

**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**



**NGM COLLEGE - POLLACHI**



**M. COM – INTERNATIONAL BUSINESS**

**OUTCOME-BASED EDUCATION – SYLLABUS**

**ACADEMIC YEAR**

**2020 - 2022**

# **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

**SCHEME OF EXAMINATIONS – M. Com International Business  
(With effect from 2020-2022 Batch)**

SEMESTER - I								
S. No	Subject Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	20 PIB 101	Cyber Security and Business Communication	6	3	30	70	100	3
2	20 PIB 102	Accounting for Decision Making	6	3	30	70	100	4
3	20 PIB 103	<b>CORE -I</b> Management & Marketing - International Perspective	6	3	30	70	100	4
4	20 PIB 104	<b>CORE -II</b> International Business Relations	6	3	30	70	100	4
5	20 PIB 105	Innovation and Entrepreneurship	6	-	40	60	100	3
<b>Sub Total</b>			<b>30</b>		<b>160</b>	<b>340</b>	<b>500</b>	<b>18</b>

SEMESTER - II								
S. No	Subject Code	Subject	Hours/ Week	Hours/ Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	20 PIB 206	<b>CORE –III</b> Shipping and Air Cargo Management	6	3	30	70	100	4
2	20 PIB 207	<b>CORE -IV</b> Foreign Trade Procedures & Documentation	6	3	30	70	100	5
3	20 PIB 208	<b>CORE -V</b> Advanced Logistics Management	6	3	30	70	100	5
4	20 PIB 209	<b>CORE -VI</b> International Supply Chain Management	6	3	30	70	100	5
5	20 PIB 210	Map Reading & Documentation Filing Practical	5	-	40	60	100	4
6	20 PIB 2N1	Fundamentals of Global Business	1	3	-	100	100	2
	20 PIB 2N2	Financial Report Analysis						
<b>Sub Total</b>			<b>30</b>		<b>160</b>	<b>440</b>	<b>600</b>	<b>25</b>

SEMESTER - III								
S. No	Course Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	20 PIB 311	Research Methodology	6	3	30	70	100	4
2	20 PIB 3E1	International Economics	6	3	30	70	100	5
3	20 PIB 312	<b>CORE -VII</b> Export Import Finance	6	3	30	70	100	5
4	20 PIB 313	<b>CORE - VIII</b> Global Financial Management	6	3	30	70	100	5
5	20 PIB 3E2	Foreign Exchange Management	6	3	30	70	100	5
6	20 PIB 314	Internship (EXIM, Manufacturing Concerns)*	-	-	20	80	100	2
<b>Sub Total</b>			<b>30</b>		<b>170</b>	<b>430</b>	<b>600</b>	<b>26</b>
7	20 PIB 3RB	Faculty Research Based Course (for Advanced Learners)		2	-	50	50	2

SEMESTER - IV								
S. No	Course Code	Subject	Hours / Wk	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	20 PIB 415	<b>CORE - IX</b> Global Risk Management & Insurance	6	3	30	70	100	4
2	20 PIB 416	<b>CORE – X</b> International Human Resource Management	6	3	30	70	100	4
3	20 PIB 4E3	Customs Law & Practices	6	3	30	70	100	5
4	20 PIB 4P1	Major Research Project **	12	-	40	160	200	8
<b>Sub Total</b>			<b>30</b>		<b>130</b>	<b>370</b>	<b>500</b>	<b>21</b>
5	20 PIB 4RB	Faculty Research Based Course (for Advanced Learners)		2	-	50	50	2
<b>Grand Total [all the four semesters]</b>							<b>2200</b>	<b>90</b>
<b>Grand Total [all the four semesters including the extra credit papers]</b>							<b>100</b>	<b>94</b>

### 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	70
K2 Q11-15	B (Either or pattern)	5x4=20	Short Answers	
K3& K4 Q16-21	C (Answer 4 out of 6) <b>16<sup>th</sup> Question is Compulsory</b>	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	Internship & Viva Voce Examinations	80	100
K4		20	
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
Test 1	70	$\frac{70+70+25+25+25+25}{8}$	30
Test 2	70		
Assignment	25		
Seminar / Tutorial	25		
Knowledge Enhancement	25		
Information Acquisition	25		

## **Programme Outcomes – Revised**

**P01.** To institute learners the specialized knowledge of Logistics, Supply Chain Management, Export Import and International Finance

**P02.** To instill students with the practicalities and dimensions of international business

**P03.** To provide knowledge on accounting and customs with their empirical background

**P04.** To create interest in documentation, human resource and foreign exchange through fictional works

**P05.** To check and reveal the facts through theoretical knowledge and industrial visit

## **Programme Specific Outcomes**

**PS01.** To develop the innovative skills of the students through practical proficiencies

**PS02.** To throw light on the knowledge of Logistics and Finance

**PS03.** To synchronize the outcome of accounting and customs with their experiential backdrop

**PS04.** To show out the documentation, human resource and foreign exchange through imaginary workings

**PS05.** To mix and match the real facts of the industry through theoretical knowledge and visiting the industries

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB101	<b>Title</b>	<b>Batch :</b>	2020-2022
		Cyber Security & Business Communication	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	3

### Course Objective

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

### Course Outcomes (CO)

K1	CO1	To remember concepts of cyber security
K2	CO2	To understand the importance of communication in business
K3	CO3	To execute business letter and export import correspondence
K4	CO4	To analyse the need of body language and business etiquette in firms

Unit	Content	Hours
I	<b>Overview of cyber security:</b> confidentiality, integrity and availability – <b>Threads:</b> Malicious software (Viruses, Trojans, root kits, worms, bot nets), Memory exploits (buffer overflow, heap overflow, integer overflow, format string)-Cryptography Authentication, Password system-windows security.	18
II	<b>Network security:</b> Network intrusion detection and prevention systems, firewalls- <b>Software security:</b> Vulnerability auditing, penetration testing , sandboxing, control flow integrity – <b>Web security:</b> User authentication – <b>Legal And Ethical Issues:</b> Cyber crime , intellectual property rights, copy rights, patent, trade secret, hacking and intrusion, privacy, identity theft.	17
III	<b>Introduction-</b> Communication – Meaning and Significance – Role of Communication - Types of Communication Media – Media of Communication -Barriers To communication – Principles of Effective Communication	16

IV	<b>Business letters</b> – Meaning – Importance - 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	15
V	<b>Interview &amp; Business Etiquette</b> - Interview – Importance of the interview method - Types of Interview - Interview Process - Interview Models. Group Discussion - <u>Etiquette in the work place</u> -The Board room and the dining room- Correspondence- Letters and Notes- Stationary- Invitation and addressing- Table manners	6

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Quiz, Assignment

#### REFERENCE BOOKS

1. BUSINESS CORRESPONDENCE & REPORT WRITING - R.C.SHARMA & KRISHNA MOHAN, 2017, TATA MCGRAWHILL PUBLICATION
2. BODY LANGUAGE - JACQUELINE A.RANKIN, 2016, MASTER MIND BOOKS PUBLICATION

#### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO1</b>	M	S	H	M	S
<b>CO2</b>	H	M	H	S	H
<b>CO3</b>	S	S	S	H	M
<b>CO4</b>	M	L	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:



<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB102	<b>Title</b>	<b>Batch :</b>	2020-2022
		Accounting for Decision Making	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	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 recollect 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	<b>Financial Accounting</b> - 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	<b>Cost Accounting</b> - Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting -Preparation of Cost sheet and <i>Quotations</i> .	15
III	<b>Budgeting</b> Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, <i>Fixed</i> and flexible budget.	15
IV	<b>Management Accounting</b> - 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	<b>Financial Analysis</b> - 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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\*\*\* *Italic* denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### REFERENCES BOOK

1. ADVANCED ACCOUNTANCY - S. P. JAIN & K.L.NARANG, 2015, EIGHTEENTH EDITION, KALYANI PUBLISHERS
2. COST ACCOUNTING - S. P. JAIN & K.L.NARANG, 2016, 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%***

### Mapping

PO CO	PS01	PS02	PS03	PS04	PS05
<b>C01</b>	M	H	M	H	S
<b>C02</b>	H	L	H	S	H
<b>C03</b>	S	S	S	H	L
<b>C04</b>	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
Dr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB103	<b>Title</b>	<b>Batch :</b>	2020-2022
		Management & Marketing – International Perspective	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To familiarize the students on basic concept of International Business Marketing  
To develop leadership skill among students in the global management context

### Course Outcomes (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	<b>Introduction</b> – Management - Science of management - art of management - Levels of management - Distinction between administration and management. Organizing- Importance of organizing – organizing process- Departmentation- Delegation of authority- <i>Centralization vs decentralization</i> – Span of management - Concepts – Elements of Direction- <i>motivation</i> -meaning and importance-theories of motivation.	16
II	<b>Management &amp; Leadership</b> – Trends - Challenges – opportunities- Comparative management – Management styles and practices in Japan, China, India, Europe, UAE and U.S - Organizational structure of national and International corporations - Leadership – concept - theories of leadership- qualities of leaders-managerial grid – Factors affecting leadership abroad – Cornerstones of leadership theories.	16
III	Marketing – Marketing Mix – International Marketing – Stages of Internationalization – Global Marketing – Evolution of Global Marketing –	16

	Barriers to Global Marketing – fundamentals for international marketing.	
IV	<b>Global Product Pricing, Branding &amp; Distribution</b> - Global product – Global pricing - Drivers to Global Pricing – Managing price Escalations – <i>Transfer Pricing</i> – International Branding – International Retailing - 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.	18
V	Case studies from above context	6

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

#### REFERENCE BOOK:

1. MANAGEMENT CONCEPTS – TIM HANNAGAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
2. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2016, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION
3. GLOBAL MARKETING MANAGEMENT - WARREN J. KEEGAN, 2015, EIGHTH REVISED EDITION, PRENTICE HALL HIGHER EDUCATION

#### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO1</b>	M	L	S	H	S
<b>CO2</b>	H	M	H	S	H
<b>CO3</b>	H	S	L	H	M
<b>CO4</b>	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. P. Nandhini	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB104	<b>Title</b>	<b>Batch :</b>	2020-2022
		International Business Relations	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To enable the students learn the structure of international business  
To equip the students with relevant inputs environmental factors.

### Course Outcomes (CO)

K1	CO1	To recollect the terms in international environment
K2	CO2	To get the idea of Multinational Corporations and Globalisation
K3	CO3	To deploy the importance of balance of power in national power
K4	CO4	To estimate the idea of neighboring countries and their regional integration

Unit	Content	Hours
I	<b>International Environment</b> - 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	<b>International Relations &amp; National Power</b> – 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	<b>Diplomacy and Ideologies</b> – 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	<b>India &amp; Its Neighbours</b> – 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

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### REFERENCE BOOK

- INTERNATIONAL RELATIONS –NORMAN DUNBAR, PALMER & HOWARDCECIL PERKINS, 2013, THIRD EDITION, BOSTON, HOUGHTON MIFFLIN PUBLICATION (P) LTD
- INTERNATIONAL BUSINESS–ROGER BENNET, 2018, THIRD EDITION, DORLING KINDERSLEY INDIA PRIVATE LIMITED PUBLICATION

### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>C01</b>	H	S	M	H	S
<b>C02</b>	H	M	H	S	H
<b>C03</b>	M	S	S	L	S
<b>C04</b>	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. P. Nandhini	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB105	<b>Title</b>	<b>Batch :</b>	2020-2022
		Innovation & Entrepreneurship	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	3

### Course Objective

To elevate the students as entrepreneurs that the industry requires  
To know the new avenues of marketing

### Course Outcomes (CO)

K3	CO2	To apply the idea of product designing and packaging
K4	CO3	To evaluate the originality of the product launched
K5	CO4	To review the merits and shortcomings of the launch

Unit	Content	Hours
<b>I</b>	Entrepreneur – Introduction & Definition – Characteristics of a Successful Entrepreneur – Successful Entrepreneurs of India – Intrapreneurial Traits – Differences between Entrepreneur & Intrapreneur	<b>10</b>
<b>II</b>	Innovation in Business – Types of Innovation – Creating and Identifying Opportunities – Technological Innovation Process – New Venture Creation – Identifying new opportunities for new venture creation – Generation of New Ideas for products and services – Creating – Shaping – Recognizing – Seizing and Screening of Opportunities	<b>14</b>
<b>III</b>	Business Plan - Preparation – Benefits – Elements – Developing a Business Plan – Guidelines for Preparing a Business Plan – Format and Presentation	<b>10</b>
<b>IV</b>	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.	<b>18</b>

<b>Assessment</b>	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college (Commerce and Management Cluster) (10 Hours)	<b>20</b>
	Model Launch - For each group (10 Hours)	

Practical Launch Sessions, Case Studies, Power Point Presentations, Panel Discussions

**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
2. ENTREPRENEURSHIP AND MANAGEMENT - NAGENDRA AND MANJUNATH, V. S., 2010, PEARSON

**Mapping**

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO2</b>	H	H	M	S	M
<b>CO3</b>	M	S	L	M	H
<b>CO4</b>	M	M	S	H	S

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

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



<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB206	<b>Title</b>	<b>Batch :</b>	2020-2022
		Shipping and Air Cargo Management	<b>Semester</b>	II
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To equip the students with skills required for freight in air and sea cargo management  
To make aware the dynamics of air and sea cargo management.

### Course Outcomes (CO)

K1	CO1	To recollect the role of shipping and air industry in International business.
K2	CO2	To understand the shipping management with international maritime environment in which they operate and how they are managed.
K3	CO3	To execute the basic types of operations and advanced scientific air and shipment
K4	CO4	To analyze the basic documentation used in the air and shipping industry.

Unit	Content	Hours
I	Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - superstructure - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo. (Packaging, utility or value). Trimming - Cleansing - Unitized cargo	12
II	Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services – Seaports – Vessel Operations – pilotage - Stevedoring - Dock Labour Boards - charges –Automated Container Handling - <u>security at ports and harbours</u> . Role of security agencies - lighterage services.	12
III	Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service	12
IV	Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - <u>different types of aircraft</u> - aircraft manufacturers - ULD - International Air Routes - Airports - codes –	12

	Consortium –Hub & Spoke – Process Flow	
V	Air Freight Forwarding: Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) – Communication – Handling COD shipments – POD –Conditions of contract - Dangerous (DGR) or Hazardous goods	12

\*\*\* *Italic* denotes self study topic

Power point Presentations, Case study, Seminar, Assignment

**REFERENCE BOOK**

1. MICHAEL ROBERTS, BRANCH’S ELEMENTS OF SHIPPING, NINTH EDITION, ROUTLEDGE, 2014.
2. PETER BRODIE, COMMERCIAL SHIPPING HANDBOOK, THIRD EDITION, INFORMA LAW FROM ROUTLEDGE, 2014.
3. REVIEW OF MARITIME TRANSPORT, UNCTAD, 2014.
4. AIR CARGO TARIFF MANUALS
5. IATA LIVE ANIMALS REGULATIONS MANUALS
6. IATA SPECIAL MAIL MANUAL.

**Mapping**

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO1</b>	H	S	M	H	S
<b>CO2</b>	H	M	H	S	H
<b>CO3</b>	M	S	S	L	S
<b>CO4</b>	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. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB207	<b>Title</b>	<b>Batch :</b>	2020-2022
		Foreign Trade Procedures and Documentation	<b>Semester</b>	II
<b>Hrs/Week:</b>	6		<b>Credits:</b>	5

### Course Objective

To acquaint the students with the trade practices and procedures  
To focus on documentation in international trade

### Course Outcomes (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 setup powered by the ministry of commerce
K4	C04	To analyse the trading partners and their linkages with export oriented schemes

Unit	Content	Hours
I	<b>Basic of EXIM</b> - Export -Types of Export – Steps for Exporting – Organizing yourself for Export – <i>Registering a firm</i> - Export Documents- Import Documents.	14
II	<b>Foreign Trade Policy</b> - Development of Foreign Trade policy - Foreign Trade policy 2015-2020 – basics – <b>General provision regarding Imports and Exports- Exports from India scheme – MEIS – SEIS- Duty exemption \ Remission scheme-</b> amendments- Highlights of Foreign Trade policy.	15
III	<b>Ministry of Commerce</b> – Organization set up & its functions – Commodity bodies - <b>Export promotion council</b> – Export Inspection councils – IIFT – IIP – PSU’s - Other organizations.	17
IV	<b>Trading Partners</b> – Export house – <b>Eligibility - Functions of export house - Advantages and disadvantages - Status holder - Status category - Privileges of Status holders</b> – Canalizing agency – STC –MMTC – PEC – <b>ECGC – ITPO</b> .	15

V	<b>Export oriented schemes</b> - 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</i> – <i>DTA</i>	11
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\*\*\* *Italic* denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

**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

**Mapping**

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO1</b>	M	S	M	H	S
<b>CO2</b>	H	M	H	S	H
<b>CO3</b>	H	S	M	S	M
<b>CO4</b>	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
Dr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code</b>	M.Com - IB	<b>Programme Title</b>	Master of Commerce – International Business	
<b>Course Code</b>	20PIB208	<b>Title</b>	<b>Batch</b>	2020-2022
		Advanced Logistics Management	<b>Semester</b>	II
<b>Hrs/Week</b>	6		<b>Credits</b>	5

### Course Objective

*The course deals with the quality management concepts that are relevant in the logistics operations and the various quality concepts like six sigma are also focused.*

### Course Outcomes (CO)

K1	CO1	To understand the fundamental concepts of logistics Functions and its significance with other functional areas of Management.
K2	CO2	To understand the various types of Logistics and to focus on material handling, Warehousing and their applications.
K3	CO3	To deal with the basics of Supply Chain Management and its nuances in Logistics industry.
K4	CO4	To impart knowledge on Reverse logistics and the quality consideration of reverse logistics in different sectors like electronics etc.

Unit	Content	Hours
I	Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries	16
II	Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics	16
III	Logistics location structure – Warehouse location patterns – Positioning warehouses – Transportation economies – Inventory economies – Least-total cost design – Trade-off relationships – Formulating logistical strategy – SCOR model - Service sensitivity analysis - Classical location problems - Strategic planning models for location analysis - Location models.	16

IV	Reverse Logistics & Quality - Standardization of the Reverse Logistics Process - Characteristics and Added Value - Quality of Reverse Logistics - Consumer Electronics Recycling - Product recovery types- Quality Assurance – Recycling - Quality Assurance in Remanufacturing – Quality Concepts & approaches in Services – Applications of TQM, Six Sigma, 5S, Taguchi’s methods & other Quality techniques in Logistics.	16
V	Case studies from above context	8

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

**REFERENCE BOOK**

1. Bowersox, Logistical Management, Mc-Graw Hill, 2000
2. Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi, 1999.
3. Coyle, Bradi & Longby, The Management of Business Logistics, 3rd Ed., West Publishing Co.
4. Yoanis Nikolaidis, ‘Quality Management in Reverse Logistics’, Springer, 2012
5. Wolfgang Kersten, Thorsten Blecker, Heike Flämig, ‘Global Logistics Management: Sustainability, Quality, Risks’, Erich Schmidt Verlag, 2008

**Mapping**

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

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

<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by CDC</b>	<b>Approved by COE</b>
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

<b>Programme Code</b>	M.Com - IB	<b>Programme Title</b>	Master of Commerce – International Business	
<b>Course Code</b>	20PIB209	<b>Title</b>	<b>Batch</b>	2020-2022
		International Supply Chain Management	<b>Semester</b>	II
<b>Hrs/Week</b>	6		<b>Credits</b>	5

### Course Objective

*The course is to introduce the basic concepts of Supply Chain Management and its interrelationship with Logistics Industry. The course also deals with the problems in developing Sustainable Supply Chain Management with global perspective.*

### Course Outcomes (CO)

K1	CO1	To read and understand the advanced concepts of Supply chain Management and to identify various research problems in the area.
K2	CO2	To develop and design sustainable supply chain management strategies to solve the management problems in the said area.
K3	CO3	To develop measurement tools for analyzing the driving forces for understanding customer demand and managing supply.
K4	CO4	To familiarize the learners with concepts and techniques of supply chain score cards and to develop scale of economies.

Unit	Content	Hours
I	Supply Chains Strategic Framework - Understanding the Supply Chain - Supply Chain Performance - Achieving Strategic Fit and Scope - Supply Chain Drivers and Metrics - Sustainable Supply Chains (SSC) - Supply Chain Strategy for Sustainability - Best Practice in SCM - Need for SSCs - Implications of Modern SCM	15
II	Supply Chain Network - Designing Distribution Networks and Applications to e-Business - Network Design in the Supply Chain - Designing Global Supply Chain Networks - Transportation in a Supply Chain -Supply Chain Management Quality - RFID Integrated Quality Management - SCM System for Logistics Networks - Cases of Damage.	18
III	Managing Economies of Scale in a Supply Chain - Cross-Functional Drivers in a Supply Chain - Sourcing Decisions in a Supply Chain - Pricing and Revenue Management in a Supply Chain - Information Technology in a Supply Chain - Sustainability and the Supply Chain - Driving Forces for Sustainable Supply	15

	Chains - Customer Demand and Supply Chain Strategy	
IV	Ingredients of a Sustainable Supply Chain Strategy - Developing SSC Strategy - SSC Scorecard - Measuring and Monitoring SSCs - Visible Supply Chain: Process, Product and Performance - Benefits and Use of Performance Measurement - Monitoring Strategy Implementation - Supply Chain Performance Measurement – Methods and Approaches - CRM	16
V	Case studies from above context	8

\*\*\* *Italic* denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

**REFERENCE BOOK:**

1. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI, 2014, ASHOK SHARMA, FIRST EDITION, TATA MCGRAW- HILL
2. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2016, FOURTH EDITION MACMILLIAN PUBLISHERS INDIA LTD

**Mapping**

PO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	M	L	S	L
<b>CO2</b>	H	M	H	S	H
<b>CO3</b>	L	S	M	M	M
<b>CO4</b>	M	H	H	H	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:



<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB210	<b>Title</b>	<b>Batch :</b>	2020-2022
		Map Reading and Documentation Filing Practical	<b>Semester</b>	II
<b>Hrs/Week:</b>	5		<b>Credits:</b>	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
<b>Map Reading with Currency &amp; Languages</b>	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
<b>Documents to be downloaded and studied</b>	(i) Appendix-2A IEC CODE (ii) Appendix-3B RCMC – EPC / COMMODITY BOARDS / FIEO (iii) Appendix-24A BANK GUARANTEE (iv) Appendix-10A EPCG-SCHEME (v) Appendix-8 NEGATIVE LIST (vi) Appendix-18A RESTRICTED LIST (vii) Appendix-30II / IV GSTP FORM / GSP FORM (viii) Format of FUMIGATION CERTIFICATE (ix) Format of PHYTOSANITARY CERTIFICATE (x) Format of BILL OF ENTRY (xi) Format of SHIPPING BILL (xii) Format of PACKING LIST (xiii) Template of INVOICE	18
<b>Route Tracing</b>	<u>Popular Sector Wise Sea Routes</u> Australia / New Zealand 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.	12

	North America Sector ; South America Sector (Only the eight traditional routes) <i>Canal Oriented Sea Routes</i> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	
<b>Country Analysis &amp; Expansions</b>	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
<b>Validation</b>	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.

Observation, Record, Tests, Assignment, Experience Discussion

**REFERENCE BOOK:**

A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2016, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD

**Mapping**

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO2</b>	H	M	H	H	H
<b>CO3</b>	L	S	S	M	M
<b>CO4</b>	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. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB2N1	<b>Title</b>	<b>Batch :</b>	2020-2022
		Fundamentals of Global Business	<b>Semester</b>	II
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To familiarize the students with the basic concepts of International Business  
To make students to understand the various phases of International Business

### Course Outcomes (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	<b>International Environment</b> - International Business- Meaning- Nature- Concept- Micro & Macro Environment- STEPIN: Social Environment- Technology Environment- Economical Environment- Political Environment- International Environment- Natural Environment.	3
II	<b>International Marketing</b> - Marketing- Marketing Mix- International Marketing- Stages of Internationalization- Global Marketing- Evolution of Global Marketing- Benefits of Global Marketing- Barriers to Global Marketing.	3
III	<b>Registration Procedures for Export</b> - 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	<b>International Logistics Management</b> - Introduction- Logistics Mission- Importance of Logistics- Components of Logistics- Information- Demand Forecasting- Inventory Management- Warehousing- Transportation- Packaging	2
V	Case studies from above context	1

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point 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, TWENTY FIFTH 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
<b>C01</b>	S	M	M	H	L
<b>C02</b>	H	M	L	L	H
<b>C03</b>	H	S	S	M	M
<b>C04</b>	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. M. Prem	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB2N2	<b>Title</b>	<b>Batch :</b>	2020-2022
		Financial Report Analysis	<b>Semester</b>	II
<b>Hrs/Week:</b>	1		<b>Credits:</b>	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	CO1	To keep in mind the financial position of the concern
K2	CO2	To understand the profit and loss mechanism of any firm
K3	CO3	To deploy the inputs for raising the capital of the firm
K4	CO4	To evaluate the financial structure of the company

Unit	Content	Hours
I	<b>Introduction</b> - 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	<b>Framing financial statement</b> - Framing financial statement – Profit and loss account- Balance sheet- Computation statement( Gross profit, Net profit, Before and after deduction, Agriculture income)	3
III	<b>Techniques</b> - Techniques for financial statement analysis – Ratio analysis – Comparative statement – Trend analysis – Common size analysis – Fund flow statement – Cash flow statement.	3

IV	<b>Financial Analysis</b> - Evaluation of Financial structure – Capital structure – Capitalisation – Cost of capital – Return on investment – Working capital management.	2
V	<b>Credit rating and FDI</b> -Credit rating for company - Foreign direct investment- Comparative study between India and other nations	1

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### REFERENCE BOOK

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 2016 AND 2010, MAC MILLAN AND ANMAL PUBLICATION (P) LTD
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAPEIRO, NINTH EDITION, 2010, JOHN WILEY AND SONS
3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011, MAC MILLAN AND ANMAL PUBLICATION (P) LTD

### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
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:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB311	<b>Title</b>	<b>Batch :</b>	2020-2022
		Research Methodology	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To acquaint the students with the tools and techniques of international research  
To scrutinize the research problem by applying various analysis

### Course Outcomes (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	<b>Research &amp; Problem</b> - 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	<b>Data &amp; Sampling</b> -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – <i>sampling errors</i> – Non- sampling Errors.	14
III	<b>Tools and Analysis</b> -Questionnaire preparation – Calculation using Tally Bars - editing – coding – tabulation – processing data with diagrams & charts – Percentage Conversions – Chi-Square Test – ANNOVA- Trend analysis.	13
IV	<b>Interpretation and Report writing</b> - 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	<b>Any Online course supporting Research &amp; Research Writing</b>	10

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

## REFERENCE BOOK

1. RESEARCH METHODOLOGY - C.R.KOTHARI, 2018, REVISED EDITION, NEW AGE INTERNATIONAL P LTD
2. STATISTICAL METHODS - S.P.GUPTA, 2018, 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

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:



<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB3E1	<b>Title</b>	<b>Batch :</b>	2020-2022
		International Economics	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	5

### Course Objective

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

### Course Outcomes (CO)

K1	C01	To recollect information about international trade
K2	C02	To get the idea of economic theories and commercial policies
K3	C03	To apply adjustment mechanism of balance of payment and foreign exchange rate
K4	C04	To review the international economic relations

Unit	Content	Hours
I	<b>International Trade Theories</b> - International trade – absolute and <i>comparative cost theory</i> – Haberler theory of opportunity cost curves – H.O. Theory - volume of trade and demand pattern – Posner’s imitation gap – gains from trade- the terms of trade.	18
II	<b>Commercial Policy of International Trade</b> - 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	<b>Balance of Payments &amp; Exchange Rate Policy</b> - 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	<b>International Economic Relations</b> - 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

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### REFERENCE BOOK

1. INTERNATIONAL ECONOMICS - M.L. JHINGAN, 2018, , VRINDA PUBLICATION
2. INTERNATIONAL ECONOMICS - FRANCIS CHERUNILAM, 2012, TATA MCGRAW - HILL
3. INTERNATIONAL ECONOMICS - H.G.MANNUR, 2008, SECOND REVISED EDITION, UBS PUBLISHER

### Mapping

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

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

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

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB312	<b>Title</b>	<b>Batch :</b>	2020-2022
		Export Import Finance	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	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	<b>Role of Banks in Export Business</b> - Introduction – financial services – handling the export documents – <b>Documentary bills for collection – DP / DA</b> - 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	<b>Export Finance</b> - Assessing the financial needs – bank finance- special features of export credit – modes of finance – Pre-shipment finance- meaning – procedures – methods – types – quantum of packing credit – <i>Post-shipment finance</i> - meaning methods- availability of finance-procedure for getting post – shipment finance – differences between pre-shipment and post-shipment finance	16
III	<b>EXIM Bank Finance &amp; Forfeiting Finance</b> - 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	<b>Import Finance &amp; ECGC</b> - 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

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

**REFERENCE BOOK:**

1. A GUIDE ON EXPORT POLICY PROCEDURE & DOCUMENTATION - M.I MAHAJAN, TWENTY FIFTH EDITIONS, 2015, SNOW WHITE PUBLICATIONS PVT. LTD
2. HOW TO EXPORT – 2016, NABHI’S PUBLICATION -TWENTIETH REVISED.
3. HOW TO IMPORT - 2017, NABHI’S PUBLICATION -TWENTIETH REVISED.

**Mapping**

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

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

<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by CDC</b>	<b>Approved by COE</b>
Mr. B. Madhan Kumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB313	<b>Title</b>	<b>Batch :</b>	2020-2022
		Global Financial Management	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	5

### Course Objective

To acquaint the students with the financial management problems  
To make the students to understand international offshore finance

### Course Outcomes (CO)

K1	CO1	To keep in mind the role of International financial management in Indian economy
K2	CO2	To get the idea of multinational financial management and international banking
K3	CO3	To implement the different kinds of multinational banking accounts
K4	CO4	To evaluate the role of financial institutions and services of multinational banks

Unit	Content	Hours
I	<b>International Financial Management</b> - 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	<b>International Offshore Finance</b> - International money market – Euro currency market- International debt crisis – Derivatives. International bond market - Bond issue drill- benchmark drill – foreign bonds- euro bonds – types of investment- credit rating – euro bond market structure	17
III	<b>Multinational Financial Management</b> - 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	<b>International Banking &amp; Financial Institutions</b> - International banking services –reasons – types – facilities and world largest bank- BASEL I, II & <b>III</b> standards – Bank Facilities for NRI – NRE – NRO – <i>FCNR Accounts</i> . IDA – BIS - multinational development bank – major financial institutions.	17
V	Case studies from above context	8

\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### REFERENCE BOOKS:

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 2019, MACMILLAN AND ANMAL PUBLICATION (P) LTD
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAPEIRO, NINTH EDITION, 2019, JOHN WILEY AND SONS
3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2015, MACMILLAN AND ANMAL PUBLICATION (P) LTD

### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>CO1</b>	M	M	H	M	S
<b>CO2</b>	H	M	M	S	L
<b>CO3</b>	H	S	S	H	M
<b>CO4</b>	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
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB3E2	<b>Title</b>	<b>Batch :</b>	2020-2022
		Foreign Exchange Management	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	5

### Course Objective

To get familiarize in the areas of foreign exchange management  
To enrich various foreign exchange operations in international business

### Course Outcomes (CO)

K1	CO1	To keep in mind the exchange rates and its types
K2	CO2	To get the idea of foreign exchange transactions
K3	CO3	To understand the administration of foreign exchange with RBI Regulation
K4	CO4	To review the foreign exchange rates with the contract of interbank deals

Unit	Content	Hours
I	<b>Introduction to FOREX</b> - Foreign exchange and foreign trade - Exchange rate- <i>Types of exchange rate</i> - Administration of foreign exchange-RBI Regulations – FEDAI - <b>FERA</b> – FEMA - Role of banks in foreign exchange- <b>Authorised Dealers</b> - FOREX department-Foreign currency accounts-Foreign exchange market.	17
II	<b>Foreign exchange transaction</b> -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	<b>Foreign Exchange Rates</b> - 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	<b>Interbank Deals</b> - 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

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### 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
<b>C01</b>	S	L	H	S	M
<b>C02</b>	H	M	M	H	H
<b>C03</b>	M	S	L	M	S
<b>C04</b>	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. P. Nandhini	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:



<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB314	<b>Title</b>	<b>Batch :</b>	2020-2022
		Internship (EXIM, Manufacturing)	<b>Semester</b>	III
<b>Hrs/Week:</b>	1		<b>Credits:</b>	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
Internship Period	<ul style="list-style-type: none"> <li>Students should undergo Internship in any of the export oriented industries for the period of 30 working days</li> <li>Valuation of the training report will be done through joint evaluation by internal and external examiner.</li> </ul>	30 Working Days in the second semester holidays
	Compilation of industry interface ground work	6 hrs
	Preparation of Internship Report & viva voce examination	6 hrs
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 Internship.	

Work Book Review, Power Point Presentations, , Experience Discussion

**Practical Paper: Distribution of marks – CA: 60, CE: 40**

**Mapping**

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>C02</b>	H	M	H	S	H
<b>C03</b>	S	S	S	H	M
<b>C04</b>	M	H	S	M	H

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:

<b>Programme Code</b>	M.Com - IB	<b>Programme Title</b>	Master of Commerce – International Business
<b>Course Code</b>	20PIB3RB	<b>Batch</b>	2020-2021
		<b>Course Title</b>	Faculty Research Based Course – Commodity Boards
		<b>Credits</b>	2

### Course Objective

- To acquaint the students with the Commodity boards Export procedures
- To focus on the products of commodity boards in international trade

### Course Outcomes (CO)

K1	CO1	To understand the current commodity boards with their highlights
K2	CO2	To get the idea on various commodity boards products used in International trade.
K3	CO3	To implement the organizational setup powered by the Commodity boards.
K4	CO4	To analyse the problems and prospects of commodity boards
K5	CO5	To conceptualize the information about Commodity boards.

Unit	Content	Hours
I	<b>Commodity Boards</b> -Functions –Objectives- Role of Commodity boards in Export- Kinds of Commodity Boards in India	8
II	<b>Tea Board</b> - Stakeholders of Tea Board - Constitution of Tea Board - Role of Tea Board - Functions of Tea Board. <b>Coffee Board</b> - Stakeholders of Coffee Board -Constitution of Coffee Board - Organizational setup of divisions, functions and duties - General Functions.	10
III	<b>Rubber Board</b> - Rules and regulations - Organizational hierarchy in Rubber Board - General Functions <b>Coconut Development Board (CDB)</b> - Functions of the Board - Thrust areas - Achievements of Coconut Development Board - Schemes of Coconut Development Board	10
IV	<b>Spices Board</b> -Spices Board Governing Body - Main functions of Spices Board - Export promotion of spices - Quality standards and branding - Brand registration <b>Impact of Commodity boards in Exports</b> –SWOT of Commodity boards Exports – Challenges faced by the Commodity boards.	12
V	<b>Current Status of Commodity board</b>	8

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

## REFERENCES

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2. Banerjee and Gangadhar, (1996) Tea Plantation Industry: Between 1950 and 1992- Structural Changes, Gauhathi, Lawyer's Book Stall.
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4. Chadha, K.L., Pareek, O.P., (1993) Advances in Horticulture: Vol. 9- Plantation and Spices Crops-Part 2, New Delhi, Malhotra Publishing House.
5. Curtin, Philip D; (1998) The Rise and Fall of the Plantation Complex: Essays in Atlantic History, 2nd Edition, Cambridge, Cambride University Press.
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<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by CDC</b>	<b>Approved by COE</b>
Dr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumar
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB415	<b>Title</b>	<b>Batch :</b>	2020-2022
		Global Risk Management and Insurance	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To administer the risky 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	<b>Introduction to risk management</b> -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.	15
II	<b>Growth &amp; Development of Indian Insurance Industry</b> – <b>Basics of insurance</b> - <b>Kinds of Insurance Policies</b> - <b>Introduction to General Insurance</b> - <b>General Insurance: Features of General Insurance</b> - <b>Essentials of General Insurance Contract</b> - <b>Premium determination</b> - <b>General Policy Conditions</b>	18
III	<b>Fire and Marine insurance</b> - 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	<b>Miscellaneous Insurance</b> - 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, Power Point Presentations, Assignment, Experience Discussion

### REFERENCE BOOK

1. INSURANCE AND RISK MANAGEMENT -DR. P.K.GUPTA, SECOND EDITION, 2014, HIMALAYA PUBLISHING
2. FUNDAMENTALS OF INSURANCE -DR. P.K.GUPTA, FIRSTPUBLISHED, 2016, HIMALAYA PUBLISHING
3. INSURANCE PRINCIPLES & PRACTICE - MR. C.GOPALA KRISHNAN, 1993, STERLING PUBLISHERS

### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
C01	S	S	M	H	H
C02	H	M	M	H	M
C03	L	M	L	M	M
C04	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
Dr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB416	<b>Title</b>	<b>Batch :</b>	2020-2022
		International Human Resource Management	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

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

### Course Outcomes (CO)

K1	CO1	To keep in mind the importance of human resource management
K2	CO2	To understand the human resource practices in overseas market
K3	CO3	To implement human resource selection and recruitment
K4	CO4	To estimate the benefits for human resource due to performance appraisal

Unit	Content	Hours
I	<b>Personnel Management</b> - Nature and challenges of personnel management-role of human relations- <b>differences between Personnel Management &amp; HRM</b> - natural difference in HRM practices-management style – strategies for international HRM	16
II	<b>International HR Planning, Selection and recruitment</b> -Human resource planning – objectives-process – <b>factors affecting HR Planning</b> - 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	<b>International staff training and development</b> - 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	<b>Multinational performance appraisal and labour relations</b> - 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
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\*\*\* Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

### 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.

### 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

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



<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB4E3	<b>Title</b>	<b>Batch :</b>	2020-2022
		Customs Law and Practices	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	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	C01	To remember the types of Indirect taxations
K2	C02	To understand the concept of excise duty and central sales tax
K3	C03	To implement the valuation of customs taxation
K4	C04	To review the importance of GST in Indian Environment

Unit	Content	Hours
I	<b>Central Excise</b> - 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	<b>Customs Procedures</b> - Role of Customs in International Trade – Assessable Value – Customs Clearance Procedure for Home Consumption – For Warehousing – For Re Export – Clearances by Post for Imports – Prohibited exports – <i>Canalized Exports</i> .	16
III	<b>Central Sales Tax</b> - 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.	16
IV	<b>GST</b> – Introduction – meaning – journey of GST in India - Advantages of GST – Components of GST in India – Types of GST – <b>IGST, CGST and SGST / UGST</b> – <b>Rate calculation in GST.</b>	17

V	Case studies from above context	8
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\*\*\* *Italic* denotes self study topic

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

## REFERENCE BOOK

1. CENTRAL EXCISE ACT -TAXMANN PUBLICATIONS PVT. LIMITED, 2018
2. CUSTOMS ACT -TAXMANN PUBLICATIONS PVT. LIMITED, 2013
3. GOODS AND SERVICE TAX-Dr H C MEHROTRA & Prof. V P AGARWALL, SAHITYA BHAVAN PUBLICATIONS, 2019

## Mapping

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

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

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

<b>Programme Code:</b>	M.Com - IB	<b>Programme Title :</b>	Master of Commerce – International Business	
<b>Course Code:</b>	20PIB4P1	<b>Title</b>	<b>Batch :</b>	2020-2022
		Major Research Project	<b>Semester</b>	IV
<b>Hrs/Week:</b>	12		<b>Credits:</b>	8

### Course Objective

To seek the students capacity and to make him as 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 tools to be applied
K5	C04	To evaluate the genuineness of research project work through publications

Unit	Content
Research work	<ul style="list-style-type: none"> <li>• Candidates should undergo research or institutional project work in any of the functional area of their choice with core theme of international business,</li> <li>• Project is to be done with the combination of Primary &amp; Secondary Data or with stand alone Secondary Data.</li> <li>• Candidates should meet their respective guides at frequent intervals and submit the valid requisites of the project for the valuation of the project report.</li> <li>• Moreover the finalization will be done joint evaluation by internal and external examiner.</li> <li>• <b>Students can publish their research papers from their project in UGC Care List.</b></li> </ul>
Conditional Clause	It is mandatory for every student to complete four industrial visits* & one Internship to carry out the project work.

<b>Practical Paper:</b>	<b>Distribution of marks – CA: 40, CE: 160. * denotes HOD's Consideration</b>
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### Mapping

PO \ CO	PS01	PS02	PS03	PS04	PS05
<b>C02</b>	M	H	S	L	M
<b>C03</b>	H	S	M	M	M
<b>C04</b>	S	H	H	H	H

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:

<b>Programme Code</b>	M.Com - IB	<b>Programme Title</b>	Master of Commerce – International Business
<b>Course Code</b>	20PIBRB1	<b>Batch</b>	2020-2021
		<b>Course Title</b>	Faculty Research Based Course
<b>Hours</b>	-	<b>Credits</b>	2

### Course Objective

To acquaint the students with the Coir Export procedures  
To focus on market for coir in international trade

### Course Outcomes (CO)

K1	CO1	To understand the current coir industry with their highlights
K2	CO2	To get the idea on various coir products used in International trade.
K3	CO3	To implement the organizational setup powered by the Coir Board.
K4	CO4	To analyse the problems and prospects of coir industry
K5	CO5	To conceptualize the information about coir exporters

Unit	Content	Hours
I	<b>Coir</b> - History - Structure - Processing - Brown fibre - White fibre - Buffering - Bristle coir - Uses - Cordage, packaging, bedding, flooring, and others - Agricultural and horticultural uses - Other Uses	8
II	<b>Coir Board of India</b> – Overview – Products – Services – Schemes – Statistics (Monthly / Quarterly / Yearly) - My Coir <b>Coconut Development Board</b> – Vision – Functions – Achievements – Schemes – Health Benefits - Cultivation	10
III	<b>Coir Producers</b> – Profile – Registered Producers – Intermediaries – Major Produced areas - Kerala (Alappuzha) – Tamil Nadu (Chennai, Pollachi, Tirunelveli) - Srilanka <b>Coir Exporters</b> – Merchant Exporters – Manufacturer Exporters – Problems faced by those during exporting Coir -	10
IV	<b>Problems and Prospects of Coir Industry</b> – Financial Problem – Raw Material Problem – Labour Problem – Production Problem – SWOT of Coir Exporters – Challenges faced by the exporters	12
V	<b>Current Status of Coir Industry</b>	8

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

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