2	To understand the objectives and importance of business administration
K3	CO3	To deploy the management styles and practices followed in different nations
K4	CO4	To review the theories of control system and leadership qualities

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, Europe, UAE 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

****Italic* denotes self-study topic

Seminar, Case Studies, PowerPoint Presentations, Assignment, Experience Discussion

REFERENCE BOOK:

1. MANAGEMENT CONCEPTS – TIM HANNAGAN, 2012, TWENTY-FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
2. PRINCIPLES OF MANAGEMENT – DINAGAR PAGARE, 2008, THIRTY-FIRST EDITION, ANUPAM PUBLISHING
3. PRINCIPLES OF MANAGEMENT – LM PRASAD, 2007, THIRTIETH EDITION, ANUPAM PUBLICATION

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	M	L	S	H	S
C02	H	M	H	S	H
C03	H	S	L	H	M
C04	M	H	H	L	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Ms.S.Saranya	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	M.Com-IB	Programme Title:	Master of Commerce – International Business	
Course Code:	18PIB104	Title	Batch:	2018-2020
		International Marketing Management	Semester	I
Hrs/Week:	6		Credits:	4

Course Objective

To make understand the students with the strengths of marketing in International Business To give inputs on different drivers of global marketing.

Course Outcomes (CO)

K1	CO1	To remember the importance of marketing in international business
K2	CO2	To comprehend the marketing strategies of a global product
K3	CO3	To apply the concepts of pricing with international brands
K4	CO4	To interpret on sales promotion with the channel of distribution

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>Telemarketing</i> — B2B – B2C – C2B - online marketing	18
V	Case studies from above context	6

****Italic* denotes self study topic

Seminar, Case Studies, PowerPoint Presentations, Assignment, Experience Discussion

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	H	H	M	L
C02	M	M	S	H	M
C03	S	L	M	S	M
C04	H	H	L	H	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB105	Title	Batch:	2018-2020
		ProductLaunchPractical	Semester	I
Hrs/Week:	6		Credits:	3

Course Objective

Toelevathestudentsasentrepreneursthattheindustryrequires To know the new avenues of marketing

CourseOutcomes(CO)

K3	C02	Toapplytheideaofproductdesigningand packaging
K4	C03	Toevaluatetheoriginalityoftheproductlaunched
K5	C04	Toreviewthemeritsandshortcomingsofthelaunch

Component	Content	Hours
TheoreticalInputs	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>Practicaldemonstrationofproductlaunch–Conditionstobefulfilled</u> (i) ProductmusthaveaBrand (ii) Productmust benew ofits kind (iii) Entirequalitiesoftheproductincludingpricing,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)Marketingand demonstrationvideo isto bepresented	24

Assessment	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college (Commerce and Management Cluster)(10 Hours) ModelLaunch-Foreachgroup (10 Hours)	20
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PracticalLaunchSessions,CaseStudies,PowerPointPresentations,Panel Discussions

AssessmentMethodology:

CIA:40Marks Observation–15M;LaunchSessions –20M;Record–5M.

CE:60Marks Report–20M;Test–20M;VivaVoce–20

REFERENCEBOOK

1.HOWTOPREPAREAMARKETINGPLAN–JOHNSTAPLETONANDMICHEALJ THOMAS, 2012,
FIFTH EDITION, HOWER PUBLISHING LIMITED

Mapping

PO CO	PS01	PS02	PS03	PS04	PS05
C02	H	H	M	S	M
C03	M	S	L	M	H
C04	M	M	S	H	S

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB206	Title	Batch:	2018-2020
		InternationalBusiness Relations	Semester	II
Hrs/Week:	6		Credits:	4

Course Objective

Toenablethestudentslearnthestructureofinternationalbusiness To equip the students with relevant inputs environmental factors.

CourseOutcomes(CO)

K1	C01	To collect the terms in international environment
K2	C02	To get the idea of Multinational Corporations and Globalisation
K3	C03	To deploy the importance of balance of power in national power
K4	C04	To estimate the idea of neighboring countries and their regional integration

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–RecentTrends– IndiaandmajorPowers–IndiaanditsNeighbours– Collective Security and Peaceful Settlement.	15
V	Casestudiesfromabovecontext	7

****Italic*denotesself study topic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCEBOOK

1. INTERNATIONALRELATIONS–

NORMANDUNBAR,PALMER&HOWARDCECILPERKINS, 2013, THIRD EDITION, BOSTON, HOUGHTON MIFFLIN PUBLICATION (P) LTD

2. INTERNATIONALBUSINESS–ROGERBENNET,2008,THIRDEDITION,DORLING

KINDERSLEY INDIA PRIVATE LIMITED PUBLICATION

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	H	S	M	H	S
CO2	H	M	H	S	H
CO3	M	S	S	L	S
CO4	M	H	H	L	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Ms.S.Saranya	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB207	Title	Batch:	2018-2020
		ForeignTradeProcedures and Documentation	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

Toacquaintthestudentwiththetradepracticesandprocedures To focus on documentation in international trade

CourseOutcomes(CO)

K1	C01	To remember the information about documentations
K2	C02	To understand the current foreign trade policy and their highlights
K3	C03	To implement the organizational set up powered by the ministry of commerce
K4	C04	To analyse the trading partners and their linkages with export oriented schemes

Unit	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

****Italic*denotes self study topic

REFERENCE BOOK:

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

Mapping

PO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	S	M	H	S
C02	H	M	H	S	H
C03	H	S	M	S	M
C04	M	S	H	L	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB208	Title	Batch:	2018-2020
		Map Reading and Documentation Filing Practical	Semester	II
Hrs/Week:	5		Credits:	4

Course Objective

To train the students with the practical exposure on trade procedures To give input mapping knowledge through routing and tracing map.

Course Outcomes(CO)

K3	CO2	To get the idea of practical documentation in overseas trade
K4	CO3	To estimate the countries profile through route tracing and their specific identification
K5	CO4	To evaluate the record on map reading and documentation

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 IECCODE (ii) Appendix-3B RCMC –EPC/COMMODITY BOARDS/ FIEO (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-23 GRIEVANCE REPRESENTATION (ix) Appendix-30 IIGSTP FORM (x) Appendix-30 IVGSP FORM (xi) Format of FUMIGATION CERTIFICATE (xii) Format of PHYTOSANITARY CERTIFICATE (xiii) Format of BILLOF ENTRY (xiv) Format of SHIPPING BILL (xv) Format of PACKING LIST (xvi) Template of INVOICE	18

Route Tracing	<i>Popular Sector Wise Sea Routes</i> Australia / NewzelandSector ; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector ; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ;U. S. NorthAmericaSector;SouthAmericaSector(Onlytheeighttraditionalroutes) <i>CanalOrientedSeaRoutes</i> (i)IndiatoLondon(ii) AustraliatoSouth Africa (iii)Indiato France(iv)SouthAfricatoUSA	12
Country Analysis & Expansions	Acountrywillbegiventoeachindividualanditistoreciprocatedinamidstof the students – Class Discussion Session INCOTERMS;OtherValidAbbreviationsrelatedtoEXIMTerminologies	8
Validation	QualifyingTest I -ObjectiveQuestionswith EXIMDocumentation(3Hours) QualifyingTestII-ObjectiveQuestionswithMapsandSeaRoutes (3Hours)	6

Assessment Methodology:

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

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

Observation,Record,Tests,Assignment,ExperienceDiscussion

REFERENCE BOOK:

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO2	H	M	H	H	H
CO3	L	S	S	M	M
CO4	M	L	H	S	S

S-Strong;H-High;M-Medium;L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB2N1	Title	Batch:	2018-2020
		GlobalBusiness	Semester	II
Hrs/Week:	1		Credits:	2

Course Objective

To familiarize the students with the basic concepts of International Business
To make studentstounderstandthevariousphasesofInternationalBusiness

CourseOutcomes(CO)

K1	CO1	To remember the global level implications of environment
K2	CO2	To understand the concepts of import procedures and export marketing
K3	CO3	To deploy the practicalities of logistics and international marketing
K4	CO4	To evaluate the methods of entry in international business

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	Casestudiesfromabovecontext	1

****Italic*denotes self study topic

Seminar, Case Studies, PowerPoint Presentations, Assignment, Experience Discussion

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, TWENTYFIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
3. INTERNATIONAL BUSINESS - ROGER BENNETT, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PVT LTD PUBLICATION

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	S	M	M	H	L
CO2	H	M	L	L	H
CO3	H	S	S	M	M
CO4	M	H	H	S	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB2N2	Title	Batch:	2018-2020
		FinancialReportAnalysis	Semester	II
Hrs/Week:	1		Credits:	2

Course Objective

To develop the students with the orientation of financial plan To inculcate the outcome of finance in business

Course Outcomes(CO)

K1	C01	To keep in mind the financial position of the concern
K2	C02	To understand the profit and loss mechanism of any firm
K3	C03	To deploy the inputs for raising the capital of the firm
K4	C04	To evaluate the financial structure of the company

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

Seminar, Case Studies, PowerPoint Presentations, Assignment, Experience Discussion

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. SHAEPIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS
3. I.F. MAN INDIAN PERSPECTIVE - R. L. VALSHNEY & S. BHASHYAM 2011, MAC MILLAN AND ANMAL PUBLICATION (P) LTD

Mapping

PO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	M	S
CO2	L	M	L	S	L
CO3	S	M	S	S	M
CO4	M	H	H	L	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr. B. Madhankumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB2L1	Title	Batch:	2018-2020
		Logistics&Freight Management	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

To substantiate all the elements of logistics and freight management To enrich student knowledge in multimodal transportation

Course Outcomes(CO)

K1	CO1	To collect the knowledge of logistics and freight
K2	CO2	To understand the techniques followed in logistics management
K3	CO3	To execute practicalities of multimodal transportation
K4	CO4	To review the importance of freight in business

Unit	Content	Hours
I	Logistics & Freight - Introduction – logistics mission – growing importance of logistic management – work of logistics – 3 PL – 4 PL -logistics performance cycle – global logistics – Reverse 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&MultimodalTransportations -Airtransport-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	Casestudiesfromabove context	6

****Italic*denotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOK

1. LOGISTICS&SUPPLYCHAINMANAGEMENT-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&WORLDSEABORNETRADE-DR.KRISHNAVENI MUTHIAH,1999, FIRST EDITION, HIMALAYA PUBLISHING HOUSE

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	S	M	S	S
C02	H	S	L	H	L
C03	L	M	S	M	M
C04	M	H	S	L	S

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB2L2	Title	Batch:	2018-2020
		SupplyChain Management	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

To link all the supply chain partners and to connect the global business To create awareness about supply chain management software

Course Outcomes(CO)

K1	CO1	To remember the need of supply chain in business
K2	CO2	To educate the innovations in supply chain management
K3	CO3	To implement the tools of quality management in supply chain organisations
K4	CO4	To figure out the operation mechanisms in industry

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	Casestudiesfromabovecontext	6

****Italic*denotesself study topic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCEBOOK:

1. SUPPLYCHAINMANAGEMENT-SARIKAKULKARNI,2004,ASHOKSHARMA, FIRST EDITION, TATA MCGRAW- HILL
2. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTHEDITION MACMILLIAN PUBLISHERS INDIA LTD

Mapping

PO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	S	L
CO2	H	M	H	S	H
CO3	L	S	M	M	M
CO4	M	H	H	H	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.B.Madhankumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB2C1	Title	Batch:	2018-2020
		CoirMarket Trends	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

To introduce the role of coir in Indian exports
To know the participation of coir board in Coir Industry

Course Outcomes (CO)

K1	CO1	To remember the different kinds of coir products in world trade
K2	CO2	To get the idea of export ratio of coir products in global market
K3	CO3	To apply new strategies for developing the coir industry
K4	CO4	To evaluate the market for coir in international scenario

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	Casestudiesfromabovecontext	8

***Italic denotes selfstudytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOKS

1. IMPORTEXPORTGUIDEFORINDIANCOIRINDUSTRY-COIRBOARD MANUAL, 2014, MSME GOVERNMENT OF INDIA PUBLICATION.
2. BOOKOFKERALACOIRINDUSTRY-EDITOR,COIR BOARDOFINDIA,2010

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	L	M	L	S
C02	H	M	H	S	H
C03	H	M	S	M	M
C04	M	H	H	H	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.N. Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB2C2	Title	Batch:	2018-2020
		IndianCoirIndustry	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

To conceptualize the role play of Indian coir industry To teach different techniques in coir market

Course Outcomes(CO)

K1	CO1	To remember the growth of coir industry in India
K2	CO2	To get the idea of improving standards in quality of Indian Coir
K3	CO3	To execute new methods in coir market for external market performance
K4	CO4	To evaluate the Indian coir market to that of the global level

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	M	S	M	S	L
C02	H	M	H	S	H
C03	S	L	M	M	M
C04	L	H	H	M	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB309	Title	Batch:	2018-2020
		ResearchMethodology	Semester	III
Hrs/Week:	5		Credits:	4

Course Objective

Toacquaintthestudentwiththetoolsandtechniquesofinternationalresearch To scrutinize the research problem by applying various analysis

CourseOutcomes(CO)

K1	C01	To remember the types of research
K2	C02	To get the idea about data collection and sampling
K3	C03	To execute the statistical inference for the collected data through interpretation
K4	C04	To evaluate interpretation and report writing mechanism

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 TallyBars - 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	10
V	Online course teaching for Introduction to Research & Research Writing,	10

***Italicdenotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOK

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	M	L	S	L
C02	H	L	M	S	M
C03	L	H	M	M	H
C04	M	H	H	M	M

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB3E1	Title	Batch:	2018-2020
		InternationalEconomics	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

To focus economic outlook with which international business disseminates To teach various theories to gain from trade

Course Outcomes(CO)

K1	CO1	To collect information about international trade
K2	CO2	To get the idea of economic theories and commercial policies
K3	CO3	To apply adjustment mechanism of balance of payment and foreign exchange rate
K4	CO4	To review the international economic relations

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 & Exchange Rate Policy - 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	Casestudiesfromabovecontext	6

****Italic*denotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOK

1. INTERNATIONALECONOMICS-M.L.JHINGAN,2008,FIFTHEDITION,VRINDA PUBLICATION
2. INTERNATIONALECONOMICS-FRANCISCHERUNILAM,2008,FIRSTEDITION, TATA MCGRAW - HILL
3. INTERNATIONAL ECONOMICS - H.G.MANNUR, 2008, SECOND REVISED EDITION, UBS PUBLISHER

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	L	M	M	L	S
CO2	H	L	L	S	M
CO3	S	S	S	H	M
CO4	M	H	M	M	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB3E2	Title	Batch:	2018-2020
		ForeignExchange Management	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

Togetfamiliarizeintheareasofforeignexchangemanagement
Toenrichvariousforeignexchangeoperationsininternationalbusiness

CourseOutcomes(CO)

K1	CO1	Tokeepinmindtheexchangeratesanditstypes
K2	CO2	Togettheideaofforeignexchangetransactions
K3	CO3	TounderstandtheadministrationofforeignexchangewithRBIRegulation
K4	CO4	Toreviewtheforeignexchangerateswiththecontractofinterbankdeals

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>Exchangequotations</i> - Direct, Indirect and two way quotations- Spot and forwardtransaction-Features of forward exchange contract-Exchange control methods and regulations.	15
III	Foreign Exchange Rates - Buying and selling rate- Types – Cross rates onbuying 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	Casestudiesfromabovecontext	8

***Italicdenotesself studytopic

REFERENCE BOOK

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	S	L	H	S	M
CO2	H	M	M	H	H
CO3	M	S	L	M	S
CO4	M	H	H	M	L

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Ms.S.Saranya	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB310	Title	Batch:	2018-2020
		MiniIndustrialProject	Semester	III
Hrs/Week:	1		Credits:	2

Course Objective

To train the students with the practical exposure in industry
To develop entrepreneurship among students

Course Outcomes (CO)

K3	CO2	To implement the industry academia interface
K4	CO3	To figure out the work carried out in the industry
K5	CO4	To evaluate the institutional training report

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
	Compilation of industry interface groundwork	6hrs
	Preparation of Mini industrial Report & viva voce examination	6hrs
Special Clause	Viva Voce to be kept in the first month of the third semester	(Between December and January)
Conditional Clause	It is mandatory for every student to complete two industrial Visits to participate in Industrial Training.	

Work Book Review, PowerPoint Presentations, Experience Discussion

PracticalPaper:Distributionofmarks–CA:60,CE:40

Mapping

PO CO	PS01	PS02	PS03	PS04	PS05
C02	H	M	H	S	H
C03	S	S	S	H	M
C04	M	H	S	M	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB3F1	Title	Batch:	2018-2020
		ExportImportFinance	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

To focus on the theoretical foundations of international trade finance. The students are made to learn the pattern, structure and policies

Course Outcomes (CO)

K1	CO1	To remember the role play of international trade finance
K2	CO2	To understand the financial sources available for EXIM trade
K3	CO3	To apply the services of EXIM Bank of India
K4	CO4	To analyse the sourcing of finance through EXIM Finance to international business

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 – <u>clearing facilities</u> - 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- <u>Post-shipment finance</u> - 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- bulkimport 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	Casestudiesfromabovecontext	8

****Italic*denotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOK:

1. AGUIDEONEXPORTPOLICYPROCEDURE&DOCUMENTATION-M.IMAHAJAN, TWENTY FIFTH EDITIONS, 2012, SNOW WHITE PUBLICATIONS PVT. LTD
2. HOWTOEXPORT–2013,NABHI’S PUBLICATION-TWENTIETH REVISED.
3. HOWTOIMPORT-2013,NABHI’S PUBLICATION-TWENTIETHREVISED.

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	M	H	L	H	S
CO2	H	M	H	S	S
CO3	S	L	M	M	M
CO4	M	H	H	L	M

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.B.MadhanKumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB3F2	Title	Batch:	2018-2020
		GlobalFinancial Management	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

Toacquaintthestudentwiththefinancialmanagementproblems
Tomakethestudentstounderstandinternationaloffshorefinance

CourseOutcomes(CO)

K1	CO1	TokeepinmindtheroleofInternationalfinancialmanagementinIndianeconomy
K2	CO2	Togettheideaofmultinationalfinancialmanagementandinternationalbanking
K3	CO3	Toimplementthedifferentkindsofmultinationalbankingaccounts
K4	CO4	Toevaluatetheroleoffinancialinstitutionsandservicesofmultinationalbanks

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 monetarysystem</i> - European monetary system.	14
II	InternationalOffshoreFinance - International moneymarket – Euro currency market- Internationaldebtcrisis –Derivatives. Internationalbondmarket - 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	Casestudiesfromabovecontext	8

****Italic*denotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCEBOOKS:

1. INTERNATIONALFINANCIALMANAGEMENT-P.KJAIN&V.K.BHALLA, 1999AND 2010,MACMILLANANDANMALPUBLICATION(P) LTD
2. MULTINATIONALFINANCIALMANAGEMENT-ALAN.G.SHAEPIRO,NINTH EDITION, 2009, JOHN WILEY AND SONS
3. I.F.MANINDIANPERSPECTIVE-R.LVALSHNEY&S.BHASHYAM2011, MACMILLAN AND ANMAL PUBLICATION (P) LTD

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	M	M	H	M	S
C02	H	M	M	S	L
C03	H	S	S	H	M
C04	M	S	H	L	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB3G1	Title	Batch:	2018-2020
		ApparelMerchandising	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

To impart the recent trends in apparel merchandising
To focus on sourcing various strategies and standardizing apparel industry

Course Outcomes(CO)

K1	CO1	To collect the role of merchandising
K2	CO2	To have a clear picture on planning and controlling of apparel industries
K3	CO3	To apply the quality management and quality control mechanisms
K4	CO4	To evaluate the relationships of customer and vendor

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	Casestudiesfromabovecontext	8
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****Italic*denotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOK:

1. APPARELMERCHANDISING:ROSENAU.A.WILSONDAVIDL.DAVID,THIRD EDITION 2014, FAIR CHILD BOOKS
2. MANAGINGQUALITYINTHEAPPARELINDUSTRY -MEHTA,PRADEEP,FIRST PUBLISHED, 1998, H.S POPLAI

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	M	L	M	M
C02	H	H	M	S	H
C03	L	S	S	M	M
C04	M	L	H	M	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	M.Com-IB	Programme Title:	Master of Commerce – International Business	
Course Code:	18PIB3G2	Title	Batch:	2018-2020
		Fashion Dynamics	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

To dynamically focus the modern fashions supporting international business To strengthen student knowledge in fashion designing

Course Outcomes (CO)

K1	CO1	To keep in mind the origin of recent fashion trends
K2	CO2	To get the idea of design and its role in media
K3	CO3	To implement the theories of fashion and fashion cycle
K4	CO4	To evaluate the factors affecting the fashion trends in 21 st century

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 finished 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. ELEMENTSOFFASHION&APPARELDESIGN:G.J.SUMATHI,2002FIRST PUBLISHED, MITTAL PUBLICATION
2. FASHIONTECHNOLOGY–TODAY&TOMORROW:NIRUPAMAPUNDAR 2007FIRST PUBLISHED.

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	H	S	L	M	M
C02	L	H	M	H	H
C03	M	L	M	S	S
C04	S	H	S	M	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Ms.S.Saranya	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB411	Title	Batch:	2018-2020
		GlobalRiskManagement and Insurance	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objective

To administer the risk situation and to overcome it through insurance
To enhance the concept of risk in international trade, policies and regulations

Course Outcomes (CO)

K1	CO1	To remember the kinds of available risks
K2	CO2	To get the idea of risk control and risk mitigation
K3	CO3	To execute concepts of insurance policies and its association with risk management
K4	CO4	To evaluate the settlement of all kinds of insurance claims

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

Seminar, Case Studies, PowerPoint Presentations, Assignment, Experience Discussion

REFERENCE BOOK

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

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO1	S	S	M	H	H
CO2	H	M	M	H	M
CO3	L	M	L	M	M
CO4	M	S	H	S	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB412	Title	Batch:	2018-2020
		International Human ResourceManagement	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objective

Toacquaintthestudentwithconcepts&strategiesofglobalhumanresource management
Toenhancestudentsskilltoeffectivelymanagethehumanresourceininternationalperspective

CourseOutcomes(CO)

K1	CO1	Tokeepinmindtheimportanceofhumanresourcemanagement
K2	CO2	Tounderstandthehumanresourcepracticesinoverseasmarket
K3	CO3	Toimplementhumanresourceselectionandrecruitment
K4	CO4	Toestimatethebenefitsforhumanresourceduetoperformance appraisal

Unit	Content	Hours
I	Personnel Management - Natureand 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 oftraining</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	Casestudiesfromabovecontext	8
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***Italicdenotesself studytopic

Seminar,CaseStudies,PowerPointPresentations,Assignment,ExperienceDiscussion

REFERENCE BOOK

1. PERSONNELMANAGEMENT&INDUSTRIALRELATIONS-P.CTRIPATHI
TWENTY THIRD EDITION, 2014, SULTAN CHAND AND SONS
2. PRINCIPLESANDTECHNIQUESOFPERSONNELMANAGEMENT/HRM -
N.SINGH S.K.BHATIA,N. SINGH, 2013EDITION- DEEPAND
DEEPPUBLICATION
3. INTERNATIONALHUMANRESOURCEMANAGEMENT-ASWATAPPA,2014,
EDITION.

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	H	S	S	M	L
C02	H	M	H	S	H
C03	S	S	M	M	S
C04	M	H	H	H	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB4E3	Title	Batch:	2018-2020
		CustomsLawand Practices	Semester	IV
Hrs/Week:	6		Credits:	5

Course Objective

To give the theoretical framework of customs and its practices in India To teach various clearance procedures and exemptions in customs

Course Outcomes(CO)

K1	CO1	To remember the different types of taxation
K2	CO2	To understand the concept of excised duty and central sales tax
K3	CO3	To implement the evaluation of custom taxation
K4	CO4	To review the importance of indirect taxation in Indian Environment

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 & Determination of turnover.	17
V	Case studies from above context	8

****Italic* denotes self study topic

REFERENCE BOOK

1. CENTRALEXCISEACT-TAXMANNPUBLICATIONSPVT. LIMITED,2008
2. CUSTOMSACT-TAXMANNPUBLICATIONSPVT.LIMITED,2013
3. CENTRALSALESTAXACT-TAXMANNPUBLICATIONSPVT. LIMITED,2011

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	H	L	M	S
C02	H	M	M	S	H
C03	S	M	H	M	M
C04	M	S	H	H	M

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Mr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	M.Com-IB	ProgrammeTitle:	MasterofCommerce–International Business	
Course Code:	18PIB4P1	Title	Batch:	2018-2020
		MajorResearch Project	Semester	IV
Hrs/Week:	12		Credits:	8

Course Objective

To seek the students capacity and to make him a complete researcher To develop students compatibility in research work

Course Outcomes(CO)

K3	C02	To execute either primary or secondary data oriented research work
K4	C03	To figure out objectives, methodology and statistical tool to be applied
K5	C04	To evaluate the genuineness of research project work through publications

Unit	Content	Hours
Researchwork	<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	It is mandatory for every student to complete four industrial Visits* & one Industrial Training to carry out the project work.	

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

***denotes HOD's Consideration**

Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
CO2	M	H	S	L	M
CO3	H	S	M	M	M
CO4	S	H	H	H	H

S-Strong;H-High;M-Medium;L-Low

CourseDesigned by	VerifiedbyHoD	CheckedbyCDC	ApprovedbyCOE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature: