



PG Department of Commerce with International Business
M. Com. IB – Ratification – III & IV Semester (2023 – 2024)



Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	22PIB309	International Economics	6	-	-	3	50	50	100	5
	22PIB310	Research Methodology	6	-	5	3	50	50	100	4
	22PIB311	Foreign Exchange Management	6	-	5	3	50	50	100	5
	22PIB312	Customs Compliance using Computers	6	-	5	3	50	50	100	4
	22PIB313	Internship	-	-	-	3	50	50	100	2
	22PIB3E5/ 22PIB3E6	Major Elective – III: Global Risk Management and Insurance Major Elective – III: E- Commerce	6	-	-	3	50	50	100	5
Total			30	-	15	-	300	300	600	25
IV	22PIB414	Export Import Finance	6	-	-	3	50	50	100	4
	22PIB415	Human Resource Analytics	6	-	-	3	50	50	100	3
	22PIB416	Global Business Strategies	6	-	5	3	50	50	100	5
	22PIB417	Project with Viva	6	-	4	3	50	50	100	3
	22PIB4E7/ 22PIB4E8	Major Elective – IV: World Intellectual Property Rights Major Elective – IV: Chartering and Ship Brokering	6	-	5	3	50	50	100	5
Total			30	-	14	-	250	250	500	20
Grand Total									2200	90

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

CO – SCHOLASTIC COURSES							
SEMESTER	COURSE	Hours/Week	Total Hours	Internal Mark	External Mark	Total	Credits
ADVANCED LEARNER COURSE (Optional)							
II	Introduction to Financial Report Analysis	-	-	50	50	100	Grade
ONLINE COURSES							
Any Semester (Offered by IIFT)	MOOC – Basics of Export and Import Management	-	-	-	-	-	2
VALUE ADDED COURSE							
III	Business Etiquette Skill Sets	2	30	25	25	50	2
ONLINE CERTIFICATE COURSES (Optional)							
IV	EXIM Trade or Documentation Procedures	2	40	50	50	100	2
<p>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.</p> <p>Student must undergo for their Internship / Institutional Training (EXIM, Manufacturing Concerns) for a period of minimum 3 weeks to maximum 36 working days in the Second Semester Vacation and the assessment for the same will be done at the end of the Third Semester.</p>							

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Question Paper Pattern

(Based on Bloom's Taxonomy)

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

1. Theory Examinations: 50 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	50
K3 (Q 11-15)	B (Either or pattern)	5 x 3 = 15	Short Answers	
K4 & K5 (Q 16 – 21)	C (Q -16 is Compulsory and Q 17 – 21 answer any 3)	5 x 5 = 25	Descriptive/ Detailed	

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

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
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

Components of Continuous Assessment

THEORY

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test 1	$(50 / 3.33) = 15$	15+15+10+05+05	50
Test 2 / Model	$(50 / 3.33) = 15$		
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:

A	B	C	D
5	4	2 - 3	0 - 1

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	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
Knowledge of subject & References	Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented	At ease; answered all questions but failed to elaborate & Material sufficient for clear understanding AND effectively presented	At ease with information; answered most questions & Material sufficient for clear understanding but not clearly presented	Does not have grasp of information; answered only rudimentary Questions & Material not clearly related to topic OR background dominated seminar
Presentation Skills using ICT Tools	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
Eye Contact	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
Elocution – (Ability to speak English language)	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:

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

CRITERION	A - Excellent	B - Good	C - Average	D - Below Average	F - Inadequate
Content & Focus	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
Sentence Structure & Style	<ul style="list-style-type: none"> * Word choice is rich and varies * Writing style is consistently strong * Students own formal language 	<ul style="list-style-type: none"> * Word choice is clear and reasonably precise * Writing language is appropriate to topic * Words convey intended message 	<ul style="list-style-type: none"> * Word choice is basic * Most writing language is appropriate to topic * Informal language 	<ul style="list-style-type: none"> * Word choice is vague * Writing language is not appropriate to topic * Message is unclear 	* Not adequate
Sources	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
Neatness	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
Timeliness	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 International Business students should undergo a project work during (III/IV) 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.
- ❖ 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

Internal	External	Total
50	50	100

Internal Components	Marks	External Components	Marks
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
Total	50	Presentation of Report	10
		Viva-Voce	20
		Total	50

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB309			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Economics	Semester:	III
					Credits:	5

Course Objective

<p><i>To focus economic outlook with which international business disseminates</i></p> <p><i>To teach various theories to gain from trade</i></p>

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

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International Economics - 22PIB309		
Units	Content	Hrs
Unit I	International Trade Theories - 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.	21
Unit II	Commercial Policy of International Trade - Free trade versus protection – Tariffs- Effective rate of protection – <i>non – tariff barriers</i> – import quotas – Dumping – Exchange control- international cartels- state trading – customs union.	21
Unit III	Balance of Payments & Exchange Rate Policy - Balance of payment meaning and components – adjustment mechanisms of balance of payment – internal and external balance – foreign exchange rate policy – Optimum currency area – International capital movements – <i>The transfer problem</i>	20
Unit IV	International Economic Relations - IMF- WORLD BANK - World bank group – International liquidity – International debt problem – GATT – WTO – UNCTAD – ADB – SARRC – NIEO	20
Unit V	Case studies from above context	8
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods

Tests, Power Point Presentations, Assignments, Group Task

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
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

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB310			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Research Methodology	Semester:	III
					Credits:	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

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Research Methodology - 22PIB310

Units	Content	Hrs
Unit I	Research & Problem - Research – meaning – purpose - types – research problem – <i>identification of the research problem</i> – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	18
Unit II	Data & Sampling -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – <i>sampling errors</i> – Non-sampling Errors.	17
Unit III	Tools and Analysis -Questionnaire preparation – Calculation using Tally Bars-editing– coding–tabulation–processing data with diagrams & charts – Percentage Conversions – Chi-Square Test –Trend analysis.	16
Unit IV	Interpretation and Report writing - Interpretation – Meaning, techniques and precaution measures - <i>report writing</i> – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	17
Unit V	Research Design Writing – Questionnaire Preparation – Pilot Study – Discussion on Pilot Study - Case Discussion	17
Tutorial Hours	Pilot Study Preparation and Presentation	5
Total Contact Hrs		90

* 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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

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
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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB311			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Foreign Exchange Management	Semester:	III
					Credits:	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

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Foreign Exchange Management - 22PIB311

Units	Content	Hrs
Unit I	Introduction to FOREX - 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
Unit II	Foreign exchange transaction -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
Unit III	Foreign Exchange Rates - 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
Unit IV	Interbank Deals - Interbank dealings- Cover deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	18
Unit V	Case Studies from above context	11
	Tutorial Hrs	5
	Total Contact Hrs	90

* Concepts Underlined and Italicised are self study

Pedagogy

Digital Presentations, Chalk and talk

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment
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Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

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	Vyputakesh Sharan	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. 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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB312			Title	Batch:	2022 - 2024
Lecture Hrs./Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Customs Compliance Using Computers	Semester:	III
					Credits:	4

Course Objectives

The objective of the course is to provide the candidates with sound Knowledge of the important provisions of the Customs duty calculation.

To gain working knowledge of the basic of ITC (HS) code and containers.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To make the students to aware about international Trade code.	K1
CO2	To outline the analytical skills about GST	K2
CO3	To figure out the methods for calculating the customs duty.	K3
CO4	To evaluate the concept and role of customs in exports and to expose the latest trends in containerization.	K4
CO5	To inculcate the knowledge to prepare the report	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring System

Assessment Methods

Lab Oriented Review, Power Point Presentation, Virtual Assignments, Group Task.

Customs Compliance using Computers – 22PIB312		
Unit	Content	Hours
ITC (HS)- Code Identification	Introduction to ITC HS Code – Harmonized Items –Description of HS Code-Structure of the HS code – Sections and Chapters Notes, Including Sub Heading notes – HS and HSN Code – Role of ITC (HS) in customs. Finding out Indian Trade Clarification on Harmonized System (ITC (HS)) for a product @ 2/4/6/8 digit level	20
GST	GST – Introduction – Meaning – Journey of GST in India - Advantages of GST – Components of GST in India – Types of GST – IGST – CGST, CGST and SGST/UGST – Rate calculation in GST .	20
Customs Duty Calculation	Introduction to Customs – Meaning of customs – features of Customs – Types of Customs duty –Rate of duty . Procedure for computing of customs duty – Assessable value – transaction Value – Items exclusion from assessable value – Calculation of customs duty payable – computation of Assessable value –Calculation of Customs duty – Procedure for filing customs duty.	20

Containerization	Introduction to Containers – Usage of containers in International Trade – types and sizes of the container – container type code. Marking of Containers –Identification Number –CSC Plate –Mandatory operational marks –Quality of marking – Container corner fitting dimensions. Calculation of check digit in a container – Owner prefix – equipment Identifier –Serial number –check digit	30
Condition Clause	i) Students should prepare a Report for Customs Compliances using Computers. ii) The finalization of report will be evaluated, jointly by internal and external examiners.	
Total Contact Hours		90

Students have to prepare necessary record using the Customs Website, DGFT Manual and they have to refer E-Sources regarding Containerization and accommodate the same with the necessary details of ITC HSN Classification

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N.Bhuvanesh 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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22 PIB313			Title	Batch:	2022 - 2024
				Internship	Semester:	III
Lecture Hrs./Week	-	Tutorial Hrs./Sem.	-	Credits:	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

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Internship - 22PIB313		
Unit	Content	Duration
Internship Period	<ul style="list-style-type: none"> Students should undergo Internship in any of the industries for the period of Minimum 3 weeks to maximum of 36 working days. Valuation of the training report will be done through joint evaluation by internal and external examiner. 	Minimum 3 weeks to maximum of 36 working days.
	Compilation of industry interface ground work	
	Preparation of Internship Report & Viva Voce examination	
Special Clause	Viva Voce to be kept in the Third Semester	During the month of November
Conditional Clause	It is mandatory for every student to complete two Industrial visits to participate in Internship.	

Pedagogy

Direct Instruction. Digital Presentation

Assessment Methods:

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

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB3E5			Title	Batch:	2022– 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Global Risk Management and Insurance	Semester:	III
					Credits:	5

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Global Risk Management and Insurance - 22PIB3E5

Units	Content	Hrs
Unit I	Introduction to risk management -The Concept of Risk – Risk vs. Uncertainty – Types of Risks: – risk management process – Risk financing techniques – Risk Management objectives – <u><i>Risk Management Information Systems (RMIS)</i></u> – Risk Control Risk Management by Individuals – Risk Management by Corporations: Corporate Risk management Process.	20
Unit II	Growth & Development of Indian Insurance Industry – 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
Unit III	Fire and Marine insurance - Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage — Policies For stocks — Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: Marine Insurance Contract — Types of Marine Insurance – Marine Cargo Losses and Frauds – <u><i>Settlement of claims.</i></u>	18
Unit IV	Miscellaneous Insurance - Motor Insurance – Employer’s Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.	19
Unit V	Case studies from above context	15
Total Contact Hrs		90

* 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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

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. 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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB3E6			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	E-Commerce	Semester:	III
					Credits:	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

E-Commerce - 22PIB3E6		
Units	Content	Hrs
Unit I	E-Commerce and Electronic Payment Systems : Electronic Commerce - Brief history of Electronic Commerce - Advantages and Limitations of Electronic Commerce - Types of Electronic commerce - Integrating Electronic Commerce - Key questions for management - Overview of the Electronic payment technology- Requirements for Internet based payments - Electronic payment medium – <u>Electronic Commerce and Banking</u> .	18
Unit II	Electronic Data Interchange : Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, 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.	17
Unit III	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, <u>Web-enabled services</u> , matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce	20
Unit IV	E-security and Web based business : Security in the cyberspace - Designing for security - Virus -Security Protection and Recovery - Encryption - Business-to-Business Electronic Commerce - Intranets and Extranets - Intranets and Supply Chain Management - Legal and Ethical issues - Case studies.	15
Unit V	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, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.	20
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

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. 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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB414			Title	Batch:	2022 - 2024
				Export Import Finance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

<p><i>To focus on the theoretical foundations of international trade finance</i></p> <p><i>The students are made to learn the pattern, structure and policies</i></p>

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Export Import Finance – 22PIB414

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.	20
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.	21
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	21
Unit V	Case studies from above context	8
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

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

Text Book

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	2015
2	Mr Kishor Bhatt	Export Finance	JBS Academy Pvt Ltd	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
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

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

Programme Code:	M.Com. IB – International Business		Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB415		Title	Batch:	2022- 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Human Resource Analytics	Semester:	IV
				Credits:	3

Course Objective

To acquaint the students with concepts of global human resource management

To enhance students skill to effectively analyse 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 implement human resource selection and recruitment	K2
CO3	To Examine the different types of HR metrics and their relative merits	K3
CO4	To Collect and transform data leading to HR reporting	K4
CO5	To Build models for predictive analysis	K5

Mapping

PO /PSO CO	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Human Resource Analytics - 22PIB415

Units	Content	Hrs
Unit I	Human Resource : Meaning, Definition and Importance, differences between Personnel Management & HRM - Human Resource Planning - Objectives - Process - <i>Factors affecting HR Planning</i> – Recruitment – Need – Types – Importance – Selection – Issues in Staff Selection – Selection Criteria – Use of Selection Test – Placement .	18
Unit II	HR Training and Performance Appraisal: International staff training and development - Meaning and <i>importance of training</i> - training methods for operatives-management development method- expatriate training methods-developing international staffs and multinational teams. Multinational performance appraisal - Purpose of appraisal- factors affecting appraisal – appraisal methods-essential for good appraisal	18
Unit III	Introduction to Human Resource Analytics: Introduction – Concept – Evolution - Importance – Benefits – Challenges - Types of HR Analytics – HR Analytics Framework and Models.	18
Unit IV	Business Process and HR Analytics : Introduction – Data Driven Decision Making in HR - Data Issues – Data Validity – Data Reliability - HR Research tools and techniques – Statistics and Statistics Modeling for HR Research	18
Unit V	Introduction to HR Metrics: Introduction - Historical Evolution of HR metrics- Importance – Types of HR Metrics – Types of data - HR Metrics Design Principles — HR Scorecard – HR Dashboards.	18
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods

Tests, Power Point Presentations, Assignments, Group Task

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa	International Human Resource Management	Mcgraw Hill Education	2015
2	Nishant Uppal	Human Resource Analytics Strategic Decision Making	Pearson Education, 1 st Edition	2020
3	Sarojkumar and Vikrant Verma	HR analytics	Thakur Publication Pvt. Ltd	2022

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh Soundararajan and Kuldeep Singh	Winning on HR analytics	Sage publishing	2019
2	Anshul Saxena	HR analytics: quantifying the intangible	Blue Rose publishers, 1 st Edition	2021

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB416			Title	Batch:	2022 – 2024
				Global Business Strategies	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5		Credits:	5

Course Objective

To develop an idea about Strategic Management concepts and techniques.

To enrich the knowledge of the students with general and competitive business environment

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To Evaluate the SWOT Analysis-TOWS Matrix.	K1
CO2	To Remember the concepts of Strategic management	K2
CO3	To Analyze the form of business environment.	K3
CO4	To Apply the Business Strategy into practices and to evaluate the balanced Score Card.	K4
CO5	To inculcate the knowledge through Case Studies.	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Global Business Strategies - 22PIB416

Units	Content	Hrs
Unit I	Environment Analysis & Internal Analysis of Firm: General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain -identifying critical success factors - <u>to identify the strength & weakness</u> - SWOT – Core Competence - Stockholders' expectations, Scenario-planning - industry analysis.	22
Unit II	Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchy levels of planning - Strategic planning process. Strategy Formation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organizations, nonprofits organizations and large multi product and multiple market organizations.	21
Unit III	Tools of Strategy Planning and evaluation : Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BS matrix - A.D.Littles Life-cycle approach to strategic planning - <u>Business portfolio balancing</u> -Assessment of economic contribution of strategy - Strategic funds programming.	20
Unit IV	Strategy implication &Control : Various approaches to implementation of strategy - Matching organization structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalization - Future of Strategic Management.	23
Unit V	Case studies from above context Tutorial	14 5
Total Contact Hrs		105

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

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	Kazmi, Adela., & Kazmi, Azhar	Strategic Management	Tata McGraw Hill	2020
2	Narsis, Vani	Strategic Management	Atlantic Publishers & Distributors Pvt Ltd	2018
3	Ved, Prakash	Strategic Management	Anmol publications Pvt Ltd	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wheelen, Thomas, Hunger, David, Hoffman, Alan, Bamford, Charles, & Kansal, Purva	Strategic Management and Business Policy: Globalization, Innovation and Sustainability	Pearson Education Limited	2018

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business
Course Code:	22PIB417			Title	Batch: 2022 - 2024
Lecture Hrs./Week Or Practical Hrs./Week	4	Tutorial Hrs./Sem.	4	Project with Viva	Semester: IV
					Credits: 3

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

Project with Viva - 22PIB417		
Unit	Content	Hours
Research Work	<ul style="list-style-type: none"> • Candidates should undergo research or institutional project work in any of the functional area of their choice with core theme of international business, • Project is to be done with the combination of Primary & Secondary Data or with stand alone Secondary Data. • Candidates will be allocated with Specific Guides to do their project • Candidates should meet their respective guides at frequent intervals and submit the valid requisites of the project for the valuation of the project report. • Moreover the finalization will be evaluated jointly by internal and external examiner. • Students shall publish their research papers from their project in UGC Care List. 	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.	

*Subject to prior approval

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring System

Assessment Methods

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB4E7			Title	Batch:	2022- 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	World’s Intellectual Property Rights	Semester:	IV
					Credits:	4

Course Objective

<p><i>To educate the students to get an adequate knowledge on Intellectual Property Rights</i></p> <p><i>To make students aware about current trends in IPR</i></p>

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce fundamental aspects of Intellectual property Rights.	K1
CO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects.	K2
CO3	To disseminate knowledge on copyrights and its related rights and registration aspects.	K3
CO4	To disseminate knowledge on trademarks and registration aspects	K4
CO5	To provide the students a further way for developing their idea or innovations in Intellectual property Rights.	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

World's Intellectual Property Rights - 23PIB4E7

Units	Content	Hrs
Unit I	Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – <u>Genetic Resources and Traditional Knowledge</u> – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994	21
Unit II	Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - <u>Patent office and Appellate Board</u>	21
Unit III	Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights	22
Unit IV	Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - <u>Trademarks registry and appellate board</u>	20
Unit V	Cases Studies from the above Units	06
Total Contact Hrs		90

* Concepts Underlined and Italicized are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk,.

Assessment Methods

Assignments, Group Task

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nithyananda, K V	Intellectual Property Rights: Protection and Management.	Cengage Learning India Private Limited	

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neeraj, P., & Khusdeep, D	Intellectual Property Rights. India	PHI learning Private Limited	2014
2	Ahuja, V K.	Law relating to Intellectual Property Rights	Lexis Nexi	2017

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB4E8			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Chartering and Ship Brokering	Semester:	IV
					Credits:	5

Course Objective

To Educate the students, with the importance of Chartering

To Impart knowledge to the students on the chartering functions, Rights, Responsibilities and Liabilities

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Recollect the nature, principles and terminology of Chartering	K1
CO2	To Explain importance of brokers in chartering and their functions.	K2
CO3	To Examine various types of charters.	K3
CO4	To Evaluate Freight and hire calculations	K4
CO5	To Analyze Individual rights, responsibilities and liabilities	K5

Mapping

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

H-High; M-Medium; L-Low

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Chartering and Ship Brokering - 22PIB4E8

Units	Content	Hrs
Unit I	Principles of Chartering: Introduction to Chartering: Chartering-Voyage Charter-Time Charter-Chartering Negotiations-Chartering and the internet-Charter Parties-Construction of voyage charter parties-Loading place and cargo-Loading rates-Lay days and cancelling date-Cost of loading and discharge- <u>Bill of lading</u> -Terminology and abbreviations-Time charter-The agents influence upon the charter-The port agents' role in charter party negotiations.	18
Unit II	Dry Cargo Chartering : Dry Cargo Trades & Ships- Dry Cargo ship tonnages, Load line, Dimensions and cargoes-Propulsion-Cargo— <u>Ship Documents and Classification</u> -Freight Markets and Market Practice-The Baltic Exchange-Methods of ship employment- Chartering negotiations -Offering and countering- Charter parties-Subjects-Freight Derivatives for Dry cargo.	18
Unit III	Tanker Chartering : Tanker Chartering Trade & Ships-Geography for tanker chartering-The Market structure-Origin and use of world scale-Average freight rate Assessment-Factors influencing the Freight Markets-Oil Demand-New building Activity-Tanker Scrapping-Chartering Market Practice-Cargo description-World scale hours terms and conditions-Production of charter party-Demurrage and dispatch-Contract of Affreightment-Tenders.	18
Unit IV	Financial Elements of Dry cargo Charter Parties : Voyage Chartering-Cargo size-Alternative means of calculating freight-Dead freight- Freight Taxes-Commissions and Brokerages- International Brokers Commission Contract - Time Chartering-Voyage Estimating-Computerization-Estimate form Itinerary -cargo quantity-Expenses-Income-Result-Time Charter Estimating-smaller tonnage.	18
Unit V	Financial Elements of Tanker Charter Parties : Freight-Demurrage-Commissions-Methods of Freight Payment-Arbitration-Warranty of Authority-Bills of lading-Freight Futures for Tankers-Voyage Estimating-Route-Port Time-Bunkers-Port Disbursements-Insurance and Crew Expenses-Lump sum rate- Time charter	18
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

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

Books for Study and Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1		Dry Cargo Chartering	ICS International Chamber of Shipping Publication	2014
2		Tanker Chartering.	ICS International Chamber of Shipping Publication	2014

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Metaxas B.N	The Economics of Tramp Shipping	Athlone Press	2004
2	Lars Gorton	Ship broking and Chartering Practice	Lloyds, Seventh Edition	2003
3	H. Williams	Chartering Documents	LLP Limited, 3 rd Edition	1966

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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIBAL1			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.		Introduction to Financial Report Analysis	Semester:	II
					Credits:	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Introduction to Financial Report Analysis - 22PIBAL1

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
Total Contact Hrs		30

* Concepts Underlined and Italicised are self study

Pedagogy

Power Point Presentation, Group Task, Tests

Assessment Methods

Seminar, Assignments, Group Task, Tests

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

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
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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Programme Code:	M.Com. IB – International Business		Programme Title:	Master of Commerce with International Business	
Course Code:	22VPI301– Value Added Course		Title	Batch:	2021 - 2024
Lecture Hrs./Week	30 (Outside the College hours)	Tutorial Hrs./Sem.	-	Semester:	III
			Business Etiquette Skill Sets	Credits:	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

Ratification - III & IV Semesters, M.Com IB (Batch 2022 – 2024)

Business Etiquette Skill Sets - 22VPI301		
Unit	Content	Hours
I	Etiquette Recommendation for Effective Business : 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	Effective Employee Behavior Confrontation through Business Etiquette: 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	Understanding International Etiquette in Business : 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
Total Contact Hrs		30

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

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