

## *Department of Commerce with International Business (PG)*



### **M. Com. IB**



#### **Vision**

Create a new generation of global players with sense of creativity, dignity and patriotism to meet the ever-changing challenges to sustain 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

## **Program Educational Objectives:**

<b>PEO 1</b>	To institute learners the specialized knowledge of Logistics, Supply Chain Management, Export Import and International Finance
<b>PEO 2</b>	To instill students with the practicalities and dimensions of international business
<b>PEO 3</b>	To provide knowledge on accounting and customs with their empirical background
<b>PEO 4</b>	To create interest in documentation, human resource and foreign exchange through fictional works
<b>PEO 5</b>	To check and reveal the facts through theoretical knowledge and industrial visit

## Program Outcomes: (LOCF – UGC)

<b>PO 1</b>	To Demonstrate the students, the extensive and coherent knowledge of commerce and its applications in real international business world
<b>PO 2</b>	The student will get a first-hand understanding on various concepts and theories that will provide a strong academic foundation
<b>PO 3</b>	Students will be demonstrated with educational skills in areas of International Business, Marketing, Accounting, HR, Logistics, Economics, Statistics & other branches of Commerce
<b>PO 4</b>	It enables the students to acquire various soft skills (communication, organizing, and analytical) required to manage complete international business situation and life situations.
<b>PO 5</b>	It fulfills students learning requirements by providing an insight of research in Commerce and interdisciplinary areas while seeking research pursuits
<b>PO 6</b>	It provides students extreme and rigorous base for teaching, research, and allied business administrations.
<b>PO 7</b>	It helps students in building a concrete footing for advanced studies in Commerce
<b>PO 8</b>	It enables a student to prepare for further study, employment, and good citizenship.

## Program Specific Outcomes:

<b>PSO 1</b>	To develop the innovative skills of the students through practical proficiencies by visiting the industries , To show out the documentation, human resource and foreign exchange through imaginary workings
<b>PSO 2</b>	To throw light on the knowledge of Logistics and Finance, Outcome of Accounting and customs with their experiential backdrop

**N.G.M College - Curriculum Development Cell**  
**Scheme of Examination For PG (2021 – 2023)**  
**Choice Based Credit System & OBES**

**Commerce with International Business – M. Com IB**

Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
I	21PIB101	Management & Marketing - International Perspective	6	-	-	3	50	50	100	5
	21PIB102	Accounting for Decision Making	6	-	-	3	50	50	100	3
	21PIB103	Cyber Security and Business Communication	6	-	-	3	50	50	100	5
	21PIB104	Innovation and Entrepreneurship	6	-	5	-	50	50	100	3
	21PIB1E1/ 21PIB1E2	Major Elective – I: International Business Relations  Major Elective – II: Social Media Marketing	6	-	-	3	50	50	100	4
<b>Total</b>			<b>30</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>250</b>	<b>250</b>	<b>500</b>	<b>20</b>

Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
II	21PIB205	International Logistics Management	6	-	-	3	50	50	100	5
	21PIB206	Foreign Trade Procedures & Documentation	6	-	-	3	50	50	100	5
	21PIB207	Shipping and Air Cargo Management	5	-	-	3	50	50	100	4
	21PIB208	Map Reading & Documentation Filing	5	-	5	-	50	50	100	4
	21PIB2E3/ 21PIB2E4	Major Elective – II: International Supply Chain Management  Major Elective – II: World Economic Resources	6	-	-	3	50	50	100	5
	21PIB2N1 / 21PIB2N2	Non Major Elective – I: Introduction to International Business  Non Major Elective - II : Fundamentals of Global Business	2	-	-	2	50	50	100	2
<b>Total</b>			<b>30</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>25</b>

Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	21PIB309	Research Methodology	6	-	-	3	50	50	100	4
	21PIB310	Global Financial Management	6	-	-	3	50	50	100	4
	21PIB311	Export Import Finance	5	-	-	3	50	50	100	4
	21PIB312	Foreign Exchange Management	6	-	5	3	50	50	100	5
	21PIB3E5/ 21PIB3E6	Major Elective – III: International Economics Major Elective – III: Trends in E- Commerce	5	-	-	3	50	50	100	5
	21PIB3IN1	Internship / Institutional Training (EXIM, Manufacturing Concerns)	2	-	-	-	50	50	100	2
<b>Total</b>			<b>30</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>24</b>
IV	21PIB413	Global Risk Management and Insurance	6	-	-	3	50	50	100	4
	21PIB414	Customs Law and Practices	6	-	-	3	50	50	100	4
	21PIB4E7/ 21PIB4E8	Major Elective – IV: International Human Resource Management Major Elective – IV: International Strategic Management	6	-	-	3	50	50	100	5
	21PIB4MP1	Major Research Project	12	-	8	-	100	100	200	8
<b>Total</b>			<b>30</b>	<b>-</b>	<b>8</b>	<b>-</b>	<b>250</b>	<b>250</b>	<b>500</b>	<b>21</b>
<b>Grand Total</b>									<b>2200</b>	<b>90</b>

## CO – SCHOLASTIC COURSES

SEMESTER	COURSE	Hours/Week	Total Hours	Internal Mark	External Mark	Total	Credits
<b>ADVANCED LEARNER COURSE (Optional)</b>							
II	Introduction to Financial Report Analysis	-	-	50	50	100	Grade
<b>ONLINE COURSES</b>							
Any Semester	Swayam,MOOC Course etc.,	-	-	-	-	-	2
<b>VALUE ADDED COURSE</b>							
III	Business Etiquette Skill Sets	2	30	25	25	50	2
<b>ONLINE CERTIFICATE COURSES (Optional)</b>							
IV	EXIM Trade or Documentation Procedures	2	40	50	50	100	2

The Scholastic courses are only counted for the final grading and ranking. However, for the award of the degree, the completion of one online course (It shall be completed within the entire duration) and Value Added Course are mandatory. All other co-scholastic courses are optional only.

Student must undergo for their Internship / Institutional Training (EXIM, Manufacturing Concerns) for a period of 30 days in the Fourth Semester Vacation and the assessment for the same will be done at the end of the Semester.

# Question Paper Pattern

*(Based on Bloom's Taxonomy)*

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

## 1. Theory Examinations: 70 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 x 1 = 10	MCQ Define	70 <b>( Reduced to 50 for ESE )</b>
K3 (Q 11-15)	B (Either or pattern)	5 x 4 = 20	Short Answers	
K4 & K5 (Q 16 – 21)	C ( Q -16 is Compulsory and Q 17 – 21 answer any 3)	4 x 10 = 40	Descriptive/ Detailed	

## 2. Theory Examinations: 50 Marks (Part IV)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define / Short Answer)	10 x 1 = 10	MCQ Define	50 <b>( Reduced to 25 for ESE )</b>
K3, K4 & K5 (Q 11-18)	B (Answer 5 out of 8)	5 x 8 = 40	Short Answers	

## 3. Practical Examinations: 100/50 Marks

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	50/50	100
K4			
K5		25/25	50

\* In Theory ESE, Students will write Examination Maximum Marks as 70 and it will be reduced to 50 for Total Mark calculation.

# Components of Continuous Assessment

## THEORY

**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA Total
Test 1	$(70 / 4.67) = 15$	15+15+10+05+05	50
Test 2 / Model	$(70 / 4.67) = 15$		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

**Maximum Marks: 50; CIA Mark: 25**

Components		Calculation	CIA Total
Test / Model	10	10+5+5+5	25
Assignment / Digital Assignment	5		
Seminar / Socratic Seminar	5		
Group Task : GD, Role Play, APS	5		

## PRACTICAL

**Maximum Marks: 50; CIA Mark: 25**

Components		Calculation	CIA Total
Test / Model	15	15+5+5	25
Observation Note	5		
Record	5		

**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA Total
Test / Model	30	30+5+15	50
Observation Note	5		
Record	15		



**Maximum Marks: 200; CIA Mark: 100**

Components		Calculation	CIA Total
Test / Model	60	60+10+30	100
Observation Note	10		
Record	30		

**PROJECT**

**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA Total
Review I	10	10+10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

**Maximum Marks: 200; CIA Mark: 100**

Components		Calculation	CIA Total
Review I	20	20+20+20+40	100
Review II	20		
Review III	20		
Report Submission	40		

# STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>5</b>	<b>4</b>	<b>2 - 3</b>	<b>0 - 1</b>

<b>CRITERIA</b>	<b>A - Excellent</b>	<b>B - Good</b>	<b>C - Average</b>	<b>D - Inadequate</b>
<b>Organization of presentation</b>	Information presented as interesting story in logical, easy to follow sequence	Information presented in logical sequence; easy to follow	Most of information presented in sequence	Hard to follow; sequence of information jumpy
<b>Knowledge of subject &amp; References</b>	Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented	At ease; answered all questions <b>but</b> failed to elaborate & Material sufficient for clear understanding AND effectively presented	At ease with information; answered most questions & Material sufficient for clear understanding <b>but</b> not clearly presented	Does not have grasp of information; answered only rudimentary Questions & Material not clearly related to topic <b>OR</b> background dominated seminar
<b>Presentation Skills using ICT Tools</b>	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation
<b>Eye Contact</b>	Refers to slides to make points; engaged with audience	Refers to slides to make points; eye contact majority of time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact
<b>Elocution – (Ability to speak English language)</b>	Correct, precise pronunciation of all terms Voice is clear and steady; audience can hear well at all times	Incorrectly pronounces few terms Voice is clear with few fluctuations; audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear

# WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
<b>09 - 10</b>	<b>07- 08</b>	<b>05 - 06</b>	<b>03 - 04</b>	<b>01 - 02</b>

<b>CRITERION</b>	<b>A - Excellent</b>	<b>B - Good</b>	<b>C - Average</b>	<b>D - Below Average</b>	<b>F - Inadequate</b>
<b>Content &amp; Focus</b>	Hits on almost all content exceptionally clear	Hits on most key points and writing is interesting	Hits in basic content and writing is understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
<b>Sentence Structure &amp; Style</b>	<ul style="list-style-type: none"> <li>* Word choice is rich and varies</li> <li>* Writing style is consistently strong</li> <li>* Students own formal language</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is clear and reasonably precise</li> <li>* Writing language is appropriate to topic</li> <li>* Words convey intended message</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is basic</li> <li>* Most writing language is appropriate to topic</li> <li>* Informal language</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is vague</li> <li>* Writing language is not appropriate to topic</li> <li>* Message is unclear</li> </ul>	* Not adequate
<b>Sources</b>	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not at all cited
<b>Neatness</b>	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as below standard
<b>Timeliness</b>	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

# **Continuous Internal Assessment for Project/ Internship**

## **Commerce (International Business)**

The Final year Commerce, Management & Social Work students should undergo a project work during (V/VI) semester

- The period of study is for 4 weeks.
- Project / Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a Mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

### **Mark Split UP**

<b>Internal</b>	<b>External</b>	<b>Total</b>
50	50	100

<b>Internal Components</b>	<b>Marks</b>	<b>External Components</b>	<b>Marks</b>
Review - I	10	Originality of Idea	05
Review - II	10	Relevance to Current Trend	05
Review - III	10	Candidate Involvement	05
Rough Draft Submission	20	Thesis Style / Language	05
<b>Total</b>	<b>50</b>	Presentation of Report	10
		Viva-Voce	20
		<b>Total</b>	<b>50</b>

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB101			<b>Title</b>	<b>Batch:</b>	2021 - 2023
				Management & Marketing - International perspective	<b>Semester:</b>	I
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>			<b>Credits:</b>	5

### Course Objective

*This course aims at making the student understand the concept and techniques of International management and marketing.  
To train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To know about the basics of business management	K1
CO2	To understand the objectives and importance of business administration	K2
CO3	To deploy the management styles and practices followed in different nations	K3
CO4	To analyze the basics of international marketing, its challenges and scope.	K4
CO5	To assess an understanding of international marketing environment, its components and their impact on international marketing operations of a firm.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	H		H	H
CO2	H	M	H	L	M	L	M		M	H
CO3	H	M	M	H	H	M	H		H	M
CO4	M	L	H	H	H	M	M		M	H
CO5	H	M	H	M	M	M	L		H	M

H-High; M-Medium; L-Low

**Management & Marketing - International Perspective 21PIB101**

<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<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- <u>Centralization vs decentralization</u> – Span of management - Concepts – Elements of Direction- motivation-meaning and importance-theories of motivation.	22
<b>Unit II</b>	<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.	20
<b>Unit III</b>	<b>Global Marketing</b> – Marketing -Marketing Mix-International Marketing – Stages of Internationalization – <u>Global Marketing</u> – Evolution of Global Marketing – Barriers to Global Marketing – fundamentals for international marketing.	15
<b>Unit IV</b>	<b>Global Product Pricing, Branding &amp; Distribution</b> - Global product – Global pricing - Drivers to Global Pricing – Managing price Escalations – <u>Transfer Pricing</u> – 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.	22
<b>Unit V</b>	Case studies from above context	11
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

**Pedagogy**

Power Point Presentation, Group Task.

**Assessment Methods**

Seminar, Power Point Presentation, Assignments, Group Task.

**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Keegan, Warran J. & Mark, C. Green	Global Marketing.	Pearson	2016
2	Pradip Kumar Sinha, Sanchari Sinha	International Business Management	Excel Books	2009
3	Gautam Dutta	Global Marketing	Pearson Education India	2016

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kamal Fatehi, Jeongho Choi	International Business Management	Springer International Publishing	2018
2	Cateora, Phillip, R., Grahm, John L. & Prashant, Salwan	International Marketing	Tata McGraw Hill	2016
3	Bholanath Dutta	International Business Management (Text and Cases)	Excel Books	2010

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB102			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>		Accounting for Decision Making	<b>Semester:</b>	I
					<b>Credits:</b>	3

### 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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concepts of financial accounting	K1
CO2	To get an idea in preparing cost sheet	K2
CO3	To lay a base for budgeting and budgetary control	K3
CO4	To execute break even analysis	K4
CO5	To evaluate the financial status of concern	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	H	H	H	L		H	H
CO2	H	L	H	H	H	M	M		H	M
CO3	M	M	M	H	L	M	M		L	M
CO4	M	M	H	L	M	H	L		H	H
CO5	M	M	H	M	M	M	M		H	M

High; M-Medium; L-Low



<b>Accounting for Decision Making - 21PIB102</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Financial Accounting</b> - Accounting Definition – Objectives – Concepts – Conventions – Classification –Financial accounting – Capital and Revenue items – <u>Basic Records</u> – need of financial accounting-advantages and disadvantages of financial accounting.	15
<b>Unit II</b>	<b>Cost Accounting</b> - Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting -Preparation of Cost sheet and <u>Quotations</u> .	20
<b>Unit III</b>	<b>Budgeting</b> - Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, <u>Fixed</u> and flexible budget.	20
<b>Unit IV</b>	<b>Management Accounting</b> - Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. <u>Standard costing</u> - Material and Labour Variance.	20
<b>Unit V</b>	Financial Analysis - Fund flow and Cash flow analysis: Meaning – Objects – <u>Difference</u> - Preparation of fund flow and cash flow Statements.(Theory Only)	15
<b>Total Contact Hrs</b>		<b>90</b>

- \* Concepts Underlined and Italicised are self study
- \* 60 % Problems and 40% Theory

### **Pedagogy**

Seminar, Chalk and talk.
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### **Assessment Methods:**

Seminar, Assignments, Test
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S. P. Jain & K.L.Narang	Advanced accountancy	Kalyani Publishers, Eighteenth Edition	2015
2	S. P. Jain & K.L.Narang	Cost Accounting	Kalyani Publishers, Fourteenth Edition	2016
3	Dr.S.N.Maheswari	Cost & Management Accounting	J.B.A.Publishers, Fourteenth Edition	2013

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mamta Shah	Management Accounting for Decision Making	Ane Books	2009
2	Jain and Narang	Advanced Cost Accounting	Kalyani Publication	2013
3	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com, IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB103			<b>Title</b>	<b>Batch:</b>	2021 – 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>		Cyber Security & Business Communication	<b>Semester:</b>	I
					<b>Credits:</b>	5

### 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 Number	CO Statement	Knowledge Level
CO1	To remember concepts of cyber security	K1
CO2	To understand the importance of communication in business	K2
CO3	To execute business letter and export import correspondence	K3
CO4	To analyse the need of body language and business etiquette in firms	K4
CO5	To evaluate the functions of communication	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	H	M		L	L
CO2	M	M	M	M	M	L	M		H	H
CO3	H	L	L	H	H	H	L		H	L
CO4	H	M	M	H	H	H	M		M	M
CO5	L	H	H	L	L	M	H		H	H

High; M-Medium; L-Low

## Cyber Security & Business Communication - 21PIB103

Units	Content	Hrs
Unit I	<b>Overview of cyber security:</b> confidentiality, integrity and availability – Threads: Malicious software (Viruses, Trojans, root kits, worms, bot nets), Memory exploits (buffer overflow, heap overflow, integer overflow, format string)-Cryptography Authentication, Password system- <u>windows security</u>	18
Unit II	<b>Network security:</b> 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.	18
Unit III	<b>Introduction-</b> Communication – Meaning and Significance – Role of Communication - Types of Communication Media – Media of Communication - <u>Barriers To communication</u> – Principles of Effective Communication	18
Unit 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	18
Unit V	<b>Interview &amp; Business Etiquette</b> - Interview – Importance of the interview method - Types of Interview - Interview Process - Interview Models. Group Discussion - Etiquette in the work place-The Board room and the dining room- Correspondence- Letters and Notes-Stationary- Invitation and addressing- <u>Table manners</u>	18
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes
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### Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task,GD, Roll Play, APS
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**Text Book**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.C.Sharma & Krishna Mohan	Business Correspondence & Report Writing	Tata Mcgrawhill Publication	2017

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jacqueline A.Rankin	Body Language	Master Mind Books Publication	2016
2	Peter Cardon	Business Communication	McGraw-Hill Education	2020
3	Courtland Bovee , John Thill	Business Communication	Pearson; 14th edition	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B.Madhan Kumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB104			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	5	Innovation and Entrepreneurship	<b>Semester:</b>	I
					<b>Credits:</b>	3

### Course Objective

*To elevate the students as entrepreneurs that the industry enquires.*

*To know the new avenues of marketing.*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To define the role of entrepreneurship	K1
CO2	To outline the generation of new ideas for products	K2
CO3	To evaluate the originality of the product launched	K3
CO4	To portray & predict the merits and shortcomings in the product to be launched	K4
CO5	To choose new ways for the effective entrepreneurship	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	M	M	M	M	H		M	M
CO2	M	M	M	M	H	M	M		H	H
CO3	M	M	M	H	M	M	H		M	M
CO4	H	H	M	L	M	M	L		H	H
CO5	M	H	L	M	H	L	M		M	H

H-High; M-Medium; L-Low

<b>Innovation and Entrepreneurship -21PIB104</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Entrepreneur – Introduction & Definition – Characteristics of a Successful Entrepreneur – Successful Entrepreneurs of India – Intrapreneurial Traits – <u>Differences between Entrepreneur &amp; Intrapreneur</u>	<b>20</b>
<b>Unit II</b>	Innovation in Business – Types of Innovation – Creating and Identifying Opportunities – Technological Innovation Process – <u>New Venture Creation</u> – Identifying new opportunities for new venture creation – Generation of New Ideas for products and services – Creating – Shaping – Recognizing – Seizing and Screening of Opportunities	<b>20</b>
<b>Unit III</b>	Business Plan - Preparation – Benefits – Elements – Developing a Business Plan – Guidelines for Preparing a Business Plan – Format and Presentation	<b>20</b>
<b>Unit 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>25</b>
<b>Tutorial Hours</b>	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college (Commerce and Management Cluster) Model Launch - For each group	<b>5</b>
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy**

Direct Instruction, Digital Presentation, Flipped Classroom
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### **Assessment Methods**

Seminar, Power Point Presentation, Assignments, Group Task.
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### **Assessment Methodology:**

**CIA: 20Marks** - Observation – 5 M; Launch Sessions – 10M; Record –5M.

**CE: 80Marks** - Report – 20 M; Test Marketing – 20 M; Launch Sessions – 20M

Viva Voce –20M

**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	William. M. Luther	The Marketing Plan: How to Prepare and Implement It	Amacom Publishers Fourth Edition	2011
2	Alexander Chernev	The Marketing Plan Handbook	Cerebellum Press Sixth Edition	2020
3	Steve Mariotti, Caroline Glackin	Entrepreneurship and Small Business Management	Amacom Publishers Fourth Edition	2020

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sharon Rowe	The Magic of Tiny Business: You Don't Have to Go Big to Make a Great Living	Berrett-Koehler Publishers First Edition	2018
2	Peri Pakroo. J. D.	Women's Small Business Start-Up Kit, The: A Step-by-Step Legal Guide	Nolo Publisher First Edition	2018
3	Allan Cohen, Pramodita Sharma	Entrepreneurs in Every Generation: How Successful Family Businesses Develop Their Next Leaders	Berrett-Koehler Publishers First Edition	2016

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr.G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations



<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB 1E1			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	International Business Relations	<b>Semester:</b>	I
					<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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the terms in international environment	K1
CO2	To get the idea of Multinational Corporations and Globalization	K2
CO3	To deploy the importance of balance of power in national power	K3
CO4	To estimate the idea of neighboring countries and their regional integration	K4
CO5	To develop the cases about International Economic.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	M	M	H	H		M	L
CO2	H	H	M	H	H	H	L		L	H
CO3	M	H	H	M	M	H	M		H	M
CO4	H	H	L	L	H	M	H		M	M
CO5	L	H	M	M	H	H	M		H	H

H-High; M-Medium; L-Low

<b>International Business Relations -21PIB1E1</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<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.	20
<b>Unit II</b>	<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.	21
<b>Unit III</b>	<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.	19
<b>Unit IV</b>	<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.	19
<b>Unit V</b>	Case studies from above context	11
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms
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### **Assessment Methods**

Tests, Power Point Presentations, Assignments, Group Task
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Roger Bennet	International Business	Dorling Kindersley India Private Limited Publication	2018
2	Stephen McGlinchey	International Relations	E – International Relations	2016

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Norman Dunbar, Palmer & Howard Cecil Perkins	International Relations	Houghton Mifflin Publication (P) Ltd	2013
2	Mason A Carpenter	International Business	Saylor foundations	2011
3	Robert Grosse	International Business and Government Relations	Cambridge University Press	2009

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M.Prem	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB1E2			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	Social Media Marketing	<b>Semester:</b>	I
					<b>Credits:</b>	4

### Course Objective

*To Educate the students, various social media platforms.*

*To Impart knowledge to the students on the avenues of business through social media platforms*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect Social Media Platforms like Face book, , Twitter, Instagram, YouTube, LinkedIn, etc. for the organic promotion of any business or service	K1
CO2	To identify the niche areas where you can become an influencer and incorporate widely used tools for the social media activities	K2
CO3	To promote own / ancestral business organically using Social Media	K3
CO4	To start as a freelancer of Social Media Platforms	K4
CO5	To prioritize in achieving social media goals with a variety of powerful measurement tools, services, and metrics.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	L	M	M	M		M	H
CO2	H	H	H	M	H	H	L		H	H
CO3	M	M	M	H	M	M	M		M	M
CO4	H	H	H	L	M	M	M		M	H
CO5	H	H	H	M	H	H	L		H	H

H-High; M-Medium; L-Low

## Social Media Marketing -21PIB1E2

Units	Content	Hrs
<b>Unit I</b>	An overview of Social Media Marketing - What is Social Media and the broadening scope of Social Media - Twitter - Overview of Twitter - What a Good Profile Looks like - Setting up your Profile in less than five minutes - Advanced Profile Optimization - Composing A Tweet - Using Hashtags - What is a Tweet - Deleting, Pinning and Sharing Tweets - <u>Creating a list of Twitter Users</u> - Creating your first 100 Followers	18
<b>Unit II</b>	Face book: Setup an Account in Face book - The Face book Marketing Strategy - What Makes your Face book Page Awesome - Orientation to Face book Brand Pages – Face book business page setup - Types of Face book Business pages – Face book: Post Types and its Dimensions - All You Need to know the Best Time to Post on Face book – Face book Audience Insights & Analytics – Face book Competitor Analysis – Face book Groups – Face book Live - Successful Case Studies on Face book - A Successful Study on How to Make Money Through Face book	17
<b>Unit III</b>	Introduction to Instagram Marketing - Starter Session on What is Instagram - How to Use Instagram to get the Best Results - Creating an Instagram Account to Skyrocket Conversion - Types of Instagram Account (Personal Account vs Professional Account) - Instagram Stories - Instagram Booster Strategy 1: A Successful Case Study on Instagram - Instagram Booster Strategy 2: <u>How to Make Money Through Instagram Marketing</u>	19
<b>Unit IV</b>	YouTube Overview - Advantages in YouTube - Build and Optimize your YouTube Account - YouTube Interface - YouTube Settings - How to Upload a Video on YouTube - Things to know about YouTube Creator Studio - Channel Creation on YouTube - How to Increase your Subscriptions? - YouTube Reports & Analytics - YouTube Booster Session 1: How to identify the best and niche areas for starting your own channel? - YouTube Booster Session 2: Killer Success Topic about how to become an Influencer on YouTube - YouTube Booster Session 3: How to make Money Through YouTube	21
<b>Unit V</b>	LinkedIn Marketing - An Overview on LinkedIn - Benefits of LinkedIn Network- Create LinkedIn Profile - Optimize LinkedIn Profile - What kind of Profile Photo you should Use - What kind of Background Image you should Use - Create a Memorable Headline - Craft an Amazing Summary for your LinkedIn - Recommendations in LinkedIn - <u>Creating New Connections</u> - Posting Content in Profile - LinkedIn Groups - How to Create an Awesome Company Page - LinkedIn Page Postings	15
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

## Assessment Methods

Power Point Presentations, Assignment, Experience Discussion
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## Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Nargundkar & Romi Sainy	Digital Marketing: Cases from India	Notion Press, Inc Third Revised Edition	2019
2	Damian Ryan	Understanding Digital Marketing Marketing Strategies for Engaging the Digital Generation	Kogan Page Publisher First Edition	2017
3	Philip Kotler	Marketing 4.0: Moving from Traditional to Digital	Wiley Publishers Third Edition	2018

## Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Seema Gupta	Digital Marketing	McGraw Hill Education, First Edition	2008
2	Punit Singh Bhatia	Fundamentals of Digital Marketing	Pearson Education, Second Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB205			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	International Logistics Management	<b>Semester:</b>	II
					<b>Credits:</b>	5

### Course Objective

*The objective of this course is facilitating an understanding of international logistics operations in students and imparts knowledge for effective management of international logistics operations.*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic framework of international logistics management.	K1
CO2	To relate the concepts learned in terms outsourcing ,3PL and 4PL	K2
CO3	To examine the role and importance of customer service in logistics.	K3
CO4	To analyze role of transportation system in International Trade	K4
CO5	To describe the importance warehousing and material Handling.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	H		H	H
CO2	H	M	H	L	M	L	M		M	H
CO3	H	M	M	H	H	M	H		H	M
CO4	M	L	H	H	H	M	M		M	H
CO5	H	M	H	M	M	M	L		H	M

H-High; M-Medium; L-Low

## International Logistics Management - 21PIB205

Units	Content	Hrs
Unit I	<b>Overview of International Logistics:</b> International Business Logistics Management: Introduction, Concepts, Scope and Significance Components. Framework of Logistics & SCM, Domestic and International Logistics, <u>Recent Trends and development</u> . Outsourcing, 3PLs, 4PLs, Reverse logistics, Green logistics, E sourcing and Global purchasing, Supply chain decisions-strategic/design, planning, and operational.	18
Unit II	<b>Customer Service:</b> Introduction, nature, concept, components, customer service costs, effective customer service strategy, logistics efficiency and responsiveness. Logistical information system, Information system issues within network. Role of various information systems in logistics network.	17
Unit III	<b>Inventory Management, Ware housing and Material Handling:</b> Introduction, concept types, functions of inventory in logistics. Elements of Inventory costs, Just in time system, Quick response system, Warehousing Counts, Types, Functions, costs, Warehousing strategy & design, Material Handling, Packages functions, costs, <u>package design</u> , Materials Containerization.	18
Unit IV	<b>Transportation and Logistic Network Design:</b> Designing and operating a transportation network, trade-offs in designing transportation network, Transportation and inventory costs in the design of transportation networks. Problems while making transportation decisions. Mode/service selection and freight consolidation. International issues in global logistics network design, framework for facility location decisions - multi-plant, multi-warehouse network to supply a large and diverse customer base.	18
Unit V	<b>Transportation and Shipping:</b> International Transport: Domestic and international transportation, Different modes of Transport: Road, Rail, Water, Air, <u>Multi-Modal Transports etc.</u> , and their performance characteristics, World Seaborne Trade and World Shipping, World Shipping Terms, Overview of Indian Shipping Industry. International freighting practices – Liner Freighting Practices and Tramp Chartering Practices, Legal aspects of contract of carriage.	19
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Seminar, Power Point Presentation, Chalk and talk
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### Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion
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### Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S. K. Nandi, S. L. Ganapathi.	Logistics Management	Oxford University Press	2015
2	By Reza Farahani, Shabnam Rezapour	Logistics Operations and Management Concepts and Models	Elsevier Science	2011
3	İhsan Sabuncuoğlu, Bopaya Bidanda, Bahar Y. Kara	Global logistics Management.	Taylor & Francis	2014

### Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philippe Wieser	Essentials of Logistics and Management	EPFL Press	2012
2	Pienaar Wessel	Business Logistics Management	Oxford University Press Southern Africa	2017
3	Long, D.	International Logistics: Global Supply Chain Management.	Kluwer Academic Publisher	2013

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB206			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	Foreign Trade Procedures and Documentation	<b>Semester:</b>	II
					<b>Credits:</b>	5

### Course Objective

*The objective of this course is to give practical exposure to trade practices, procedures and documentation of international trade (Industry Perspective) to the students.*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the legal framework governing international trade	K1
CO2	To apply the concepts learned in terms of delivery and international trade pricing to actual transactions	K2
CO3	To examine the role and importance of export-import documentation framework	K3
CO4	To analyze the nuances of import and export clearance procedures	K4
CO5	To describe the export incentives and promotional schemes	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	H		H	H
CO2	H	M	H	L	M	L	M		M	H
CO3	H	M	M	H	H	M	H		H	M
CO4	M	L	H	H	H	M	M		M	H
CO5	H	M	H	M	M	M	L		H	M

H-High; M-Medium; L-Low

## Foreign Trade Procedures and Documentation -21PIB206

Units	Content	Hrs
<b>Unit I</b>	<b>Legal framework and Policy Overview:</b> -Facilities and restrictions and getting started in export viz IEC, <u>GST</u> , RCMC and Custom registration etc.; Giving practical exposure for identifying the items with regard to importability and exportability of products, ITC (HS Code).	17
<b>Unit II</b>	<b>Terms of delivery:</b> -INCOTERMS purpose and objective & salient features of each term. Methods of payment: Features of payment terms, applicability & explanation viz. Advance payment, open account, documentary collections, and documentary letters of credit.	18
<b>Unit III</b>	<b>Foreign Trade Policy</b> - Development of Foreign Trade policy - Foreign Trade policy 2015-2020 – basics – General provision regarding Imports and Exports - Export Incentive and Promotional Schemes- Duty drawback, <u>EPCG</u> , duty exemption and remission schemes, star exporter’s scheme, MEIS/SEIS etc.	17
<b>Unit IV</b>	<b>Export-Import documentation framework:</b> -Role and importance of documents; Category of documents; Commercial & regulatory documents; Documents for claiming export incentives;Insurance;Documents required by foreign buyers& customs etc.; Features of various document.	18
<b>Unit V</b>	<b>Import and Export clearance procedures:</b> -Types of duties, legal Framework, <u>EDI clearance</u> , understanding the role of shipping bill/Bill of export and custom procedure: Import Management – Types of bills of entry, EDI procedure for import clearance, duties & applications	20
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Seminar, Power Point Presentation, Chalk and talk
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### Assessment Methods

Seminar, Power Point Presentations, Assignment, Experience Discussion
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy, P. V., & Mamatha, P.	Export Made Easy.	Commercial law Publishers (India) Pvt. Ltd.	2015
2	Donna L. Bade	Export/Import Procedures and Documentation	Amacom	2015
3	C.Rama Gopal	Export Import Procedures - Documentation And Logistics	New Age International (P) Limited	2006

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.I.Mahajan	A Guide on Export Policy, Procedure & Documentation.	Snow white publications pvt. Ltd	2017
2	Kenneth D.Weiss	Building an Import/Export Business	John Wiley & Sons, Inc.	2016
3	Hinkelman, E. G.	International trade documentation.	World trade press.	2009

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB207			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	Shipping and Air Cargo Management	<b>Semester:</b>	II
					<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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of shipping and air industry in International business.	K1
CO2	To understand the shipping management with international maritime environment in which they operate and how they are managed.	K2
CO3	To execute the basic types of operations and advanced scientific air and shipment.	K3
CO4	To analyze the basic documentation used in the air and shipping industry.	K4
CO5	To assess the documents which is used in shipping industry.	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	H	H	H	H	M		H	L
CO2	M	H	L	H	M	M	M		M	H
CO3	L	M	M	H	H	H	M		M	M
CO4	H	L	M	M	M	H	M		L	H
CO5	M	M	M	H	H	H	M		H	M

H-High; M-Medium; L-Low

## Shipping and Air Cargo Management - 21PIB207

Units	Content	Hrs
<b>Unit I</b>	Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - <u>superstructure</u> - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo. (Packaging, utility or value). Trimming - Cleansing - Unitized cargo .	17
<b>Unit II</b>	Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services – Seaports – Vessel Operations – pilotage - Stevedoring - Dock Labour Boards - charges – Automated Container Handling - security at ports and harbours. Role of security agencies - lighterage services.	16
<b>Unit III</b>	Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - <u>Shipping Sales</u> – Leads – Quotations – Customer Service.	12
<b>Unit IV</b>	Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes - Airports - codes – Consortium –Hub & Spoke – Process Flow.	15
<b>Unit V</b>	Air Freight Forwarding: Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - <u>Air Way Bill (AWB)</u> – Communication – Handling COD shipments – POD –Conditions of contract - Dangerous (DGR) or Hazardous goods .	15
<b>Total Contact Hrs</b>		<b>75</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms
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### Assessment Methods

Tests, Power Point Presentations, Assignments, Group Task
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael Robarts	Elements Of Shipping	Routledge	2014
2	Peter Brodie	Commercial Shipping Handbook	Informal law from Routledge.	2014
3	-	Review Of Maritime Transport	Unctad	2014

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mark Rowbotham	Introduction To Marine Cargo Management	Informal Law from Routledge.	2014
2	Prof. Maria G. Burns	Port Management And Operations	CRC Press; 1st edition	2014

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M.Prem	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB208			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	5	Map Reading and Documentation Filing	<b>Semester:</b>	II
					<b>Credits:</b>	4

### Course Objective

*To train the students with the practical exposure on trade procedures*

*To give the input on mapping knowledge through routing and tracing map.*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the Capital, Currency and Language of Countries in Continents	K1
CO2	To apply the idea of Map Coloring and Capital Plotting	K2
CO3	To get the idea of practical documentation in overseas trade	K3
CO4	To categorize the countries profile through route tracing & their specific identification	K4
CO5	To evaluate the record on map reading and documentation	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	L	M	H	M		M	L
CO2	M	H	L	M	H	H	L		L	M
CO3	M	M	M	H	M	M	M		M	H
CO4	H	H	M	L	M	H	M		M	L
CO5	M	H	L	M	H	H	L		L	M

H-High; M-Medium; L-Low



## Map Reading and Documentation Filing -21PIB208

Units	Content	Hrs
<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.	17
<b>Documents to be downloaded and studied</b>	(i) Appendix-2A IECCODE (ii) Appendix-3B RCMC – EPC / COMMODITY BOARDS /FIEO (iii) Appendix-24A BANKGUARANTEE (iv) Appendix-10A EPCG-SCHEME (v) Appendix-8 NEGATIVELIST (vi) Appendix-18A RESTRICTEDLIST (vii) Appendix-30II / IV GSTP FORM / GSPFORM (viii) Format of FUMIGATIONCERTIFICATE (ix) Format of PHYTOSANITARYCERTIFICATE (x) Format of BILL OFENTRY (xi) Format of SHIPPINGBILL (xii) Format of PACKINGLIST (xiii) Template of INVOICE	21
<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. North America Sector ; South America Sector (Only the eight traditional routes)  <u>Canal Oriented Sea Routes</u> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	16
<b>Country Analysis &amp; Expansions</b>	A country will be given to each individual and it is to be reciprocated in amidst of the students – Class Discussion Session  INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	16
<b>Tutorial Hours</b>	Group Task I - Objective Questions with EXIM Documentation  Individual Task I - Objective Questions with Maps and Sea Routes	5
<b>Total Contact Hrs</b>		<b>75</b>

### Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

### Assessment Methods

Seminar, Power Point Presentation, Assignments, Group Task.

**Assessment Methodology:**

**CIA: 20Marks** – Country Presentation – 5 M; Group Task with Record – 15M;  
**CE: 80Marks** - Report – 25 M; Country Presentation – 25M; Viva Voce –30M

**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dona. L. Bade	Export/Import Procedures and Documentation	Amacom Publishers Fifth Edition	2015
2	Global Negotiator	INCOTERMS 2020: Obligations, Cost & Risks	International Chamber of Commerce, First Edition	2020
3	John Capela	Import / Export Kit	For Dummies,a Wiley Brand Third Edition	2015

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas A Cook	Mastering Import and Export Management	Amacom Publishers Revised Edition	2004
2	Karl Nelson.	Import/Export: How to Take Your Business Across Borders	Nolo Publisher Fourth Edition	2019
3	Mahajan. M. I	A Guide on Export Policy, Procedure and Documentation	Snow White Publications Twenty Fifth Edition	2019

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com, IB – International Business		<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB2E3		<b>Title</b>	<b>Batch:</b>	2021 – 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	International Supply Chain Management	<b>Semester:</b>	II
				<b>Credits:</b>	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 Number	CO Statement	Knowledge Level
CO1	To read and understand the advanced concepts of Supply chain Management and to identify various research problems in the area	K1
CO2	To match and design sustainable supply chain management strategies to solve the management problems in the said area.	K2
CO3	To compare the measurement tools for analyzing the driving forces for understanding customer demand and managing supply	K3
CO4	To familiarize the learners with concepts and techniques of supply chain score cards and to develop scale of economies	K4
CO5	To evaluate the supply chain management with new software	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	H	M		L	L
CO2	M	M	M	M	M	L	M		H	H
CO3	H	L	L	H	H	H	L		H	L
CO4	H	M	M	H	H	H	M		M	M
CO5	L	H	H	L	L	M	H		H	H

H-High; M-Medium; L-Low

## International Supply Chain Management - 21PIB2E3

Units	Content	Hrs
<b>Unit I</b>	Supply Chain – Introduction - SCM – importance – definitions – historical perspectives – SCM types – SCM network – SCM constitutes – SCM activities – supply chain organizations – implementation of supply chain management - <u>Green SCM</u> – Benefits and Improvements of green supply chain management.	18
<b>Unit II</b>	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
<b>Unit III</b>	Importance of IT on SCM -IT ON SCM: BPR, ERP, EDI, internet, Ecommerce, SCM Software, E purchasing, E Sourcing, E Procurement, outsourcing in SCM, 7 Myths of SCM outsourcing- CRM AND SCM: Introduction – supply chain vs. demand chain vs. value chain – <u>CRM integrated with SCM</u>	20
<b>Unit IV</b>	Innovation & Excellence in SCM -Companywide innovation – logistics innovation – manufacturers innovation – product innovation – service innovation-Dimensions of supply chain excellence – types of SCM (emotional, physical, financial, political, legal, and cultural, technological, economic) check list to achieve excellence	19
<b>Unit V</b>	Case studies from above context	15
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy**

Direct Instruction, Digital Presentation, Flipped Classes

### **Assessment Methods**

Test, Seminar, Quiz, Assignments, Group Task, GD, Roll Play, APS

**Text Book**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.K.Agarwall	Logistics & Supply Chain Management	Macmillan Publishers India Ltd, Fourth Edition	2010

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sarika Kulkarni	Supply Chain Management	Ashok Sharma, First Edition, Tata Mcgraw- Hill	2004
2	Peter Meindl, Sunil Chopra, D.V.Kalra)	Supply Chain Management	Pearson 6 <sup>th</sup> Edition	2016
3	Sanders Nada R	Supply Chain Management	Wiley india Pvt. Ltd	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr.B.Madhan Kumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB2E4			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	World Economic Resources	<b>Semester:</b>	II
					<b>Credits:</b>	5

### Course Objective

*To instill the students with the topography and resources available in the world*

*To impart knowledge to the students on the multifaceted resources of our Country*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the understanding on geography of resources in the global context	K1
CO2	To get the idea for on the segments of world geography	K2
CO3	To apply skills on energy resources and manufacturing industries	K3
CO4	To evaluate the conceptual knowledge on the natural regions and various kinds of business transactions	K4
CO5	To design new ways for mapping the most prominent resources	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	H	L	M	H	M		H	M
CO2	H	L	H	M	H	H	L		H	H
CO3	M	M	M	H	M	M	M		M	M
CO4	H	M	H	L	M	H	M		H	M
CO5	H	L	H	M	H	H	L		H	H

H-High; M-Medium; L-Low

## World Economic Resources -21PIB2E4

Units	Content	Hrs
<b>Unit I</b>	Resources: Concept and importance in development- Dynamic character of world resources- Natural resources and Human resources- <i>usefulness of the study of the resources</i> - Interlink between resources and trade.	18
<b>Unit II</b>	Geographical Environment- Physical environment: landforms, coastline, rivers, climate, soils, and natural vegetation. Human environment- Growth and distribution of population- races- Economic and cultural organization of societies- entrepreneurial and managerial resources.	17
<b>Unit III</b>	Natural regions: Wet equatorial regions- Monsoon regions – Mediterranean regions - cool temperature region- Green lands- Polar regions. Agriculture and allied resources: Factors affecting agriculture- types of farming- food crops, industrial crops- cash crops- animal resources- fishery resources- <i>forest resources</i> - direct and indirect benefits of forests- types and distribution of world forests- types and distribution of world forests- world trade in agricultural and allied products.	19
<b>Unit IV</b>	Energy Resources: Types of energy- energy and economic development- coal, petroleum, natural gas, electric power and atomic energy- need for conventional energy - energy conservation and alternatives- MNC's in energy project in developing countries. Mineral Resources: Importance of minerals- classification- world distribution and trade in important minerals- Iron ore, Manganese, Copper, Aluminum, Mica.	19
<b>Unit V</b>	Manufacturing Industries: Factors of location- Theories of industrial location distribution of cotton textile, iron and steel, automobile , ship building, aircraft, and electronics industries, software industry- <i>General idea of world trade in manufactured goods.</i>	17
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations
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### Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanna K K & Gupta V K	Economic and commercial geography	Sultan & Chand Publications, Third Revised Edition	1973
2	Erich Walter Zimmermen	World Resources and Industries	Joanna Cotler Books, First Edition	1972
3	Manmohan Aggarwall	Economics of G20 – World Scientific Reference	Whalley Publications, First Edition	2020

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Arunendhu Das Gupta	Economic and Commercial Geography: A Study of the World's Economic Resources and Their Utilisation and Trade	Mukherjee A,Pvt Ltd, First Edition	1968
2	Guneaa	Economic Geography- A Resource Approach	Pearson India Limited,, Eleventh Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations



<b>Course Code:</b>	21PIB2N1			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>		Introduction to International Business	<b>Semester:</b>	II
					<b>Credits:</b>	2

### Course Objective

*An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand role of International business.*

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of international business.	K1
CO2	To Identify the role and impact of foreign exchange market in international business	K2
CO3	To analyze international business from a multi-centric perspective, avoiding ethnocentrism	K3
CO4	To know the importance of the world trade organization in International trade.	K4
CO5	To evaluate the basic documents needed for export and import from India.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	H		H	H
CO2	H	M	H	L	M	L	M		M	H
CO3	H	M	M	H	H	M	H		H	M
CO4	M	L	H	H	H	M	M		M	H
CO5	H	M	H	M	H	M	H		H	H

High; M-Medium; L-Low

<b>Introduction to International Business - 21PIB1N1</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>Introduction to International business</b> – Need - Theories of international trade - Difference between Domestic and international/Foreign Trade.	3
<b>Unit II</b>	<b>Foreign Exchange:</b> Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, <i>spot</i> -future forward and option market.	5
<b>Unit III</b>	<b>Balance of Payment:</b> Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.	5
<b>Unit IV</b>	<b>WTO and Trade blocks</b> - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, <i>SAFTA</i> , NAFTA, ASEAN, CARICOM and EU.	10
<b>Unit V</b>	<b>Procedure and Documents:</b> Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - <i>Packing list</i> - Incentives to exports, Exim policy	7
<b>Total Contact Hrs</b>		<b>30</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy and Assessment Methods:**

Seminar, Chalk and talk.
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### **Assessment Methods:**

Seminar, Assignments, Tests
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rakesh Mohan Joshi	International Business	Oxford University Press	2009
2	Sonia Gupta	International Business	McGraw-Hill Education	2012
3	Peter Buckley	International Business	Taylor & Francis	2017

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neelankavil, Rai, Anoop	Basics of International Business	Taylor & Francis Group	Neelankavil, Rai, Anoop
2	Aswathappa	International Business	McGraw-Hill Education (India) Pvt Limited	Aswathappa
3	Dr. V.C. Sinha	International Business.	SBPD Publishing House	Dr. V.C. Sinha

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
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<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB2N2			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>		Fundamentals of Global Business	<b>Semester :</b>	III
					<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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the global level implications of environment	K1
CO2	To understand the concepts of import procedures and export marketing	K2
CO3	To deploy the practicalities of logistics and international marketing	K3
CO4	To evaluate the methods of entry in international business	K4
CO5	To compare the cases in international Business.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	M	H	M	H		H	H
CO2	L	H	M	L	H	H	L		M	L
CO3	M	L	M	H	M	L	M		H	L
CO4	M	M	M	M	H	H	H		M	M
CO5	H	H	M	H	M	H	M		M	M

H-High; M-Medium; L-Low

<b>Fundamentals of Global Business - 21PIB2N2</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<b>International Environment</b> - International Business- Meaning- Nature- Concept- Micro & Macro Environment- STEPIN: Social Environment- Technology Environment- Economical Environment- <i>Political Environment</i> - International Environment- Natural Environment	5
<b>Unit II</b>	<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.	7
<b>Unit III</b>	<b>Registration Procedures for Export</b> - Export- Types of Export- Steps for Exporting- Organizing yours self for export- <i>Registering firm</i> - Basics documents needed for Export & Imports - IEC - RCMC - IMPORT LICENCE.	7
<b>Unit IV</b>	<b>International Logistics Management</b> - Introduction- Logistics Mission- Importance of Logistics- Components of Logistics- Information- Demand Forecasting- Inventory Management- Warehousing- Transportation- Packaging	7
<b>Unit V</b>	Case studies from above context	4
<b>Total Contact Hrs</b>		<b>30</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Power Point Presentations, Assignments, Group Task, GD

**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philip R. Cateora	International Marketing	Edition, Tata Mc Graw Hill Publication	2012
2	M.I.Mahajan	Guide On Export Policy, Procedure & Documentation	Snow white publications pvt. Ltd	2012
3	Roger Bennett	International Business	Third Edition, Dorling Kindersley India Pvt Ltd Publication	2008

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Prof. Abel Adekola	Global Business Management	Routledge; 1st edition	2007
2	Boguslawka Drelich-Skulska	International Business in the Global World	Publishing House of Wroclaw University of Economics	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M.Prem	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB309			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	Research Methodology	<b>Semester:</b>	III
					<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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the types of research	K1
CO2	To get the idea about data collection and sampling	K2
CO3	To execute the statistical inference for the collected data through interpretation	K3
CO4	To evaluate interpretation and report writing mechanism	K4
CO5	To decide new ways for doing effective research	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	L	M	M	L		M	H
CO2	L	H	L	M	H	L	M		L	H
CO3	M	M	M	H	M	M	H		M	M
CO4	M	H	M	L	M	M	L		M	H
CO5	L	H	L	M	H	L	M		L	H

H-High; M-Medium; L-Low

## Research Methodology - 21PIB309

Units	Content	Hrs
<b>Unit I</b>	<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.	18
<b>Unit II</b>	<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.	17
<b>Unit III</b>	<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.	18
<b>Unit IV</b>	<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	20
<b>Unit V</b>	Any Online course supporting Research or Research Problem Drafting – Research Design Writing – Questionnaire Preparation – Pilot Study – Case Discussion	17
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations
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### Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.R. Kothari	Research Methodology	New Age International P Ltd Revised Edition	2018
2	S. P. Gupta	Statistical Methods	Sultan Chand and Sons Sixth Edition	2019
3	C.R. Kothari and Ravilochanan	Research Methodology	Pearson Publications Fourth Edition	2018

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Geoffrey Marczyk, David DeMatteo	Essentials of Research Design and Methodology	Wiley Publishers Founding Edition	2005
2	Louis Cohen, Lawrence Manion, Keith Morrision	Research Methods in Education	Routledge Publisher Eighth Edition	2018
3	Michael Quinn Patton.	Qualitative Research and Evaluative Methods	Sage Publications Third Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
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Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB310			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>		Global Financial Management	<b>Semester:</b>	III
					<b>Credits:</b>	4

### Course Objective

<p><i>To get familiarize in the areas of foreign exchange management</i></p> <p><i>To enrich various foreign exchange operations in international business</i></p>
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### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the role of International financial management in Indian economy	K1
CO2	To get the idea of multinational financial management and international banking	K2
CO3	To implement the different kinds of multinational banking accounts	K3
CO4	To evaluate the role of financial institutions and services of multinational banks	K4
CO5	To measure the major financial institutions and their services	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	H	M	H	H	L		H	H
CO2	H	M	M	H	L	M	M		H	M
CO3	H	M	M	H	M	M	M		L	M
CO4	M	M	H	L	H	H	L		H	H
CO5	M	M	H	M	M	M	M		H	M

High; M-Medium; L-Low

## Global Financial Management - 21PIB310

Units	Content	Hrs
<b>Unit I</b>	<b>International Financial Management</b> - Meaning – Function – needs – goals – trends – emerging changes – multinational corporation and role of financial managers – Indian economy and international finance – Bretton Woods System – <u>International Monetary System</u> - European monetary system.	20
<b>Unit II</b>	<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	18
<b>Unit III</b>	<b>Multinational Financial Management</b> - International equity market – Market capitalization – market structure – trading in international equities – Factors affecting international equity returns - FDI – Multinational capital structure– Cost of capital – Multinational capital budgeting – multinational cash management – international tax environment - ADR – GDR – Difference of ADR and GDR	22
<b>Unit IV</b>	<b>International Banking &amp; Financial Institutions</b> - International banking services – reasons – types – facilities and world largest bank- BASEL I, II & III standards – Bank Facilities for NRI – NRE – NRO – <u>FCNR Accounts</u> . IDA – BIS - multinational development bank – major financial institutions.	16
<b>Unit V</b>	Case studies from above context	14
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Seminar, Power Point Presentation, Chalk and talk,.
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### Assessment Methods

Assignments, Group Task
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.K Jain & V.K.Bhalla	International Financial Management	MacMillan and Anmal publication (P)ltd	2010
2	Alan.G.Shaepiro	Multinational Financial Management	John Wiley Andsons, Ninth Edition	2010
3	R.L Valshney & S.Bhashyam	I.F.M An Indian Perspective	MacMillan and Anmal Publication (P)ltd	2011

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Eugene F. Brigham, Joel F. Houston	Fundamentals of Financial Management	Brigham Houstan, 14th Edition	2016
2	Raymond Brooks	Financial Management: Core Concepts	Pearson, 3rd Edition	2015
3	Eugene F. Brigham ,Michael C. Ehrhardt	Financial Management: Theory & Practice	Cengage Learning, 15th Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com, IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB311			<b>Title</b>	<b>Batch:</b>	2021 – 2023
				Export Import Finance	<b>Semester:</b>	III
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>			<b>Credits:</b>	4

### 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 Number	CO Statement	Knowledge Level
CO1	To remember the role play of international trade finance	K1
CO2	To understand the financial sources available for EXIM trade	K2
CO3	To apply the services of EXIM Bank of India	K3
CO4	To analyse the sourcing of finance through EXIM Finance to international business	K4
CO5	To evaluate the EXIM finance benefited	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	H	M		L	L
CO2	M	M	M	M	M	L	M		H	H
CO3	H	L	L	H	H	H	L		H	L
CO4	H	M	M	H	H	H	M		M	M
CO5	L	H	H	L	L	M	H		H	H

High; M-Medium; L-Low

## Export Import Finance - 21PIB311

Units	Content	Hrs
Unit I	Role of Banks in Export Business - Introduction – financial services – handling the export documents – Documentary bills for collection – DP / DA - export bill under confirmed irrevocable- letter of credit- Non financial services – connections - client information-counseling services – <u>sourcing</u> – clearing facilities - guarantees-advising and confirming export letter of credit.	18
Unit II	Export Finance - 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 – Post-shipment finance- meaning methods- availability of finance-procedure for getting post – <u>shipment finance</u> – differences between pre-shipment and post-shipment finance	20
Unit 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- <u>export services</u> - promotional programmes-role of Exim bank in Forfeiting finance.	13
Unit IV	Import Finance & ECGC - Meaning – conditions - types of finance - bulk import finance - import finance against foreign lines of credit – ECIP - imports of inputs for export production. ECGC - meaning-types –approval –financial guarantees - special schemes-financial guarantee to banks by ECGC	15
Unit V	Case studies from above context	9
<b>Total Contact Hrs</b>		<b>75</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

### Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task,GD, Roll Play, APS

**Text Book**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	M.I Mahajan	A Guide On Export Policy Procedure & Documentation	Snow White Publications Pvt. Ltd	2015

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Nabhi`s Board of Editors	How To Export	Nabhi`s Publication	2016
2	Nabhi`s Board of Editors	How To Import	Nabhi`s Publication	2017
3	Mr Kishor Bhatt	Export Finance	JBS Academy Pvt Ltd	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B.Madhan Kumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB312			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	5	Foreign Exchange Management	<b>Semester:</b>	III
					<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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic framework of FERA and FEMA.	K1
CO2	To keep in mind the exchange rates and its types	K2
CO3	To get the idea of foreign exchange transactions.	K3
CO4	To evaluate the administration of foreign exchange with RBI Regulation	K4
CO5	To review the foreign exchange rates with the contract of interbank deals	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	L	M	M	L		M	H
CO2	L	H	L	M	H	L	M		L	H
CO3	M	M	M	H	M	M	H		M	M
CO4	M	H	M	L	M	M	L		M	H
CO5	L	H	L	M	H	L	M		L	H

H-High; M-Medium; L-Low



## Foreign Exchange Management - 21PIB312

Units	Content	Hrs
<b>Unit I</b>	<b>Introduction to FOREX</b> - Foreign exchange and foreign trade - Exchange rate- <u>Types of exchange rate</u> - Administration of foreign exchange-RBI Regulations – FEDAI - FERA – FEMA - Role of banks in foreign exchange- Authorised Dealers - FOREX department- Foreign currency accounts-Foreign exchange market.	22
<b>Unit II</b>	<b>Foreign exchange transaction</b> -Purchase and sales transactions- <u>Exchange quotations</u> - Direct, Indirect and two way quotations- Spot and forward transaction-Features of forward exchange contract-Exchange control methods and regulations.	18
<b>Unit III</b>	<b>Foreign Exchange Rates</b> - Buying and selling rate- Types – Cross rates on buying and selling rate- Future contract and option contract- <u>Forward contract</u> - Forward exchange rate based on cross rates.	16
<b>Unit IV</b>	<b>Interbank Deals</b> - Interbank dealings- Cover deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	18
<b>Unit V</b>	Case Studies from above context	11
	<b>Tutorial Hrs</b>	5
	<b>Total Contact Hrs</b>	<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Digital Presentations, Chalk and talk
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### Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C Jeevanandam	Foreign Exchange & Risk Management	S Chand	Latest
2	Risk Management	Indian Institute of Banking and Finance	Macmillan Latest	Latest
3	Alan C. Shapiro, Peter Moles	International Financial Management	Wiley	2016

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	VyputakeshSharan	International Financial Management	PHI	2012
2	O P Agarwal	International Financial Management	Himalaya	2017
3	By Hubert C. Walter	Modern Foreign Exchange	Taylor & Francis	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB3E5			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>		International Economics	<b>Semester:</b>	III
					<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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect information about international trade	K1
CO2	To get the idea of economic theories and commercial policies	K2
CO3	To apply adjustment mechanism of balance of payment and foreign exchange rate	K3
CO4	To review the international economic relations	K4
CO5	To assess the cases about International economics	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	L	M	L	M	M	M	M		H	L
CO2	M	H	M	M	M	M	H		M	M
CO3	H	L	M	H	L	H	L		M	L
CO4	M	H	H	L	H	H	L		H	H
CO5	L	M	M	M	M	L	H		L	M

H-High; M-Medium; L-Low

<b>International Economics - 21PIB3E5</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	<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.	17
<b>Unit II</b>	<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
<b>Unit III</b>	<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
<b>Unit IV</b>	<b>International Economic Relations</b> - IMF- WORLD BANK - World bank group – International liquidity – International debt problem – GATT – WTO – UNCTAD – ADB – SARRC – NIEO	15
<b>Unit V</b>	Case studies from above context	10
<b>Total Contact Hrs</b>		<b>75</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms
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### **Assessment Methods**

Tests, Power Point Presentations, Assignments, Group Task
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**Books for Study**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	M.I. Jhingan	International Economics	Vrinda Publication	2018
2	Francis Cherunilam	International Economics	Tata Mcgraw - Hill	2012
3	H.G.Mannur	International Economics	Second Revised Edition, Ubs Publisher	2008

**Books for Reference**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Steve Suranovic, George Washington	International Economics: Theory And Policy	Saylor Foundations	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M.Prem	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB3E6			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	5	<b>Tutorial Hrs./Sem.</b>	-	Trends in E-Commerce	<b>Semester:</b>	III
					<b>Credits:</b>	5

### Course Objective

*To educate the students, on concept of e-commerce and different e-transactions*

*To impart knowledge to the students on the issues of e-Business and internet marketing*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect e-commerce and various e-transactions in business	K1
CO2	To identify the transactions security in e-business activities	K2
CO3	To start identifying and use the electronic payment system	K3
CO4	To evaluate the issues in the e-business and internet marketing	K4
CO5	To create new business segments through the trends available in e-commerce	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	L	M	M	M		M	H
CO2	H	H	H	M	H	H	L		H	H
CO3	M	M	M	H	M	M	M		M	M
CO4	H	H	H	L	M	M	M		M	H
CO5	H	H	H	M	H	H	L		H	H

H-High; M-Medium; L-Low

## Trends in E-Commerce - 21PIB3E6

Units	Content	Hrs
<b>Unit I</b>	E-commerce and its Technological Aspects Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, <u>Electronic Data Interchange</u> , Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.	15
<b>Unit II</b>	Consumer Oriented E Commerce E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce	15
<b>Unit III</b>	Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, <u>EDI Agreements</u> , EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.	20
<b>Unit IV</b>	Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server	10
<b>Unit V</b>	Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, <u>The Concept of Privacy</u> , Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.	15
<b>Total Contact Hrs</b>		<b>75</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing
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### Assessment Methods

Seminars, Group Task, Power Point Presentations, Assignment, Experience Discussion
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias. M. Awad	Electronic Commerce	Prentice-Hall of India Pvt Ltd. Third Revised Edition	2019
2	RaviKalakota, Andrew B. Whinston	Electronic Commerce - A Manager's guide	Addison-Wesley First Edition	2017
3	Efraim Turban, Jae Lee, David King, H.Michael Chung	Electronic Commerce – A Managerial Perspective	Addison-Wesley Third Edition	2018

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias M Award	Electronic Commerce from Vision to Fulfillment	Print House of India, Third Edition	2008
2	Judy Strauss , Adel El-Ansary, Raymond Frost	E-Marketing	Pearson Education, Third Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations



<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21 PIB 3IN1			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>	-	Internship / Institutional Training (EXIM, Manufacturing Concerns)	<b>Semester:</b>	III
					<b>Credits:</b>	2

### Course Objective

*To train the students with the practical exposure in industry*

*To develop entrepreneurship among students*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Helps to choose and list the industries	K1
CO2	To outline the nature and scope of the industries	K2
CO3	To get associate with the industry-academia interface	K3
CO4	To examine the work carried out in the industry	K4
CO5	To design the internship report with elements of industry	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	L	M	M	M	H	H	H		H	H
CO2	M	M	M	M	M	H	H		H	H
CO3	H	H	H	H	H	H	H		H	H
CO4	L	H	H	H	H	H	H		H	H
CO5	H	M	H	M	M	H	M		M	M

H-High; M-Medium; L-Low

<b>Internship / Institutional Training (EXIM, Manufacturing Concerns ) - 21PIB3IN1</b>		
<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Internship Period	<ul style="list-style-type: none"> <li>Students should undergo Internship in any of the 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	15
	Preparation of Internship Report & Viva Voce examination	15
Special Clause	Viva Voce to be kept in the Early Months of the Third Semester	(Between December and February)
Conditional Clause	It is mandatory for every student to complete two industrial visits to participate in Internship.	
<b>Total Contact Hrs</b>		<b>30</b>

### **Pedagogy**

Direct Instruction. Digital Presentation

### **Assessment Methods:**

Workbook Review, Power Point Presentation, Assignments, Group Task.

### **Viva Voce: Distribution of Marks – CA: 20, CE: 80**

Please Note: Students Internship Workbook is the base report with which fine tuning is made and Internship Record is created and Viva Voce will be held.

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr.G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com, IB – International Business		<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB413		<b>Title</b>	<b>Batch:</b>	2021 – 2024
			Global Risk Management and Insurance	<b>Semester:</b>	IV
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>		<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 Number	CO Statement	Knowledge Level
CO1	To remember the kinds of available risks	K1
CO2	To get the idea of risk control and risk mitigation	K2
CO3	To execute concepts of insurance policies and its association with risk management	K3
CO4	To analyse the methods of issuing of insurance policy	K4
CO5	To evaluate the settlement of all kinds of insurance claims	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	H	M		L	L
CO2	M	M	M	M	M	L	M		H	H
CO3	H	L	L	H	H	H	L		H	L
CO4	H	M	M	H	H	H	M		M	M
CO5	L	H	H	L	L	M	H		H	H

H-High; M-Medium; L-Low

## Global Risk Management and Insurance - 21PIB413

Units	Content	Hrs
<b>Unit I</b>	<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.	20
<b>Unit II</b>	<b>Growth &amp; Development of Indian Insurance Industry</b> – Basics of insurance - Kinds of Insurance Policies - Introduction to General Insurance - General Insurance: Features of General Insurance - Essentials of General Insurance Contract - Premium determination - General Policy Conditions	18
<b>Unit III</b>	<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: Marine Insurance Contract — Types of Marine Insurance – Marine Cargo Losses and Frauds – <i>Settlement of claims</i> .	18
<b>Unit IV</b>	<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.	19
<b>Unit V</b>	Case studies from above context	15
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

### Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Roll Play, APS

**Text Book**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. P.K.Gupta	Insurance And Risk Management	Himalaya Publishing	2014

**Reference Books**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. P.K.Gupta	Fundamentals of Insurance	Himalaya Publishing	2016
2	Mr. C.Gopala Krishnan	Insurance Principles & Practice	Sterling Publishers	1993
3	Dr. Sunil Kumar	Fundamentals Of Insurance And Risk Management	JSR Publishing House	2020

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B.Madhan Kumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
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<b>Programme Code:</b>	M.Com, IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB414			<b>Title</b>	<b>Batch:</b>	2021 – 2024
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>		Customs Law and Practices	<b>Semester:</b>	IV
					<b>Credits:</b>	4

### 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 Number	CO Statement	Knowledge Level
CO1	To remember the types of Indirect taxations	K1
CO2	To understand the concept of excise duty and central sales tax	K2
CO3	To implement the valuation of customs taxation	K3
CO4	To review the importance of GST in Indian Environment	K4
CO5	To gain knowelege on various customs procedures	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	H	M		L	L
CO2	M	M	M	M	M	L	M		H	H
CO3	H	L	L	H	H	H	L		H	L
CO4	H	M	M	H	H	H	M		M	M
CO5	L	H	H	L	L	M	H		H	H

<b>Customs Law and Practices - 21PIB414</b>		
<b>Units</b>	<b>Content</b>	<b>Hrs</b>
<b>Unit I</b>	Central Excise - Nature, Scope of Central excise – General Procedures of Central excise – Clearance of Excisable Goods – Concessions to Small Scale Industry under Central Excise Act	18
<b>Unit II</b>	Customs Procedures - 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 – <u>Canalized Exports</u>	18
<b>Unit III</b>	Central Sales Tax - Provisions relating to Inter State Sales – Sales or Purchases in Course of Import & Exports out of India – Principles of Determining Levy of Central sales Tax – Concept of sale or Purchase in the course of Central & State Traders – Registration of Dealers – Exemptions & Determinations of turnover.	20
<b>Unit IV</b>	GST – Introduction – meaning – journey of GST in India - Advantages of GST – Components of GST in India – <u>Types of GST</u> – IGST, CGST and SGST / UGST – Rate calculation in GST.	19
<b>Unit V</b>	Case studies from above context	15
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### **Pedagogy**

Direct Instruction, Digital Presentation, Flipped Classes

### **Assessment Methods**

Test, Seminar, Quiz, Assignments, Group Task, GD, Roll Play, APS

**Text Book**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	Dr. Vinod K. Singhania	Taxman's Students' Guide to GST & Customs Law	Taxman's Publication 5 <sup>th</sup> Edition	2020

**Reference Books**

<b>S.NO</b>	<b>AUTHOR</b>	<b>TITLE OF THE BOOK</b>	<b>PUBLISHERS \ EDITION</b>	<b>YEAR OF PUBLICATION</b>
1	V. S. Datey	Customs Law Practice & Procedures	Taxman's Publication	2018
2	CA Nikhil Gupta, CA Anoop Modi, CA Mahesh Gupta	GST And Custom Law	SBPD Publications	2019
3	Dr H C Mehrotra & Prof. V P Agarwall	Goods And Service Tax	Sahitya Bhavan Publications,	2020

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr.B.Madhan Kumar	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations



<b>Programme Code:</b>	M.Com. IB – International Business		<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB4E7		<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	International Human Resource Management	<b>Semester:</b>	IV
				<b>Credits:</b>	5

### 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

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the importance of human resource management	K1
CO2	To understand the human resource practices in overseas market	K2
CO3	To implement human resource selection and recruitment	K3
CO4	To estimate the benefits for human resource due to performance appraisal	K4
CO5	To Frame the HR cases in international perspective	K5

### Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	H	M	M	M	H		M	M
CO2	M	M	H	M	L	M	H		M	H
CO3	H	H	H	H	M	M	H		M	H
CO4	H	H	H	L	H	H	M		H	L
CO5	H	M	M	M	H	H	H		H	M

H-High; M-Medium; L-Low

## International Human Resource Management - 21PIB4E7

Units	Content	Hrs
Unit I	<b>Personnel Management</b> - Nature and challenges of personnel management-role of human relations-differences between Personnel Management & HRM - natural difference in HRM practices-management style – strategies for international HRM .	20
Unit II	<b>International HR Planning, Selection and recruitment</b> -Human resource planning – objectives-process – factors affecting HR Planning - recruitment- selection –placement – nationality in staffing policy – <i>issues in staff selection</i> - selection criteria- MNC requirements in selection- use of selection test.	20
Unit 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.	19
Unit 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.	19
Unit V	Case studies from above context	12
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms
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### Assessment Methods

Tests, Power Point Presentations, Assignments, Group Task
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.C Tripathi	Personnel Management & Industrial Relations	Sultan Chand And Sons	2014
2	N. Singh S.K. Bhatia, N. Singh	Principles And Techniques Of Personnel Management / Hrm	Deep And Deep Publication	2013
3	Aswathappa	International Human Resource Management	Mcgraw Hill Education	2015

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nilanjan Sengupta	International Human Resource Management	Excel Books	2007
2	Peter J. Dowling	International Human Resource Management	South-Western College Pub;	2007

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M.Prem	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21PIB4E8			<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	6	<b>Tutorial Hrs./Sem.</b>	-	International Strategic Management	<b>Semester:</b>	IV
					<b>Credits:</b>	5

### Course Objective

*To educate the students, various available strategies that can be adhered in International Trade*  
*To impart knowledge to the students on the solutions after implementation of the strategy*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the understanding on strategies available in the global context	K1
CO2	To get the idea for on the competitive advantage of various strategies	K2
CO3	To apply the strategies in business and arrive at possible solutions	K3
CO4	To evaluate the conceptual knowledge on the best strategy adaptation	K4
CO5	To design new ways in business after implementation of the strategies	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	L	M	M	M		M	H
CO2	H	H	H	M	H	H	L		H	H
CO3	M	M	M	H	M	M	M		M	M
CO4	H	H	H	L	M	M	M		M	H
CO5	H	H	H	M	H	H	L		H	H

H-High; M-Medium; L-Low

## International Strategic Management - 21PIB4E8

Units	Content	Hrs
Unit I	Strategy and Its Process : Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - <u>Corporate Governance and Social responsibility</u> .	18
Unit II	Competitive Advantage: External Environment - Porter’s Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution - Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage.	17
Unit III	International Strategies : The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - <u>SWOT Analysis</u> - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card.	21
Unit IV	Strategy Implementation & Evaluation : The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change- <u>Politics-Power and Conflict</u> -Techniques of strategic evaluation & control.	19
Unit V	Other Strategic Issues: Managing Technology and Innovation- Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy .	15
<b>Total Contact Hrs</b>		<b>90</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing
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### Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion
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**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas L. Wheelen, J. David Hunger and Krish Rangarajan	Strategic Management and Business policy	Pearson Education, Third Revised Edition	2016
2	Charles W.L.Hill & Gareth R.Jones	Strategic Management Theory, An Integrated approach	Biztantra, Wiley India, First Edition	2007
3	Azhar Kazmi	Strategic Management & Business Policy	Tata McGraw Hill Third Edition	2018

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Fred.R.David	Strategic Management and cases	PHI Learning, First Edition	2008
2	Arnoldo C.Hax and Nicholas S. Majluf	The Strategy Concept and Process – A Pragmatic Approach	Pearson Education, Second Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business
<b>Course Code:</b>	21 PIB 4MP1			<b>Title</b>	<b>Batch:</b> 2021 - 2023
<b>Lecture Hrs./Week Or Practical Hrs./Week</b>	12	<b>Tutorial Hrs./Sem.</b>	8	Major Research Project	<b>Semester:</b> IV
					<b>Credits:</b> 8

### Course Objectives

*To seek the students capacity and to make him as a complete researcher*

*To develop students compatibility in research work*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To relate chosen project with the existing scenario	K1
CO2	Lay the outline for the chosen projects	K2
CO3	To figure out objectives, methodology and statistical tools to be applied	K3
CO4	To evaluate the genuineness of research project work through publications	K4
CO5	To design the research report at par with the society framework	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	L	H	H	H	H	H	H		H	H
CO2	M	M	H	M	H	H	H		H	H
CO3	H	H	H	H	H	H	H		H	H
CO4	L	H	H	H	H	H	H		H	H
CO5	H	H	M	M	M	H	M		H	M

H-High; M-Medium; L-Low

<b>Major Research Project - 21 PIB 4MP1</b>		
<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Research Work	<ul style="list-style-type: none"> <li><input type="checkbox"/> 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><input type="checkbox"/> Project is to be done with the combination of Primary &amp; Secondary Data or with stand alone Secondary Data.</li> <li><input type="checkbox"/> Candidates will be allocated with Specific Guides to do their project</li> <li><input type="checkbox"/> 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><input type="checkbox"/> Moreover the finalization will be done joint evaluation by internal and external examiner.</li> <li><input type="checkbox"/> Students can publish their research papers from their project in UGC Care List.</li> </ul>	In the Post Lunch Session, Students will be let out to do their project work
Conditional Clause	It is mandatory for every student to complete four industrial visits* & one Internship* to carry out the project work.	
<b>Total Contact Hrs</b>		<b>180</b>

\*Subject to prior approval

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring System

### **Assessment Methods**

Project Review, Power Point Presentation, Assignments, Group Task.

### **Viva Voce : Distribution of Marks – CA: 40, CE: 160**

Please Note: Students Project book is the base report with which fine tuning is made and Project Record is created after their Publications and Viva Voce will be held. The assessment component for project is also in the guidelines (annexed with the syllabus) and the same may be followed.

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations



<b>Programme Code:</b>	M.Com. IB – International Business			<b>Programme Title:</b>	Master of Commerce with International Business
<b>Course Code:</b>	21PIBAL1			<b>Title</b>	<b>Batch:</b> 2021 - 2023
<b>Lecture Hrs./Week or Practical Hrs./Week</b>	2	<b>Tutorial Hrs./Sem.</b>		Introduction to Financial Report Analysis	<b>Semester:</b> II
					<b>Credits:</b> Grade

### Course Objective

*To develop the students with the orientation of financial plan*

*To inculcate the outcome of finance in business*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the financial position of the concern	K1
CO2	To understand the profit and loss mechanism of any firm	K2
CO3	To deploy the inputs for raising the capital of the firm	K3
CO4	To evaluate the financial structure of the company	K4
CO5	To compare the credit rating and foreign investments.	K5

### Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	M	H	H	L		H	H
CO2	L	M	L	H	L	M	M		H	M
CO3	M	M	M	H	M	M	M		L	M
CO4	M	M	H	L	H	H	L		H	H
CO5	M	H	H	M	M	M	M		H	M

H-High; M-Medium; L-Low

## Introduction to Financial Report Analysis - 21PIBAL1

Units	Content	Hrs
Unit 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 – <u>Functions of financial manager</u> – Financial instruments- Utilization of funds.	6
Unit 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)	5
Unit III	Techniques - Techniques for financial statement analysis – Ratio analysis – Comparative statement – Trend analysis – Common size analysis – Fund flow statement – <u>Cash flow statement.</u>	6
Unit IV	Financial Analysis - Evaluation of Financial structure – Capital structure – Capitalisation – Cost of capital – Return on investment – Working capital management.	7
Unit V	Credit rating and FDI -Credit rating for company - Foreign direct investment- Comparative study between India and other nations	6
<b>Total Contact Hrs</b>		<b>30</b>

\* Concepts Underlined and Italicised are self study

### Pedagogy

Power Point Presentation, Group Task, Tests

### Assessment Methods

Seminar. Assignments. Group Task. Tests

**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.K Jain & V.K.Bhalla	International Financial Management	MacMillan and Anmal publication (p)ltd	2010
2	Alan.G.Shaepiro	Multinational Financial Management	John Wiley Andsons, Ninth Edition	2010
3	R.L Valshney & S.Bhashyam	I.F.M An Indian Perspective	MacMillan and Anmal Publication (p)ltd	2011

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Eugene F. Brigham, Joel F. Houston	Fundamentals of Financial Management	Brigham Houston, 14th Edition	2016
2	Raymond Brooks	Financial Management: Core Concepts	Pearson, 3rd Edition	2015
3	Eugene F. Brigham ,Michael C. Ehrhardt	Financial Management: Theory & Practice	Cengage Learning, 15th Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
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Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<b>Programme Code:</b>	M.Com. IB – International Business		<b>Programme Title:</b>	Master of Commerce with International Business	
<b>Course Code:</b>	21VPI301– Value Added Course		<b>Title</b>	<b>Batch:</b>	2021 - 2023
<b>Lecture Hrs./Week</b>	30 (Outside the College hours )	<b>Tutorial Hrs./Sem.</b>	-	<b>Semester:</b>	III
			Business Etiquette Skill Sets	<b>Credits:</b>	2

### Course Objective

*To make understand various etiquette followed in business  
To enrich student knowledge on better manageable work place etiquette  
To create awareness about international business etiquette*

### Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the knowledge of etiquette and confrontations of etiquette.	K1
CO2	To understand the techniques of manageable work place etiquette.	K2
CO3	To understand the structure of etiquette followed beyond national borders.	K3
CO4	To review the differences among national and international etiquette.	K4
CO5	To choose practical templates for implementing advanced etiquette.	K5

### Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	M	H	H		M	H
CO2	M	M	L	H	L	M	M		L	M
CO3	L	M	M	M	M	L	H		M	M
CO4	H	H	L	L	H	H	H		L	H
CO5	H	L	H	H	H	H	M		H	M

H-High; M-Medium; L-Low

<b>Business Etiquette Skill Sets - 21VPI301</b>		
<b>Unit</b>	<b>Content</b>	<b>Hours</b>
I	<b>Etiquette Recommendation for Effective Business :</b> Business etiquette - Meaning - Business Communications - Verbal Communications - Business Writing (Pen and Paper) - Techie Business Communication - Facsimile - E-mail – Internet - Phone conferencing - Web conferencing - Video conferencing - Collaborative software - The Effects of Poor Business Communication	9
II	<b>Effective Employee Behavior Confrontation through Business Etiquette:</b> Find Out the actual happening – Collect inferences - Talk to the complainant – Manager – Team Member – Survey the employees File – Find some time for the employee with his convenience – Etiquette Matters a Lot - Create a comfortable situation – Discuss what is told - Ask for adjustments to what you know - Avoid using names - Avoid blaming - Suggest alternative behavior - Create a plan for resolution - Name a timeline for change - Determining the Plan for Success - Following Up on Changes - Managing a Diverse Team - Where Your Team Is - Staying in Contact – Navigate Cultural Differences – Communication and Business Etiquette, A Big Deal	11
III	<b>Understanding International Etiquette in Business :</b> International Etiquette Positive First Impression - Greetings, Introductions, and Handshakes – Negotiations – Handshake Customs – Exchanging Business Cards – Etiquettes to be adhered on Country-Specific Information – Brazil – China – Canada – France – Germany – Japan – Mexico – South Korea – Taiwan – United Kingdom – International Travel Tips on Etiquette – Punctuality & Time – Gift Giving - Guidelines for female international business travelers	10
<b>Total Contact Hrs</b>		<b>30</b>

### **Pedagogy**

Digital Presentations, Direct Instructions, Flipped Classrooms, Mentor system

### **Assessment Methods**

Seminars, Assignments, Group Task.

**Books for Study**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Peter Post, Anna Post and Lizzie Post	The Etiquette Advantage in Business	William Morrow Publishing House, Third Edition	2014
2	Patricia Rossi	Everyday Etiquette: How to Navigate 101 Common and Uncommon Social Situations	Kindle Mode, First Edition	2011

**Books for Reference**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Beverly Langford	The Etiquette Edge: Modern Manners For Business Success	Amacom Publishers, Second Edition	2015
2	Jeffrey L Seglin	Simple Art Of Business Etiquette	Tycho Pr Publishers, First Edition	2016

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
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