

PG Department of Commerce with International Business



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:

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

Program Outcomes: (LOCF – UGC)

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

Program Specific Outcomes:

PSO 1	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
PSO 2	To throw light on the knowledge of Logistics and Finance, Outcome of Accounting and customs with their experiential backdrop

Mapping

PEOs POs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	M	M	H	L
PO2	M	L	M	M	H
PO3	L	M	M	H	L
PO4	M	H	L	M	M
PO5	L	L	H	H	M
PO6	M	M	L	M	H
PO7	L	M	L	L	M
PSO1	M	H	L	M	M
PSO2	L	M	M	L	M

N.G.M College - Curriculum Development Cell
Scheme of Examination For PG (2023 – 2025)
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	23PIB101	Core I : International Marketing Management	6	-	-	3	25	75	100	5
	23PIB102	Core II : Accounting for Decision Making	6	-	5	3	25	75	100	3
	23PIB103	Core III : International Business Relations	6	-	-	3	25	75	100	5
	23PIB104	Professional Competency : Setting up of Business Entities	6	-	5	-	25	75	100	3
	23PIB1E1/ 23PIB1E2	Core Elective – I : World Intellectual Property Rights Core Elective – II : Global Business Environment	6	-	-	3	25	75	100	4
Total			30	-	10	-	125	375	500	20

Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
II	23PIB205	Core IV : International Logistics Management	6	-	-	3	25	75	100	5
	23PIB206	Core V : Foreign Exchange Management	6	-	5	3	25	75	100	5
	23PIB207	Core VI : Foreign Trade Procedures & Documentation	5	-	-	3	25	75	100	4
	23PIB208	Skill Enhancement Course : Map Reading and Route Tracing	5	-	5	-	25	75	100	4
	23PIB2E3/ 23PIB2E4	Core Elective – III: International Shipping and Cargo Management Core Elective – IV: International Financial Management	6	-	-	3	25	75	100	5
	23PIB2N1 / 23PIB2N2	Non Major Elective – I: Introduction to International Business Non Major Elective - II : Business Ethics and Corporate Sustainability	2	-	-	2	-	100	100	2
Total			30	-	10	-	125	475	600	25

Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	23PIB309	Core VII: International Supply Chain Management	6	-	-	3	25	75	100	4
	23PIB310	Core VIII : Research Methodology	6	-	-	3	25	75	100	5
	23PIB311	Core Industry Module : Institution Facilitating International Trade	6	-	5	3	25	75	100	5
	23PIB312	Skill Enhancement Course: Customs Compliance using Computers.	6	-	5	3	25	75	100	4
	23PIB313	Internship	-	-	-	-	25	75	100	2
	23PIB3E5/ 23PIB3E6	Core Elective – V : Global Risk Management and Insurance Core Elective – VI : E- Commerce	6	-	-	3	25	75	100	5
Total			30	-	10	-	150	450	600	25
IV	23PIB414	Core IX : Export Import Finance	6	-	-	3	25	75	100	5
	23PIB415	Core X : Human Resource Analytics	6	-	-	3	25	75	100	5
	23PIB416	Skill Enhancement Course : International Economics	6	-	-	3	25	75	100	3
	23PIB417	Project with VIVA	6	-	4	3	25	75	100	3
	23PIB4E7/ 23PIB4E8	Core Elective – VII: Global Business Strategies Core Elective – VIII : Chartering and Ship Brokering	6	-	-	3	25	75	100	4
Total			30	-	4	-	125	375	500	20
Grand Total									2200	90

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	-	-	25	75	100	Grade
ONLINE COURSES							
Any Semester	Swayam,MOOC Course etc.,	-	-	-	-	-	2
VALUE ADDED COURSE							
III	Business Etiquette Skill Sets	2	30	25	75	100	2
ONLINE CERTIFICATE COURSES (Optional)							
IV	EXIM Trade or Documentation Procedures	2	40	25	75	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 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.

Question Paper Pattern (Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	10 * 1 = 10	MCQ / Define	75
K3 (Q11-15)	B (Either or pattern)	5 * 5 = 25	Short Answers	
K4 & K5 (Q16 – 20)	C (Either or pattern)	5 * 8 = 40	Descriptive/ Detailed	

2.Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q 1 – 10 MCQ)	10 * 1 = 10	MCQ	50 (Reduced to 38)
K3 (Q11 – 15)	B (Either or pattern)	5 * 3 = 15	Short Answers	
K4 & K5 (Q16-20)	C (Either or pattern)	5 * 5 = 25	Descriptive/ Detailed	

3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1-10)	A (Q1 – 5 MCQ) (Q6–10 Define / Short Answer)	10 * 1 = 10	MCQ / Define	50 (Reduced to 38)
K3, K4 & K5 (Q11-15)	B (Either or pattern)	5 * 8 = 40	Descriptive/ Detailed	

4. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	100	25	50	25
Project	150	40	75	35
Project	200	50	100	50

* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Test 1	75	$(75+75+15+10)/7$	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

*Others may include the following: Seminar / Socratic Seminars, Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)

Components		Calculation	CIA Total
Test 1	50	$(50+50+10+10)/10$	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	$5+5+5+10$	25
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;

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

** Components for 'Review' may include the following:*

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 25 is CIA and 75 is CEE Marks.

Mark Split UP

CIA	CEE	Total
25	75	100

S. No	Components for CIA	Marks
1	Review – I *	5
2	Review – II *	5
3	Review – III *	5
4	Rough Draft Submission	10
Total		25

* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

S. No	Components for CEE	Marks
1	Evaluation*	50
2	Viva-Voce	25
Total		75

* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, The Style / Language, and Presentation of Report.

Originality of Idea, Relevance to Current Trend, Candidate Involvement, and Presentation of Report for Commerce International Business.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
8-10	5-7	3-4	0-2

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	Information presented as an interesting story in a logical, easy-to-follow sequence	Information presented in logical sequence; easy to follow	Most of the information is presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of the 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 a grasp of information; answered only rudimentary Questions & Material not clearly related to the topic OR background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain the 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 the audience	Refers to slides to make points; eye contact the majority of the 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 The voice is clear and steady; the audience can hear well at all times	Incorrectly pronounces a few terms Voice is clear with few fluctuations; the 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
13-15	10-12	7-9	4-6	0-3

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 the writing is interesting	Hits in basic content and writing are 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 the topic * Words convey intended message 	<ul style="list-style-type: none"> * Word choice is basic * Most writing language is appropriate to the topic * Informal language 	<ul style="list-style-type: none"> * Word choice is vague * Writing language is not appropriate to the 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 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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB101			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Marketing Management	Semester:	I
					Credits:	5

Course Objective

*This course aims to know the basic concepts principles of the International Marketing
To train them to understand and evaluate the application of Marketing.*

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Explain the applications of marketing	K1
CO2	To Identify the skill sets required in marketing	K2
CO3	To Examine the various functions of International Marketing	K3
CO4	To Determine the various Marketing areas	K4
CO5	To Remember the concepts of Global Marketing	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 Marketing Management - 23PIB101

Units	Content	Hrs
Unit I	International Marketing: Definition – Special features of International – Barriers in International Marketing- International Marketing Approaches – Ethuo, Ethno, Poly Regio, Geo centric Approach –Future of Global Marketing.	18
Unit II	Product Mix: Concept and Features – New Product Planning Process – Market Segmentation – Product Positioning – Product Life Cycle Concept – Branding Decisions – Packaging In International Marketing.	18
Unit III	Pricing Strategies for Different Products – Types of Pricing – Dumping and Antidumping Measures – International Transfer Pricing – Counter Trade, Pricing Quotation in Global Trade	20
Unit IV	Personal Selling and Channel of distribution – Publicity Methods and Impact – Sales Promotions – Overseas Product Exhibition & Trade Fair – Advertising – Impact of Webcast and Net Based Advertisement. Direct and Indirect Channels – Types of Intermediaries - <u>Channel Development</u> – Channel Adoption – International Marketing Information System and Research - Online Marketing	22
Unit V	Case Studies from above units	12
Total Contact Hrs		90

* 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	2018
2	Varshney & Bhattacharaya	International Marketing Management – An Indian Perspective	Sultan Chand & Sons	2015
3	Cateora .P.R., Gilly.M.C & Graham.J.	International Marketing	Tata Mc Graw Hill Publication	2017

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Joshi, Mohan Rakesh	International Marketing	Oxford University Press	2014
2	Vasudeva. P.K	International Marketing	Excel Book	2017

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:	23PIB102			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Accounting for Decision Making	Semester:	I
					Credits:	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

* Concepts underlined and Italicised are self study

Accounting for Decision Making - 23PIB102		
Units	Content	Hrs
Unit I	Financial Accounting - Accounting Definition – Objectives – Concepts – Conventions – Classification –Financial accounting – Capital and Revenue items – <i>Basic Records</i> – need of financial accounting-advantages and disadvantages of financial accounting.	16
Unit II	Cost Accounting - Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting -Preparation of Cost sheet and <i>Quotations</i> .	16
Unit III	Budgeting - Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, <i>Fixed</i> and flexible budget.	20
Unit IV	Management Accounting - Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. <i>Standard costing</i> - Material and Labour Variance.	22
Unit V	Financial Analysis - Fund flow and Cash flow analysis: Meaning – Objects – <i>Difference</i> - Preparation of fund flow and cash flow Statements.(Theory Only)	16
Total Contact Hrs		90

* 60 % Problems and 40% Theory

Pedagogy

Seminar, Chalk and talk.

Assessment Methods:

Seminar, Assignments, Test

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.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

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB103			Title	Batch:	2023 – 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.		International Business Relations	Semester:	I
					Credits:	5

Course Objective

To enable the students learn the structure of international business.

To equip the students with relevant inputs environmental factors.

Course Outcomes

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	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

International Business Relations - 23PIB103

Units	Content	Hrs
Unit I	International Environment - Meaning – Nature – Concept – Micro & Macro environment – STEPIN factor – Globalization – Concepts – levels – Causes and Issues – <i>MNC's</i> – Reasons for growth of MNC's – Types – Problems and benefits – Control of MNC.	18
Unit II	International Relations & National Power – History and growth of international relations – elements – International Relations and Politics – Nature of Power – Meaning – Kinds of Power – methods of exercising - Elements of National power – <i>Balance of power</i> – meaning and characteristics –Types of balance of Power – Devices and methods.	20
Unit III	Diplomacy and Ideologies – Diplomacy – Definition – main task of Diplomacy – <i>Functions of Diplomat</i> – Open, Secret and Economic Diplomacy – Promotion of National interest – Imperialism, Colonialism and Nationalism.	22
Unit IV	India & Its Neighbours – Regional Integration – EU, NAFTA, APEC, LAFTA, G8, G15, G77, SAARC, NATO – ASEAN – SAFTA – BRICS – Recent Trends – India and major Powers – India and its Neighbours – Collective Security and Peaceful Settlement.	20
Unit V	Case Studies from above Units	10
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	Roger Bennett	International Business	Dorling Kindersley India Private Limited Publication	2018
2	Stephen Mc. Glinchey	International Relations	E – International Relations	2016

Reference Books

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
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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB104			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Setting up of Business Entities	Semester:	I
					Credits:	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 understand the startup landscape and its financing	K1
CO2	To analyze the formation and registration of company	K2
CO3	To understand the procedure for obtaining registration and license	K3
CO4	To evaluate the originality of the product launched	K4
CO5	To portray & predict the merits and shortcomings in the product to be launched	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

SETTING UP OF BUSINESS ENTITIES - 23PIB104

Units	Content	Hrs
Unit I	Startups in India : Startups – Evolution – Definition of a Startup – Startup landscape in India – Startup India policy – Funding support and incentives – Indian states with Startup policies – Exemptions for startups – Life cycle of a Startup – Successful Startups in India.	16
Unit II	Business Entities & their Types : Formation of NGOs – Definition – Features – Exemptions – Trust: Objectives of a trust – Persons who can create a trust – Differences between a public and private trust – Formation of a Society – Formation of Limited Liability - Partnership - Advantages – Disadvantages - Business collaboration, Joint venture, Mergers, Acquisitions, Strategic Alliances, Wholly Foreign owned subsidiaries , Licensing, Franchising	17
Unit III	Registration and Licenses : Registration and Licenses: Introduction – Business entity registration – Mandatory registration – PAN – Significance – Application and registration of PAN – Linking of PAN with Aadhar – TAN – Persons liable to apply for TAN – Relevance of TAN – Procedure to apply for TAN – GST: Procedure for registration .	18
Unit IV	Business Plan : Preparation – Benefits – Elements – Developing a Business Plan – Guidelines for Preparing a Business Plan – Format – Executive Summary – Vision – Mission Statement – Business Description – Business Environment Analysis – SWOT or SGOC Analysis – <i>Industry Background</i> – Competitor Analysis – Operation Plan – Financial Plan – Achievements & Milestones – Management Summary – Feedback and Presentation.	17
Unit V	Nuances in Business: 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.	17
Tutorial Hours	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college. Model Launch - For each group	5
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

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	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

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:	23PIB1E1			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	World's Intellectual Property Rights	Semester:	I
					Credits:	4

Course Objective

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

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	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

World's Intellectual Property Rights - 23PIB1E1

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 – Genetic Resources and Traditional Knowledge – 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	22
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 - Patent office and Appellate Board	20
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	20
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 - <u>Registration of Trademarks</u> - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board	18
Unit V	Cases Studies from the above Units	10
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

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	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

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB1E2			Title	Batch:	2023– 2025
				Global Business Environment	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To be familiar with the basic concept of international business environment

To have insight knowledge about cultural factors and attitude

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To Recall the national physical environment and its impact on international business.	K1
CO2	To Explain the complex business environment with international business perspectives by applying and establish the strategies with ethical and social values to achieve the market share for their establishment for longer period.	K2
CO3	To Identify the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building.	K3
CO4	To Examine the effective use of world resources with social, cultural and ethical background.	K4
CO5	To Evaluate the environmental protection and economics policies to offer valuable solution for sustainability.	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

Global Business Environment - 23PIB1E2

Units	Content	Hrs
Unit I	Fundamentals of Environment – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India’s policy and the relevant constitutional provisions – law of environment – protection in India.	22
Unit II	The national physical environment – Topography – Climate – The nature of Economic activity – Rostow’s view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure- Inflation-foreign investment	18
Unit III	Cultural environment: Material culture – language – Aesthetics – design, color, music, brand names – educational – religious – <u>Attitudes and values</u> – Eastern Vs Western Culture.	16
Unit IV	Legal environment – Bases for legal system – Jurisdictions International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.	22
Unit V	Case Studies from the above units	12
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	Kapoor,Mansi	Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution	SAGE Publications Pvt. Ltd, First Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Morrison, Janet	The Global Business Environment: Towards Sustainability?	Red Global Press	2020
2	Ahmed, Faisal, Alam, M. Absar	Business Environment : Indian and Global Perspective	PHL Learning	2021

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB205			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Logistics Management	Semester:	II
					Credits:	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 - 22PIB205

Units	Content	Hrs
Unit I	International Logistics & Customer Service: Introduction, Concepts, Scope and Components. Framework of Logistics & SCM, Domestic and International Logistics, <i>Recent Trends and development.</i> Outsourcing, 3PLs, 4PLs, Reverse logistics, Green logistics. Customer Service - Introduction, nature, concept, components, customer service costs, effective customer service strategy, logistics efficiency and responsiveness. Logistical information system.	22
Unit II	Inventory Management and Material Handling: Introduction, concept types, functions of inventory in logistics. Elements of Inventory costs, Just in time system. Material Handling Concepts and objectives, Principles, Equipments and Handling Considerations.	18
Unit III	Order Processing and Warehousing: Order Processing concepts, functions Elements of order processing cost and Significance. Warehousing Concepts, Types, Functions, Costs, Warehousing Strategy & Design, Operating Mechanism.	18
Unit IV	Protective Packing and Transportation: Protective Packages Concepts, functions, costs, Functions, Forms and Packaging problems, International Transport: Domestic and international transportation, Different modes of Transport: Road, Rail, Water, Air, <i>Multi-Modal Transports etc.</i> Containerization and Selection of Transportation Mode.	22
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk

Assessment Methods

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

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D K Agrawal	Text Book of Logistics and Supply Chain Management	MacMillan	2013
2	Vinod V.Sople	Logistics Management	Pearson	2012
3	S. K. Nandi, S. L. Ganapathi.	Logistics Management	Oxford University Press	2015

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
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:	23PIB206			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Foreign Exchange Management	Semester:	II
					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

Foreign Exchange Management – 23PIB206

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- Authorized 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.	18
Unit IV	Interbank Deals - Interbank dealings- Cover deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	22
Unit V	Case Studies from above context	10
	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

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.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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB207			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Foreign Trade Procedures and Documentation	Semester:	II
					Credits:	4

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 -23PIB207

Units	Content	Hrs
Unit I	Legal framework and Policy Overview: -Facilities and restrictions and getting started in export viz DGFT, IEC, <u>GST</u> , RCMC and Custom registration etc.; Giving practical exposure for identifying the items with regard to importability and exportability of products, Dutiable , Duty Free Drawback, Prohibited and Restricted, ITC (HS Code).	20
Unit II	Terms of delivery:- 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.	14
Unit III	Foreign Trade Policy - Development of Foreign Trade policy - Foreign Trade policy 2022-2026 – basics – General provision regarding Imports and Exports - Export Incentive and Promotional Schemes - <u>EPCG</u> , Duty drawback, duty exemption and remission schemes, star exporter’s scheme, RODTEP Scheme/SEIS etc – Highlights of FTP	20
Unit IV	Export-Import documentation framework:- 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.	16
Unit V	Import and Export clearance procedures: -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 – Ice gate – Importance of Ice gate.	20
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk

Assessment Methods

Seminar, Power Point Presentations, Assignment, Experience Discussion

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
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:	23PIB208			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Map Reading and Route Tracing	Semester:	II
					Credits:	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 Route Tracing -22PIB208		
Units	Content	Hrs
I. Countries and their Prospects	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	20
II. Map Reading and Plotting	Reading and Plotting the details of Countries and Capital to be traced in the World Map (i) Asian (ii) African (iii) Australian (iv) North American (v) South American (vi) European Continents, Locating the major ports and also the business ports, Importance of Flag, Flag and their properties	22
III. Country Analysis & Expansions	A country will be given to each individual and it is to reciprocated in amidst of the students – Class Discussion Session. INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	21
IV. Route Tracing	<i>Popular Sector Wise Sea Routes</i> 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) <i>Canal Oriented Sea Routes</i> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	22
Tutorial Hours	Group Task I - Objective Questions in Map Reading and Plotting Individual Task I - Subjective Questions with Maps, Sea Routes and INCO Terms	5
Total Contact Hrs		90

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

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	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 Weily 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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB2E3			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Shipping and Cargo Management	Semester:	II
					Credits:	5

Course Objective

To instill the students with the commercial, operational and technical components of ship management

To impart knowledge to the students on the provisions of International CISG

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Understand and evaluate provisions of International CISG	K1
CO2	To Explain the difference between valid, void and voidable con	K2
CO3	To Recollect Regulations relating to cargoes, dangerous and Hazardous cargoes	K3
CO4	To Evaluate the documentation procedure.	K4
CO5	To Understand the commercial, operational and technical components of ship management	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

International Shipping and Cargo Management – 23PIB2E3

Units	Content	Hrs
Unit I	Shipping Registration, Classification: Ship - Types of ships - Principal dimensions - Ship's tonnages (GT, NT, DWT) - Cargo carrying capacity. Ship owners, operators and managers: Ship manager - Structure of ship owning and management organizations - Ship's personal - Agents. Modes of entry into international business – Registration - Types of registries - Flag - Classification - Port State Control - Inspections - Surveys - Conditions of survey and inspections - Other surveys.	22
Unit II	Crew Management and Ship Manager's Legal Relations Crew management: Recruitment, training and placement of officers and crew on board - Marine crew travel - Compliance of ISPS code - Knowledge management on board and on shore. Ship manager's legal relations: Management contracts - Legal problems - Arrest in Rem - Freezing orders - Freight and hire payments - <i>Dealing with Port Agents</i> and Chartering Brokers.	18
Unit III	Cargo and its Management : Dry cargoes - Non-bulk dry cargoes - Stowage factors - Dangerous cargo and IMDG Code - Bills of lading and cargo claims - Liquid cargoes - Tank cleaning - Petroleum 63 products - Chemicals - Liquid gas carriers - Ullage, dead freight and slack tanks.	20
Unit IV	Geographic Factors: - 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.	20
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
--

Assessment Methods

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

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	John Benny	Handbook of Logistics, Shipping & Commercial Terminologies	Notion Press.	2019
2	ICS	Ship Operations and Management	International Chamber of Shipping Publications	2011/12
3	Luny	Shipping and Logistics Management	Springer	2010

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett	International Business: The Challenge of Global Competition	Mc Graw Hill	Latest
2	John. W. Dicke	Reeds 21st Century Ship Management	Bloomsbury Publishing	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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB2E4			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Financial Management	Semester:	II
					Credits:	5

Course Objective

To instill the students with the importance and nature of international flow of funds

To impart knowledge to the students on various international financial market

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the importance and nature of international flow of funds	K1
CO2	To gain knowledge on the various features and transactions in the foreign exchange market	K2
CO3	To analyze the techniques of international investment decisions for building a better portfolio	K3
CO4	To understand the flow of funds in the international banks	K4
CO5	To become familiar with various international instruments	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

International Financial Management – 23PIB2E4

Units	Content	Hrs
Unit I	International Financial Management : International Financial Management: An overview – Importance – Nature and Scope – International flow of Funds – Balance of Payments – International Monetary System.	20
Unit II	International Investment Decisions: Foreign Direct Investment – International Capital Budgeting – International Portfolio Investment: Meaning – Benefit of International Portfolio Investment – <i>Problem of International Investment.</i>	20
Unit III	International Financial Decisions: Overview of the International Financial Market – Channels for International Flow of Funds – Role and Functions of Multilateral Development Banks – International Banking: Functions – Credit Creation – Control of International Banks.	22
Unit IV	International Financial Market Instruments Short-term and Medium-term Instruments – Management of Short-term Funds – Management of Receivables and Inventory – Factors behind the Debt Crisis.	18
Unit V	Case Studies from the above Context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
--

Assessment Methods

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

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vyuptakesh Sharan	International Financial Management”	Prentice Hall India Learning Pvt. Ltd, 6th Edition,	2010
2	Varshney R L and Bhashyam S	International Financial Management An Indian Perspective	Sultan Chand & Sons,	2016
3	Apte P G	International Financial Management	MCGraw Hill, 4th Edition	2006

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kevin S	Fundamentals of International Financial Management	Prentice Hall India, 2 nd Edition	2022
2	Amuthan R	International Financial Management	Himalaya Publishing House Pvt Ltd, 3 rd Edition	2021

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB2N1			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.		Introduction to International Business	Semester :	II
					Credits:	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

Introduction to International Business - 23PIB2N1

Units	Content	Hrs
Unit I	Introduction to International business – Need - Theories of international trade - Difference between Domestic and international/Foreign Trade.	3
Unit II	Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, <u>spot</u> -future forward and option market.	5
Unit III	Balance of Payment: 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
Unit IV	WTO and Trade blocks - 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, <u>SAFTA</u> , NAFTA, ASEAN, CARICOM and EU.	10
Unit V	Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - <u>Packing list</u> - Incentives to exports, Exim policy	7
Total Contact Hrs		30

* Concepts Underlined and Italicised are self study

Pedagogy and Assessment Methods:

Seminar, Chalk and talk.

Assessment Methods:

Seminar, Assignments, Tests

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	2019
2	Aswathappa	International Business	McGraw-Hill Education (India) Pvt Limited	2016
3	Dr. V.C. Sinha	International Business.	SBPD Publishing House	2020

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB2N2			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.		Business Ethics and Corporate Sustainability	Semester :	II
					Credits:	2

Course Objective

To familiarize the students with the basic needs on Business Ethics.

To make students to understand the various phases of Corporate Sustainability.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept and importance of business ethics	K1
CO2	To enable ethical decision making based on various theories	K2
CO3	To gain knowledge on moral issues relating to business, marketing, advertising, finance, HR and environmental protection	K3
CO4	To understand the concepts of corporate sustainability	K4
CO5	To analyze sustainability information and prepare reports	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

Business Ethics and Corporate Sustainability - 23PIB2N2		
Units	Content	Hrs
Unit I	Introduction to Business Ethics : Business Ethics - n Meaning and Definition of Ethics - Nature of Business Ethics - Role and importance of Business Ethics and values in Business - Causes of unethical behaviour - Ethical issues.	5
Unit II	Ethical Theories Ethical Decision Making - Decision Making (Normal Dilemmas and problems) - Application of Ethical Theories in Business - Traditional Ethical Theories - Utilitarianism, - Ethical Egoism - Ethics of Duties - Normative Theories of Business Ethics - Stakeholder Theory - Stockholder Theory - Lawrence Kohlberg's Theory Model Development.	7
Unit III	Moral Issues in Business : Moral Issues in Business - Importance of moral issues and reasoning - Whistle Blowing - Kinds of Whistle Blowing - Ethical issues in functional areas of business. Marketing and Advertising - Truth in Advertising - Manipulation – Coercion - Trade Secrets - Corporate disclosure - Insider trading. Finance - Fairness' and efficiency in Financial Market – Greenmail - Golden Parachute. HR: Workers Rights and Duties - Work place Safety - Sexual Harassment-Equal Employment Opportunity- Preferential hiring. environmental Protection - Safety and acceptable risk- Environmental Harm, Pollution and its Control– <i>Product Safety and Corporate Liability</i> .	7
Unit IV	Corporate Sustainability : Corporate Sustainability - Concepts of sustainability - Social, Environmental and Economic dimensions - Sustainability in a business context. Principles of Sustainable Development: History and emergence of the concept of Sustainable Development - Definitions, Environmental issues and crisis, Resource degradation, Greenhouse gases, Desertification, Social insecurity, Industrialization, Globalization and Environment.	7
Unit V	Sustainability Reporting : Sustainability Reporting - Investors, customers, government and media- Disclosing sustainability information – report and website - Transparency and Accountability - One Report movement – Financial and non-financial together - Triple bottom line concept for Sustainable Business - Sustainability Reporting: Flavour of GRI, BRR, BRSR.	4
Total Contact Hrs		30

* 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	Muraleedharan K P and Satheesh E	Fernando's Business Ethics and Corporate Governance	Fer Fernando's Business Ethics and Corporate Governance, 3 rd Edition	2021
2	John G. Cullen	Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations	Sage Publications Pvt. Ltd	2022
3	Khanka S S	Business Ethics and Corporate Governance (Principles and Practice)	S Chand & Co Ltd, 1 st Edition	2013

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mandal S K	Ethics in Business and Corporate Governance	McGraw Hill Education, 2nd edition	2017
2	David Chandler	Strategic Corporate Social Responsibility: Sustainable Value Creation",,,	Sage Publications Pvt. Ltd , 4 th 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

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB309			Title	Batch:	2023 – 2025
				International Supply Chain Management	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

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 - 23PIB309

Units	Content	Hrs
Unit I	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
Unit II	Inventory Orientation With SCM –Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC (Always, Better and Control) , MRP (Material Resource Planning) , DRP (Distribution Requirement Planning) , JIT (Just – in – Time) – Order processing – elements of order processing cost – material handling – purchasing and sourcing management.	20
Unit III	Importance of IT on SCM -IT ON SCM: BPR (Business process re-engineering), ERP (Enterprise resource planning), EDI (Electronic Data Interface) , internet, Ecommerce, SCM Software, E purchasing, E Sourcing, E Procurement, outsourcing in SCM, 7 Myths of SCM outsourcing- CRM (Customer Relationship Management) AND SCM: Introduction – supply chain vs. demand chain vs. value chain – <u>CRM integrated with SCM</u>	22
Unit IV	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	20
Unit V	Case studies from above context	10
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	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 th 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
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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB310			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Research Methodology	Semester:	III
					Credits:	5

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 - 23PIB310

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

Assessment Methods

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

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB311			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Institution Facilitating International Trade	Semester:	III
					Credits:	5

Course Objective

To acquaint the students with the various sectors of the economy

To scrutinize support sustainable economic, social and institutional development on international trade

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.	K1
CO2	Recall the conditions of financial markets and its impact in facilitating the international trade.	K2
CO3	Evaluate the awareness on the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments in facilitating institutions.	K3
CO4	Examine international monetary fund and concepts its principles.	K4
CO5	Identify various concepts based on international development association and features.	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

Institutions Facilitating International Trade - 23PIB311

Units	Content	Hrs
Unit I	Export promotion in India : Export promotion in India - Department of Commerce - Functional divisions - Advisory bodies Commodity organizations – DGFT - Export promotion councils (EPCs) - Commodity Boards - Autonomous bodies - Service Institutions and organizations-Government trading organizations - State trading corporations - Major STC's in India- State export – Promotion agencies - Impediments in export promotion – ECGC- meaning - types - approval - financial guarantees - special schemes-financial guarantee to banks by ECGC.	22
Unit II	Role of RBI in Export Finance: International Maritime organization – International Chamber of Commerce – EXIM Bank Finance & Forfeiting Finance - Organization – EXIM banks role - coordination role - financing services- export credits – finance for export oriented units – MSME finance- Agri finance- export services- promotional programmes- role of Exim bank in Forfeiting finance.	20
Unit III	WTO, IMF: World Trade Organization - GATT - Objectives-Evolution of WTO-Functions-Principles of WTO - Organization structure- WTO agreements - GATS – TRIMS - TRIPS - Objectives of IPRS benefits – Limitations - Procedure of dispute settlement – WTO and anti dumping measures Evaluation of WTO - drawbacks/Criticisms. International Monetary Fund (IMF) - Objectives - Organization and management- Resources Financing facilities- Conditions on borrowers- <i>Special drawing rights</i>	22
Unit IV	World Bank and IDA : World Bank - Purpose Organization structure- Guiding principle-Leading programs. International Development Association (IDA) – Objectives - Memberships – Loan assistance - International Financial Corporation (IFC) – Objectives - Main features - Asian Development Bank (ADB) -Objectives – UNCTAD – Functions - Basic principles - International trade centre.	16
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
--

Assessment Methods

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

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cherunilam Francis	International Business	PHI Learning Pvt. Ltd .	2016
2	Rao P Sudha	International Business	Himalaya Publications	2016
3	Acharya & Jain	Export Marketing	Himalaya Publications	2013

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cherunilam Francis	International Business environment	PHI Learning Pvt. Ltd	2016
2	Goode W	Dictionary of Trade Policy Terms	Cambridge University Press	2020

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23 PIB 312			Title	Batch:	2023 - 2025
Lecture Hrs./Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Customs Compliance Using Computers	Semester:	III
					Credits:	4

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

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.	24
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.	22
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	24
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

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:	23PIB313			Title	Batch:	2023 - 2025
				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

Internship - 23 PIB313		
Unit	Content	Hours
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 in the Second Semester holidays 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 in the Second Semester holidays
	Compilation of industry interface ground work	
	Preparation of Internship Report & Viva Voce examination	
Special Clause	Viva Voce to be kept in the Early Months of the Third Semester	(Between June and August)
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.

Viva Voce: Distribution of Marks – CA:25, CE: 75

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB3E5			Title	Batch:	2023– 2025
				Global Risk Management and Insurance	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			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

Global Risk Management and Insurance - 23PIB3E5

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

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:	23PIB3E6			Title	Batch:	2023 - 2025
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

E-Commerce - 23PIB3E6		
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 – Electronic Commerce and Banking.	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 – <i>Electronic Cash, cheques and credit cards on the Internet.</i>	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, Web-enabled services, 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

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

Seminars, Group Task, Power Point Presentations, Assignment, Experience Discussion
--

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB414			Title	Batch:	2023 – 2025
				Export Import Finance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To focus on the theoretical foundations of international trade finance

The students are made to learn the pattern, structure and policies

Course Outcomes

CO 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 - 23PIB414

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.	20
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	20
Unit V	Case studies from above context	10
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:	23PIB415			Title	Batch:	2023- 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Human Resource Analytics	Semester:	IV
					Credits:	5

Course Objective

To acquaint the students with concepts 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 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

Human Resource Analytics - 23PIB415

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

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business
Course Code:	23PIB416			Title	Batch: 2023 – 2025
				International Economics	Semester:
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:

Course Objective

To focus economic outlook with which international business disseminates

To teach various theories to gain from trade

Course Outcomes

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	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 Economics - 23PIB416

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.	20
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.	20
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	10
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. 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

Reference Books

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:	23PIB417			Title	Batch:	2023 - 2025
Lecture Hrs./Week Or Practical Hrs./Week	6	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 - 23PIB417		
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.

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB4E7			Title	Batch:	2023- 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Global Business Strategies	Semester:	IV
					Credits:	4

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

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

CO Number	CO Statement	Knowledge Level
CO1	To Remember the concepts of Strategic management	K1
CO2	To Evaluate the SWOT Analysis-TOWS Matrix.	K2
CO3	To Analyze the form of business environment.	K3
CO4	To Apply the Business Strategy into practices.	K4
CO5	To Evaluate Balanced score card.	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 Business Strategies - 23PIB4E7

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 - to identify the strength & weakness - 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.	22
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 - Business portfolio balancing -Assessment of economic contribution of strategy - <u>Strategic funds programming</u> .	18
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.	18
Unit V	Case studies from above context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised 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	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

Books for Reference

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	23PIB4E8			Title	Batch:	2023 - 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Chartering and Ship Brokering	Semester:	IV
					Credits:	4

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

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

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

Mapping

PO / PSO	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

Chartering and Ship Brokering - 23PIB4E8

Units	Content	Hrs
Unit I	<p>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-Bill of lading-Terminology and abbreviations-Time charter-The agents influence upon the charter-The port agents' role in charter party negotiations.</p>	20
Unit II	<p>Dry Cargo Chartering : Dry Cargo Trades & Ships- Dry Cargo ship tonnages, Load line, Dimensions and cargoes-Propulsion-Cargo—Ship Documents and Classification-Classification-Freight Markets and Market Practice-The Baltic Exchange-Methods of ship employment- Chartering negotiations -<u>Offering and countering</u>- Charter parties-Subjects-Freight Derivatives for Dry cargo.</p>	18
Unit III	<p>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.</p>	20
Unit IV	<p>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.</p>	16
Unit V	<p>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</p>	16
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

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

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

Books for Study**Books for Reference**

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

Programme Code:	M.Com. IB – International Business		Programme Title:	Master of Commerce with International Business	
Course Code:	23PIBAL1		Title	Batch:	2023 - 2025
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

Introduction to Financial Report Analysis - 23PIBAL1

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

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

Programme Code:	M.Com. IB – International Business		Programme Title:	Master of Commerce with International Business	
Course Code:	23VPI301– Value Added Course		Title	Batch:	2023 - 2025
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

Business Etiquette Skill Sets - 23VPI301		
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

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