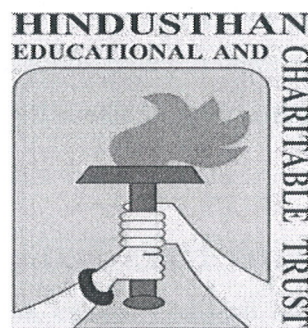


**LEARNING OUTCOMES–BASED CURRICULUM
FRAMEWORK (LOCF)**

in the

**POSTGRADUATE PROGRAMME MASTER OF
COMMERCE WITH INTERNATIONAL BUSINESS**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021 - 2022 AND ONWARDS**



HICAS

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

(Affiliated to Bharathiar University and Accredited by NAAC)

COIMBATORE-641028

TAMILNADU, INDIA.

Phone: 0422-4440555

Website: www.hindusthan.net/hicas/

PREAMBLE

Learning Outcome Based Curriculum Framework for Postgraduate education in Master of Commerce with International Business. PG & Research Department of Commerce with International Business started in the year of 2002-2003. The department offers an intensive coaching and holistic training on accounting and commerce area, Workshops, seminars, conferences are conducted by eminent businessmen from corporate sectors to build the leadership qualities for job opportunities. To make the student to join the skills in present business field, Industrial visits, guided project work, interaction with eminent businessmen etc., are arranged.

VISION

To provide world class education to the students to face global challenges and to inculcate the latest trends in Technological advancement. To cater the needs of the environmental and ethical values in the mind of students to become good citizens and Entrepreneurs.

MISSION

Improving the standard of the courses through effective Curriculum and innovative teaching methods. Exploring new knowledge through research activities and incorporate the knowledge to the students. Practising a holistic approach to imbibe skills and values. Raise the qualities of the students to required standards.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1: Graduates will be International business leaders and managers with leadership and problem-solving skills for global business.

PEO2: Graduates will drive entrepreneurial initiatives either on their own or within other organizations where they are employed.

PEO3: Graduates will have innovation skills and drive the business through multifaceted skills.

PEO4: Graduates will provide advancement of conceptual and practical knowledge in their field of International business to contribute nation building while upholding ethical practices.

PEO5: Graduates will equip themselves for International contributions of their education and advance in their academics.

PROGRAMME OUTCOME (PO)

PO1: Educate and develop students with the much-needed business education in domestic and International level.

PO2: Have a better interaction with Directorate General of Foreign Trade policies to succeed the forthcoming opportunities and business strategy.

PO3: Upgrade the practical exposure in logistics and documentation field work.

PO4: An ability to create a customized employment opportunity in national and International level.

PO5: To establish different fields of skills with the ability to foresee the hidden opportunities in International Business.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in global business, can also demonstrate progressive affective domain development of values, the role of accounting in society and business.

PSO2: Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business, will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books.

PSO3: Learners will gain thorough systematic and subject skills within various disciplines of Commerce, International Business, Accounting, Economics, Finance, Auditing, Logistics and Marketing, as well as Export Import procedures and documentation.

PSO4: Learners will be able to upgrade themselves in Logistics and Documentation field work.

PSO5: Learners can explore their skills in International Business.

**HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),
COIMBATORE-641028**

SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN

(For the Students admitted from the Academic year 2021-2022 and Onwards)

PG PROGRAMME

Programme: M.Com

Branch: International Business

Course Code	Course Type	Course Title	Credit points	Lecture Hours/Week		Exam Duration (hours)	MAX. MARKS		
				Theory	Practical		I.E.	E.E	Total
Semester - I									
21MIP01	DSC	Introduction to International Business	4	5	-	3	40	60	100
21MIP02	DSC	Global Perspective of Indian Marketing	4	5	-	3	40	60	100
21MIP03	DSC	International Consumer markets and Buyer Behaviour	4	5	-	3	40	60	100
21MIP04	DSC	International Marketing Management	4	5	-	3	40	60	100
21MIP05	DSC	International Branding	4	4	-	3	40	60	100
21MIP06	DSC	Practical – I : MS-Word, MS PowerPoint and Advanced Excel	3	-	5	3	50	50	100
21MIP07	SEC	Internship / Institutional Training / Mini-Project	2	-	-	-	100	-	100
21MIPE01	AEE	Open Elective – I	2	3	-	3	100	-	100
21MIPV01	ACC	VAC-I	1*	2	-	3	50	-	50**
21MIPJ01	SEC	Aptitude / Placement Training	Grade *	2	-	-	50	-	50**
-	SEC	SDR – Student Development Record	Assessment will be done in the end of Third semester						
Total			27	31	5	-	450	350	800
Semester - II									
21MIP08	DSC	Cost and Management Accounting	4	5	-	3	40	60	100

21MIP09	DSC	Foreign Exchange Management	4	5	-	3	40	60	100
21MIP10	DSC	International Financial Markets	4	4	-	3	40	60	100
21MIP11	DSC	International Financial Derivatives	4	5	-	3	40	60	100
21MIP12	DSC	International Transport Operations	4	5	-	3	40	60	100
21MIP13	DSC	Practical - II Tally 9.0	3	-	5	3	50	50	100
21MIP14	SEC	Internship / Institutional Training / Mini-Project / Extension Activity	2	-	-	3	100	-	100
21MIPE02	AEE	Open Elective –II	2	3	-	3	100	-	100
21MIPV02	ACC	VAC–II	1*	2	-	3	50	-	50**
21MIPJ02	SEC	Online Courses	Grade *	-	-	3	-	-	C/NC
21MIPJ03	SEC	Aptitude / Placement Training	Grade *	2	-	-	50	-	50**
		Total	27	31	5	-	450	350	800
		Semester - III							
21MIP15	DSC	Business Research Methods	4	4	-	3	40	60	100
21MIP16	DSC	Export Trade & Import Trade Procedures	4	4	-	3	40	60	100
21MIP17	DSC	International Trade Agencies	4	4	-	3	40	60	100
21MIP18	DSC	Logistics Management & Shipping Industry	4	4	-	3	40	60	100
21MIP19	DSE	Elective – I	3	4	-	3	40	60	100
21MIP20	DSE	Elective – II	3	4	-	3	40	60	100
21MIP21	DSC	Practical III :SPSS	3	-	5	3	50	50	100
21MIP22	SEC	Internship / Institutional Training / Mini-Project / Extension Activity	2	-	-	3	100	-	100
21MIPE03	AEE	Open Elective-III	2	3	-	3	100	-	100
21MIPV03	ACC	VAC–III	1*	2	-	3	50	-	50**
21MIPJ04	SEC	Aptitude / Placement Training	Grade *	2	-	-	50	-	50**
21MIPJ05	SEC	Online Courses	Grade *	-	-	-	-	-	C/NC

21MIPJ06	SEC	SDR – Student Development Record	2*	-	-	-	-	-	-
		Total	28	31	5	-	490	410	900
Semester - IV									
21MIP23	DSE	Elective III	3	5	-	3	40	60	100
21MIP24	DSE	Elective IV	3	5	-	3	40	60	100
21MIP25	DSC	Self-Study –	3	-	-	3	40	60	100
21MIP26	SEC	Project Work /Student Research	5	-	-	3	50	150	200
		Total	14	10		-	170	330	500
Grand Total									

- * denotes Extra credits which are not added with total credits.
- ** denotes Extra marks which are not added with total marks.
- VAC**-Value Added Course (Extra Credit Courses)
- * Grades depends on the marks obtained

Range of marks	Equivalent remarks
80 and above	Exemplary
70 – 79	Very good
60 – 69	Good
50 – 59	Fair
40 – 49	Satisfactory
Below 39	Not Satisfactory = Not completed

- Part IV & V not included in total marks and CGPA calculation.
- I.E**-Internal Exam
- E.E**-External Exam
- JOC**-Job Oriented Course

PASSING MINIMUM

- Passing Minimum for PG 50%

Abstract for Scheme of Examination

(For the students admitted during the academic year 2021 - 2022 and onwards)

Course	Papers	Credit	Total Credits	Marks	Total Marks
Core /DSC	14	4	56	100	1400
Self-Study Course / DSC	1	3	3	-	100
Electives/DSE	4	3	12	100	400
Practical /DSC	3	3	9	100	300
Project /SEC	1	5	5	200	200
<i>Internship/Institutional Training/Mini-Project / Extension Activity</i>	3	2	6	<i>100</i>	300
<i>Open Electives /AEE</i>	3	2	6	100	300
<i>Value Added Course</i>	3	1*	3*	50	150**
<i>Aptitude / Placement Training/ SEC</i>	3	Grade*	Grade*	100	300**
<i>Online Courses / SEC</i>	2	Grade*	Grade*	-	-
SDR - SEC	1	2*	2*	-	-
Total			97 + (5 Extra Credits)		3000 + (450**)

List of Papers	
Open Electives	Yoga for Human Excellence Human Health & Hygiene Indian Culture and Heritage Indian Constitution and Political System Consumer Awareness and Protection Professional Ethics and Human Values Human Rights, Women's Rights & Gender Equality Disaster Management Green Farming Corporate Relations start a Business? Research Methodology and IPR General Studies for Competitive Examinations IIT JAM Examination (for Science only) CUCET Examination
VAC Papers	-
Courses offered by the Departments to other Programmes	-

Note: VAC courses can be added along with the above open electives

Regulations

1. Internship / Institutional Training / **Mini-Project** is related to the discipline can be permitted to complete during the end of I and III semesters for minimum seven days each and permitted to submit a report.

Internship / Institutional Training	Not more than seven days
Mini project	Depends on the departments

2. Project work is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper.
3. To fix the practical marks for PG programme for Internal assessment and External assessment as 50 marks I.E. and 50 marks E.E and to modify the component for Internal assessment as Test-1 = 20, Test-2 = 20 and Observation and concept application = 10.
4. To modify the Internal and External Assessment marks FOR THEORY as 40 and 60 for all the post graduate programme for the Academic year 2021-2022 and onwards. Subsequently, the Internal component is to be modified as Test -1 = 10, Model = 10 and other component = 20. The Components for internal assessment can be of 5 marks for each 4 components out of 10 components (**10 Components can be fixed by the concern board chairman**) selected by the each subject incharges for their respective courses.
5. To incorporate Online courses as a non-credit skill enhancement course for the III and IV semesters and Grades will be assessed based on the certificates produced by the students. It is compulsory to produce one Online course certificate for each semester to avail grades for the students. (2 certificates in any of the online platform is mandatory)
6. **Two Elective courses DSE- III & DSE- IV are the subjects which are to be related with NPTEL courses.**

FAST TRACK SYSTEM:

The Students have the options of taking two subjects of the fourth semester of M.Com (International Business) programme through NPTEL / Swayam portal from the list given or offered by NPTEL and approved by the department for which credit transfer is permitted. The students should inform the department prior to the registration of the course and get due approval for the same. If the student completes these courses before the start of the fourth semester, the student can be considered for a fast track programme, and do the projects work alone during the fourth semester apart from the self study paper. Once the student submits the successful course completion credentials as required by the college for the NPTEL/SWAYAM online courses, then the credit transfer will be considered for qualifying the degree.

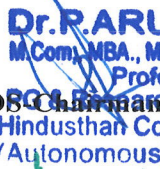
7. **If the students who are all completed the NPTEL courses before semester -III, they can avail exemption from appearing exams of DSE- III & DSE- IV in Fast track scheme.**
8. SDR – Student Development Report to be received by the department from the students till end of the **Third** semester. (Evidences of Curriculum activities and Co-curriculum activities)

List of Elective Papers/ DSE (Can choose any one of the paper as electives)		
	Course Code	Title
Electives/ DSE-I	21MIP19A	Human Resource Management
	21MIP19B	Intellectual Property Rights
Electives/ DSE-II	21MIP20A	Entrepreneurship Development and Project Management
	21MIP20B	Air Transportation Management
Electives/ DSE-III	21MIP23A	Customer Relationship Management
	21MIP23B	Advanced Corporate Strategy
Electives/ DSE-IV	21MIP24A	Services Marketing: Integrating People, Technology, Strategy
	21MIP24B	Operations and Supply Chain Management


Syllabus Coordinator

Academic Council - Member Secretary


Co-ordinator
Academic Audit Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.


Dr. P. ARUMUGASWAMY
M.Com, MBA., M.Phil., PGDCA., PGDBA. Ph.D.,
Professor and Head
BOB Chairman/Chairperson
Hindusthan College of Arts and Science
(Autonomous), Coimbatore 641 028

PRINCIPAL

PRINCIPAL
Hindusthan College of Arts and Science
Hindusthan Gardens, Behind Nava India,
Coimbatore - 641 028.

PG/MCA Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2021-2022 and onwards)

1. Internal Marks

Components	Marks
Test	10
Model Exam	10
Internal Assessment components	20 #
TOTAL	40

List of components for Internal Assessment

S.No	Components
1	Multiple choice questions
2	Quiz
3	Video teach
4	UT – Unannounced test
5	Co-operative or Collaborative Learning
6	Mini Project/Assignment
7	Case study
8	Seminar

(Any four components from the above list with five marks each will be calculated .4x5=20 marks)

2. a) Components for Practical I.E.

Components	Marks
Test –I	20
Test - II	20
Application*	10
Total	50

b) Components for Practical E.E.

Components	Marks
Experiments	40
Record	5
Viva	5
Total	50

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Internships/Industrial Training (I.E)		Major Project Work		
Component	Marks	Component	Marks	Total Marks
Work diary	25	I.E a)Attendance	20	50
Report	50	b)Review	30	
Viva-voce	25			
Total	100	E.E* a) Final report	120	150
		b)Viva-voce	30	
		Total		200

*Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Value Added Courses / Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	50

5. Guidelines for Open Elective

No of Activities	Marks
Two Tests (each 3 hours) of 50 marks each [5 out of 8 descriptive type questions 5 x 10 = 50 Marks]	100

Guidelines:

1. The passing minimum for these items should be 50%
2. If the candidate fails to secure 50% passing minimum, he / she may have to reappear for the same in the Subsequent semesters
3. Item No's:4 is to be treated as 100% Internals and evaluation through online.
4. Item No.2: * - Application should be from the relevant practical subject other than the listed programmes. It must be enclosed in the practical record.

For all PG/MBA/MCA Programmes (2021-2022 Regulations)
QUESTION PAPER PATTERN FOR CIA EXAM

Reg.No: _____ Q.P.CODE:
HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
PG/MBA/MCA DEGREE CIA EXAMINATIONS _____20_____
(_____Semester)
BRANCH: _____
Subject Name: _____

Time: Two Hours

Maximum: 50 Marks

Section-A (3 x 4=12 Marks)

Answer ALL Questions

ALL questions carry EQUAL Marks

(Q.No: 1 to 3 Either Or type)

Section-B (2 x 12=24 Marks)

Answer any TWO Questions out of THREE Questions

ALL questions carry EQUAL Marks

(Q.No: 4 to 6)

Section-C (1 x 14=14 Marks)

(Compulsory Question: It should be a Case study/Application oriented/Critical analysis
from any of the units)

(Q.No: 7)

QUESTION PAPER PATTERN FOR MODEL / END SEMESTER EXAM

Reg.No: _____ Q.P.CODE:
HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
PG/MBA/MCA DEGREE MODEL EXAMINATIONS _____20_____
(_____Semester)
BRANCH: _____
Subject Name: _____

Time: Three Hours

Maximum: 60 Marks

SECTION – A (5x4=20 marks)

Answer ALL Questions

ALL Questions carry EQUAL Marks

(Q.No 1 to 5 Either Or type)

(One question from each Unit)

SECTION – B (3x10=30 Marks)

Answer any THREE Questions Out of FIVE Questions

ALL Questions carry EQUAL Marks

(Q.No 6 to 10)

(One question from each Unit)

SECTION – C (1x10=10Marks)

(Compulsory Question: It should be a Case study/Application oriented/Critical analysis
from any of the units)

(Q.No: 11)

Course Code:	21MIP01	Course Title						Batch:	2021-2022 and Onwards
		INTRODUCTION TO INTERNATIONAL BUSINESS						Semester:	I
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To familiarize the international trade and international trade theories.
- To understand the international grouping and its environment
- To acquire knowledge international relations and diplomacy
- To understand the India's foreign policy and diplomacy.
- To assess India's foreign policy and its relationship with other nations

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Acquire the knowledge about international business and international trade theories.	K1
CO2	Understand the meaning of international grouping and international business environment.	K2
CO3	Have thorough knowledge about international relations and diplomacy.	K3
CO4	Classify the basic international business terminology and become familiar in Diplomacy and India's Foreign policy.	K4
CO5	Assessing India's foreign policy and its relationship with other nations	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP01	INTRODUCTION TO INTERNATIONAL BUSINESS	Sem: I
Unit No.	Topics	Hours
I	Trade Theories Concept of International Relations-Origin and Growth of International Relations-Elements of IR - International Relations as a Discipline - Scope of International Relations - International Relations and International Politics - Foreign Policy-Values of Foreign Policy - Its Approaches - Objectives of Nation's Foreign Policy - Determination of Foreign Policy (a) Internal factor (b) External factor.	13
II	Regional Grouping Evolution of International Organization and Regional Grouping for the Development of International Relation - Role of Regional Grouping (Viz.) EU, ASEAN, NAFTA, SAARC and Arab League - World Bodies (Viz.) UN and WTO - Economic Grouping (Viz.)G-8, G-15, and G -77.	12

III	International Business Environment International Law - Meaning, Nature - Sources of International Law - Relationship with Municipal Law - Its Limitations. The Balance of Power - Its Nature – Definition – Characteristics - Role of Balance - Historical Significance - Devices for Maintaining the Balances of Power – Collective Security and Balance of Power - Balance of Power Today - Collective Security and Peaceful Settlement.	15
IV	Concept of International Relations, Diplomacy Diplomacy – Definition - Functions of Diplomats - Types of Diplomacy Consults – Diplomatic - Rules and Procedure. National Power - Meaning - Forms - Its Elements. Economic Arsenal and Other Economic Instruments.	12
V	India’s Foreign Policy Foreign Policy of India - Nehru’s Foreign Policy - Its Distinctive Features -Non-Alignment - Foreign Policy Since 1962 - Indo-Soviet Relations with China and Great Britain - Indo- U.S. Relations - Missions Abroad - Disarmament Efforts by India - India’s Neighborhood Relations.	13

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Francis Cherunilam, “International Business: Text and cases”, PHI Learning Private Limited, New Delhi.

REFERENCE BOOKS

Reference Books:

1. Gabriele Suder, “International Business”, SAGE Publications Ltd.
2. K.Aswathappa, “International Business”, Tata McGraw-Hill Publishing Company, New Delhi, Sixth Edition.
3. Bimal Jaiswal, Richa Banerjee, “Introduction to International Business”, Himalaya Publishing House.
4. Rakesh Mohan Joshi, “International Business”, Oxford University Press.
5. Donald A. Ball, “International Business: Introduction and Essentials”, Business Publications.

WEB RESOURCES

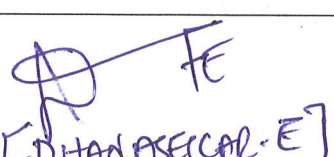
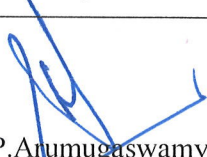
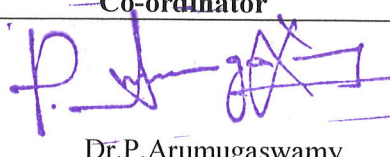
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MAPPING WITH PROGRAM OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	S
CO3	S	S	S	S	M
CO4	S	S	S	M	S
CO5	S	S	S	M	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 D HAN ASECCAR	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP02	Course Title						Batch:	2021-2022 and Onwards
		GLOBAL PERSPECTIVE OF INDIAN MARKETING						Semester:	I
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- Understand the international marketing environment, strategies and management.
- Apply concepts, principles and theories to international marketing situations
- Knowing more about import and export laws related to regulations.
- Be aware on the different thinking and viewpoints of diverse cultures.
- To evaluate the corporate level strategic planning.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Identify the basic difference between inter-regional and international market	K1
CO2	Understand the challenges in the real life businesses related to Indian marketing	K2
CO3	Identifying various consumer environment related Indian marketing and law of protection their rights	K3
CO4	Discovering more about Indian marketing strategies and economic reforms takes on the globe.	K4
CO5	Evaluating the corporate level strategic planning	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP02	GLOBAL PERSPECTIVE OF INDIAN MARKETING	Sem: I
Unit No.	Topics	Hours
I	Marketing Environment of India India's environment a masterpiece in heterogeneity - Performance of the Indian economy - Impact of the global, slowdown and financial crisis on the Indian economy - Dramatic change of India's marketing environment - how world view's India - India's takes on the globe.	13
II	India's Consumer Environment India's markets - The FMCG and FMCD sectors - The call of the mall: The retail boom - The Media, Advertising and Entertainment scene - Impact of inflation - Reasons for poor performance in global competitiveness.	13

III	Marketing Challenges in a Liberalising and Globalising India The India's Economic Reforms (The background) - Marketing challenges in liberalizing India - Results of reforms - Impact of value delivery in the altered environment - Market Darwinism - Survival of the fittest.	12
IV	Buying Behaviour of Indian Consumer Changing profile of Indian consumer - The challenge in distribution with the spread of modern retailing - The marketing challenges in a liberalized and Globalized India - Need for speed and the challenge on the organisation front - Essential steps to win in the digital age.	14
V	Strategic Planning at Corporate Level Nature, Importance, Scope of strategic planning - How strategic planning help the firm - Strategic planning and value delivery process (Concerns of Strategic Planning, Issues tackled in Strategic Planning, Risks involved in Strategic Planning) - The concept of Strategic Business unit - The BCG model - The GE Model - Similarity & difference between BCG & GE Models. SWOT, SWOC challenges.	13

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

V.S.Ramaswamy, S.Namakumari, "Marketing Management: Indian Context Global Perspective", SAGE Publications India Pvt Ltd.

REFERENCE BOOKS

Reference Books:

1. *Rajan Saxena, "Marketing Management", Tata McGraw-Hill Education Private Limited, New Delhi..*
2. *Philip Kotler, Keven Lane Keller, "Marketing Management", Pearson India Education Services Pvt.Limited.*
3. *Ramanuj Majumdar, "Consumer Behaviour – Insights from Indian Market", PHI Learning private Limited.*
4. *B.Keith Simerson, "Strategic Planning – A Practical guide to strategy formulation and execution", PRAEGER.*
5. *G.V.Satya sekhar, "Business Policy and Strategic Management", I.K.International Publishing House, New Delhi.*

WEB RESOURCES

Web Link:

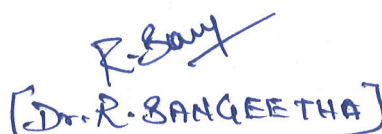
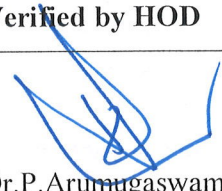
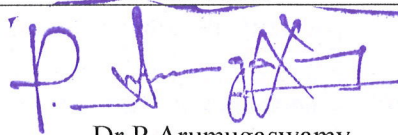
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MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	S	S	M	S
CO2		S	S	M	S	S
CO3		S	S	S	S	M
CO4		S	S	S	M	S
CO5		S	S	S	M	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 [Dr. R. SANGEETHA]	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP03	Course Title					Batch:	2021-2022 and Onwards	
		INTERNATIONAL CONSUMER MARKETS AND BUYER BEHAVIOUR					Semester:	I	
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To create awareness about the international consumer market and consumer behaviour.
- To understand consumer market and various factors affects the consumers.
- Acquire knowledge about the consumers behaviour and decision makings.
- Students will know about how to manage different consumers and how to develop the knowledge about new product developments
- To estimate the buying decision process for new products and Market trends.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Identify the global consumer markets and buyer behaviour	K1
CO2	Understand the various types of consumers and factors which affects the behaviors and decisions.	K2
CO3	Develop the consumer models and strategies to promote the product	K3
CO4	Appraise and apply the practical aspects in International consumer market.	K4
CO5	Evaluating the buying decision process for new products and Market trends.	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP03	INTERNATIONAL CONSUMER MARKETS AND BUYER BEHAVIOUR	Sem: I
Unit No.	Topics	Hours
I	Market Segmentation Segmenting Consumer markets - Segmenting Business markets - Segmenting International markets - Requirements for effective segmentation - Evaluating market segments and selecting Target market segments.	14
II	Model of Consumer Behaviour Model of Consumer Behavior - Characteristics affecting consumer behavior (Cultural factors, Social factors, Personal factors, Psychological factors) - Consumption patterns.	13

III	Types of Buying Decision Behaviour Complex Buying behavior - Dissonance - Reducing buying Behaviour - Habitual Buying Behaviour - Variety seeking behaviour.	12
IV	Buyer Decision Process Need recognition - Information search - Evaluation of Alternatives - Purchase decision - Post purchase behaviour.	12
V	Buying Decision Process for New products and Market Targeting Stages in the adoption process - Individual differences in innovativeness - Influence of product characteristics on rate of adoption - Evaluating, Selecting target market segment - Socially responsible Target marketing - Positioning maps and choosing a differentiation and positioning strategy.	14

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Suja R. Nair – Consumer Behaviour in Indian Perspective – Himalaya Publishing House, New Delhi

REFERENCE BOOKS

Reference Books:

1. *Ramanuj Majumdar, Consumer Behaviour, Prentice Hall of India, New Delhi.*
2. *Jay D. Lindquist, M. Joseph Sirgy (2009), Consumer Behaviour, Latest Indian Edition, Cengage Learning*
3. *Schiffman Leon. and Kanuk Leslie Lasar. – Consumer Behaviour – Pearson Education, New Delhi.*
4. *Solomon, Michael R., - Consumer Behaviour – Buying, Having and Being – Pearson Education, New Delhi*
5. *S.L. Gupta, Sumithra Pal – Consumer Behaviour: An Indian Perspective – Sultan Chand & Sons*

WEB RESOURCES

Web Link:


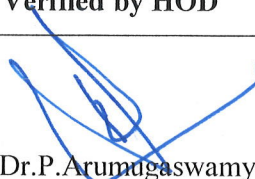
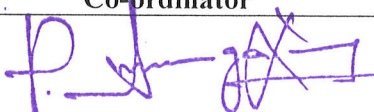
https://www.google.co.in/books/edition/Consumer_Behaviour/7XG2DOAAOBAJ?h=en&gbpv=1&dq=consumer%20markets%20and%20consumer%20buyer%20behavior%20e-books&pg=PT10&printsec=frontcover

MAPPING WITH PROGRAM OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	S
CO3	S	S	S	S	M
CO4	S	S	S	M	S
CO5	S	S	S	M	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 R. DHANASEKAR	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP04	Course Title						Batch:	2021-2022 and Onwards
		INTERNATIONAL MARKETING MANAGEMENT						Semester:	
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To know the basic concepts principles of the International Marketing
- To understand the consumer behaviour in the international contexts
- To develop the product idea and facing the challenges procedure in IMM.
- To acquire knowledge about Global Market and modern marketing
- To assess the International promotional decisions

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand and evaluate the application of international marketing	K1
CO2	Identify the skill sets required in international marketing	K2
CO3	Examine the various functions of International Marketing	K3
CO4	Determine the various Marketing areas challenges and promotions	K4
CO5	Assessing the International promotional decisions	K5
KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate		

SYLLABUS

21MIP04	INTERNATIONAL MARKETING MANAGEMENT	Sem: I
Unit No.	Topics	Hours
I	Basis of International Marketing Concept of International Marketing - Features of International marketing - Drivers of International marketing - Importance of International marketing - Motivation of Internationalisation.	12
II	Orientation of International Marketing EPRG framework - Ethnocentrism - Polycentrism - Regiocentrism - Geocentrism. Phases of International marketing - Process of International Marketing - Need for International Marketing research - Scope of International marketing research.	14
III	Challenges of International Marketing Special problems of International marketing - Domestic Vs International marketing - 12C framework for International marketing - 7P's of International service marketing – Features of International service marketing.	13

IV	International Product, Pricing Decisions Concept of International marketing mix - Product, Planning decision and strategies. Importance of Product Planning - New Product development process - Concept of pricing, factors affecting pricing decisions, Importance of pricing decisions - Information required for pricing in International Market.	13
V	International Promotion Decisions Steps involved in product positioning - International product positioning strategies - Techniques and factors affecting International product promotion - Planning, Barriers of International promotion campaign – International advertising programme and International Trade fairs and exhibitions - Social media - B 2 B Portals.	13

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Philip R Cateora, "International Marketing", McGraw Hill, New York 2018.

REFERENCE BOOKS

Reference Books:

1. Etzel, MJ, BJ Walker and William J Stanton., "Marketing", McGraw Hill, 14th Edition, 2007.
2. Neelamegham, S., "Marketing in India: Text and Cases" Vikas Publishing House, 4th Edition 2012.
3. Panda, Tapan K., "Marketing Management: Text and Cases Indian Context", Excel Books India, 2009.
4. Ramaswamy V.S. & Namakumari S, "Marketing Management – Global Perspective, Indian context" – MacMillan 4th edition
5. Rajan Saxena, "Marketing Management" Tata McGraw Hill – 4th edition

WEB RESOURCES

Web Link:

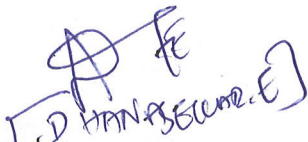
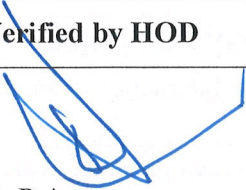
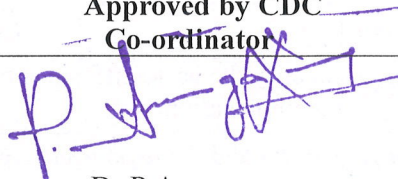
https://www.google.co.in/books/edition/International_Marketing/O7qEFvm_dTAC?hl=en&gbpv=1&dq=international%20marketing%20management%20e-books&pg=PR19&printsec=frontcover&bsq=international%20marketing%20management%20e-books

MAPPING WITH PROGRAM OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	M	S	S
CO3	S	S	S	S	M
CO4	S	S	M	S	S
CO5	S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
 Curriculum Development Cell
 Hindusthan College of Arts & Science,
 Coimbatore-641 028.

Course Code:	21MIP05	Course Title						Batch:	2021-2022 and Onwards
		INTERNATIONAL BRANDING						Semester:	I
Hrs/Week:	4	L	4	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- Understand the international trade branding and its global perspective.
- To express conceptual framework for managing brands and buildings
- Apply concepts, principles and theories to international branding.
- Be aware on the different thinking of brands, logos
- To Assess the consumer protection regulation

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Identify the basic difference between international branding and brand communication.	K1
CO2	Understand the legal framework of brand planning , values and brand perceptions.	K2
CO3	Experiment the concept of brand positioning and the advantages of creating strong brands.	K3
CO4	Discovering more about brand strategies by building, measuring and managing brand equity globally.	K4
CO5	Assessing the consumer protection regulation	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP05	INTERNATIONAL BRANDING	Sem: I
Unit No.	Topics	Hours
I	Value of Branding Brand - Definition - Financial value of brands and social value of brands -Keys of branding - Brand hub - Changing face of customer - Line influence on growing brand.	12
II	Perception for Branding Emotional benefits of branding - Brand reflection - Brands story and brand design: Colour, Sound, Audio, Logo, Jingles words and shapes – Brand architecture and brand building skills.	12
III	Brand Positioning Brand planning - Brand creation - Brand platform - Brand experience - Brand communication and opportunities modelling.	9

IV	Brand Building Brand building and Brand sustainability - Brand decline - Changing customers - Brands in merger and acquisitions - Strategic brand management.	10
V	Globalisation in Brands Power in global world - Power of logo – Global brands, Asian brands, revitalized brands and challenger brands – Brand leadership - Brand and Consumer Protection.	9

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Harsh V. Verma, "Brand Management Text and cases", Pillappa Publishers.

REFERENCE BOOKS

Reference Books:

1. Aaker David A. – *Managing Brand Equity – Free Press, New York*
2. Kumar, S. Ramesh – *Marketing and Branding: The Indian Scenario – Pearson Education*
3. Kapferer Jean Noel – *Strategic Brand Management, Kogan Page, New Delhi*
4. K S Chandrasekar – *Product Management: Text and Cases, Himalaya Publishers*
5. Kotler Philip, Keller Kevin, Koshy Abraham & Jha Mithileshwar, "*Marketing Management*", *A South Asian Perspective – Pearson Education.*

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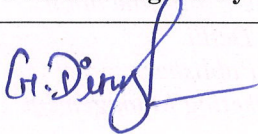
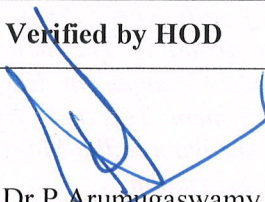
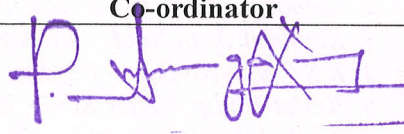
https://www.google.co.in/books/edition/International_Marketing/O7qEFvm_dTAC?hl=en

MAPPING WITH PROGRAM OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

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Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code: 21MIP06		Course Title						Batch:	2021-2022 and Onwards
		PRACTICAL – I & (MS WORD, MS POWERPOINT AND ADVANCED EXCEL)						Semester:	I
Hrs/Week:	5	L	-	T	-	P	5	Credits:	3

COURSE OBJECTIVE :

- To identify the software's MS word and preparation of documents with relevant process
- To associate the power point slide and apply animation effects
- To display of data formatting using different options
- To analyse data representation using different formulas and experiment different estimation formulas in excel
- To experiment different estimation formulas in excel

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Interpret the software's MS word and preparation of documents with relevant about shipping documents.	K1
CO2	Explain the power point slide and apply animation effects	K2
CO3	Calculate sales estimation by using the functions in the excel sheet.	K3
CO4	Estimate the student mark list and perform conditional formatting function in the excel sheet.	K4
CO5	Experimenting different estimation formulas in excel	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP06	PRACTICAL – I & (MS WORD, MS POWERPOINT AND ADVANCED EXCEL)	Sem: I
Package	Programs	65 Hours
	Type a sample research report and perform the following: Insert Symbols, Insert Caption Page break, Indent or Spacing.	
	Prepare an Organisational set-up chart for DGFT.	
	Prepare a diagrammatic representation showing the elements of a BOP.	

MS WORD	You have a problem with your shipment. So prepare a requisition letter regarding that issue to the following offices using Mail Merge. (a) Importer (b) Customs Department (c) DGFT Office (d) Shipping Agent / Shipping Company (e) Your Bank	16
MS POWERPOINT	Prepare a PowerPoint presentation showing the functions of IMF.	14
	Prepare a presentation showing the different types of ships used in International Logistics.	
	Prepare a presentation showing the BOP and BOT by importing an appropriate Excel Sheet.	
ADVANCED EXCEL	Create a student database and perform the following functions. Use Cut & Paste, Use cell widening, Use format painter, Use font, colour, borders, Use wrap text Use merge cells, Use Number, date and currency as format.	35
	Prepare a student mark list and perform conditional formatting function in the excel sheet.	
	Calculate sales estimation by using the following functions in the excel sheet. Use of Min, Max, Sum, Average, Count, Alter and Sort, Use standard deviations.	
	Prepare a student database and perform the Hlookup function in the excel sheet.	
	Calculate transportation cost by using Vlookup function in the excel sheet.	
	Create an Airport database and perform the following functions in the excel sheet. Use Length formula, Use left, Right, Use Mode, Use IFERROR.	

Teaching Methods

Hands on training in Computer System. PowerPoint Projection through LCD and Activity.

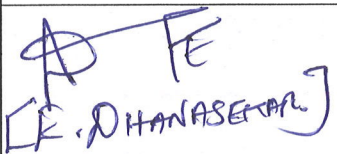
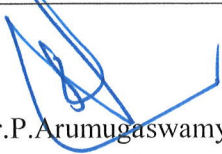
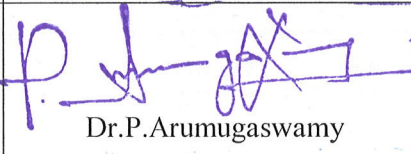
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	L
CO5	S	M	S	S	S

S - Strong; M-Medium; L-Low.

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 K. DHANASEKAR	 Dr. P. Arumugaswamy	 Dr. P. Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP08	Course Title					Batch:	2021-2022 and Onwards	
		COST AND MANAGEMENT ACCOUNTING					Semester:	II	
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To facilitate the students about various tools and techniques available in Cost and Management Accounting
- To give in-depth knowledge about the preparation of cost sheet and about material and labour cost management
- To impart the knowledge about preparation of Fund flow and Cash flow statements
- Equip themselves in the preparation of various budgets
- To Assess different budgetary systems

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Identifying the various methods of cost Accounting, Illustrate the costing and management Accounting	K1
CO2	Select the appropriate tools for managerial decision making	K2
CO3	Illustrate the preparation of Funds flow and /cash flow statement	K3
CO4	Develop the techniques to prepare different types of budgets	K4
CO5	Assessing different budgetary systems	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP08	COST AND MANAGEMENT ACCOUNTING	Sem: II
Unit No.	Topics	Hours
I	Introduction of Cost Accounting Meaning - Objectives - Nature and scope - Methods of costing - Classification of costs - Preparation of cost sheet and Tender - Inventory system - Methods of pricing material issues – EOQ.	13
II	Labour Cost and Overheads Labour cost - Importance - System of wage payment - Idle time – Control over idle time - Overheads - Importance - Classification of overheads - Allocation and apportionment of overheads.	12
III	Ratio Analysis Management Accounting - Nature & Scope - Tools and Techniques - Ratioanalysis - Marginal costing - Cost-volume profit analysis - Break-even analysis - Utility and limitations of Cost-volume profit analysis - Financial and profitplanning - Objectives.	14

IV	Fund Flow and Cash Flow Statement Working Capital - Working capital requirements and its computation - Fund Flow statement - Meaning and Preparation of Fund Flow Statement - Cash Flow statement - Meaning and Preparation of Cash Flow Statement as per Accounting Standard.	14
V	Budgetary Control Budgetary Control - Meaning - Flexible Budget - Sales Budget - Cash Budget- Production Budget - Purchase Budget - Working Capital - Sources of Working Capital - Estimates of Working Capital Requirements.	12

Note: Distribution of marks: 80% Problem, 20% Theory

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Maheshwari.S.N, " Cost and Management Accounting", Sultan Chand & Sons publishers, New Delhi.

REFERENCE BOOKS

Reference Books:

1. Jain.S.Pand Narang. K.L, "Cost Accounting", Kalyani Publishers ,New Delhi, 2016.
2. Ramachandran. R and Srinivasan. R, "Management Accounting", Sriram Publications, Trichy 2015.
3. Maheshwari. S.N, "Management Accounting", Sultan Chand & Sons publishers, New Delhi, 2014.
4. Arora.M.N, "Cost Accounting", Himalaya Publishing, New Delhi, 2016.
5. Pillai.R.S.N, and Bagavathi.V, "Cost Accounting" S.Chand & Co.Ltd., New Delhi, 2017.

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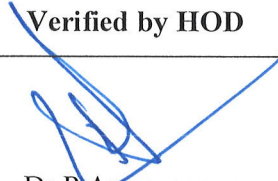
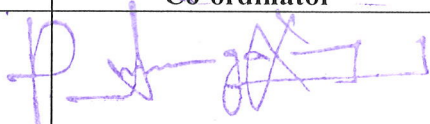
https://www.google.co.in/books/edition/A_Textbook_of_Cost_and_Management_Accounting/D7hDDAAAOBAJ?hl=en&gbpv=1&dq=COST%20AND%20MANAGEMENT%20ACCOUNTING&pg=SA1-PA13

MAPPING WITH PROGRAM OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP09	Course Title					Batch:	2021-2022 and Onwards	
		FOREIGN EXCHANGE MANAGEMENT					Semester:		II
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To understand the evolution, growth, structure, components of the International and Domestic Forex Market.
- To understand various financial terminologies and transactions involved in the Forex Market
- To understand how the foreign exchange market operates
- To understand the principles of currency values
- To assess the foreign exchange contracts

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Identify and Understand Foreign exchange risk and exposure	K1
CO2	Explain and analyze Foreign Exchange Transactions	K2
CO3	Examine the Inter Bank Deals- cover deals trading	K3
CO4	Evaluate authorized dealers in nationalized	K4
CO5	Evaluating foreign exchange contracts	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP09	FOREIGN EXCHANGE MANAGEMENT	Sem: II
Unit No.	Topics	Hours
I	Foreign Exchange Market Foreign exchange - the foreign exchange market - Organization of the Foreign exchange market (Commercial banks, FEDAI, RBI) - The Spot and Forward market - Participants in Foreign exchange markets - Relationship between Forward rate and Future spot rate.	14
II	Foreign Exchange Rates Exchange rates - Exchange rate system - Gold, Bretton wood system - Fixed and Flexible exchange rates - Factors determining Exchange rates - Exchangecontrol, Objectives and Methods of Exchange control.	14
III	Foreign Exchange Transactions Purchase and sales transactions - Spot and Forward transactions - Ready exchange rates - Principle types of Buying and selling rates - Execution of Forward contract – Cancellation / Extension of Forward contract - Interbank deals (Cover, Trading, Swap deals).	13

IV	Foreign Exchange Contracts Factors determining Forward margins - Calculation of Fixed forward rates and Option forward rates - Cross rates - Arbitrage operation - Forward rate agreement.	12
V	Foreign Exchange Risk and Exposure Transaction Exposure - Translation Exposure - Economic Exposure - Management of risk exposure (Internal, External netting, leading and lagging) - Interest rate options.	12

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: Power Point Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Jeevanandham C, " Foreign Exchange and Risk Management", Sultan Chand & Sons, New Delhi

REFERENCE BOOKS

Reference Books:

1. *Easha Sharma, "Foreign Exchange Management", Golden house publication, New Delhi,*
2. *Khilani.D.T, Foreign Exchange Management Manual, Snow White Publications, Mumbai.*
3. *Deepak Tandon, Forex Management and Business Strategy Skylark Publications, New Delhi.*
4. *Arora.R.S, Manual on Foreign Exchange, Skylark Publications, New Delhi.*
5. *Dr. Paresh Shah, Forex Management,, Biztantra Publishers.*

WEB RESOURCES

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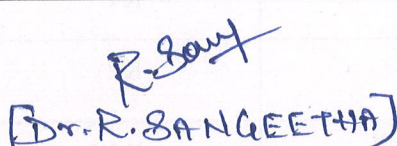
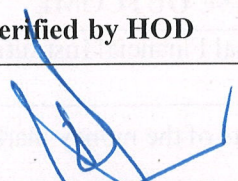
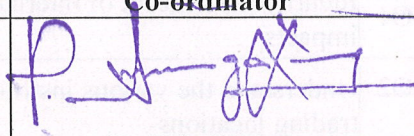
https://www.google.co.in/books/edition/Elements_of_Foreign_Exchange_A_Foreign_E/R7DEDwAAOBAJ?hl=en&gbpv=1&dq=foreign%20exchange%20management%20free%20ebooks&pg=PT6&printsec=frontcover

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	S	S	M	S
CO2		S	S	S	S	S
CO3		S	S	S	S	M
CO4		S	S	S	S	S
CO5		S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 [Dr. R. SANGEETHA]	 Dr. P. Arumugaswamy	 Dr. P. Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP10	Course Title						Batch:	2021-2022 and Onwards
		INTERNATIONAL FINANCIAL MARKETS						Semester:	II
Hrs/Week:	4	L	4	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To Highlight depth concept to International Financial Institutions and its policies.
- To Understand the various currency trading locations and its players
- To inculcate the students to understand the Stock Exchanges and Stock listing companies
- To assess the impact of International financial market.
- To Evaluating International bond markets

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Identify the concept of International Financial Institutions and its impacts.	K1
CO2	Understand the various instruments of the money market currency trading locations .	K2
CO3	Explain the basic concepts about capital market and apply the recent amendments in Stock Exchanges and Stock listing companies	K3
CO4	Analyze different hedging prices with Exchange traded funds and technological development are transforming fixed-income markets.	K4
CO5	Evaluating International bond markets	K5
KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate		

SYLLABUS

21MIP10	INTERNATIONAL FINANCIAL MARKETS	Sem: II
Unit No.	Topics	Hours
I	Globalisation of Financial Markets International Financial markets - Meaning, major players in Financial Markets - European Monetary system - The Bretton woods system - The Gold Standard.	11
II	International Money Market Money Market - Meaning, definition - Structure - Growth of Money market in India - Indian Money Market Instruments - Call Money Market, Commercial paper, Short term deposit market, Treasury bills, Gilt edged securities markets, ADR's, GDR's, IDR's - Certificate of Deposits, Repos - Regulatory authorities and guidelines.	11
III	International Capital Markets Capital Market - Introduction, Meaning and Significance - International Capital Market Vs International Money Market - Market players - Overview of International Capital Market – Crypto currency - International Regulatory laws and Framework.	11

IV	Euro Currency Markets Creation of Euro Currency Markets - Creation of Euro Dollars - Emergence of Global Currency Markets - Major Instruments - Regulatory system.	9
V	International Bond Markets Foreign Bonds and Euro Bonds - Global Bonds, Straight Bonds, Floating Rate Notes - Convertible, Cocktail Bonds - Yankee, Samurai, Bulldog bonds, straight or fixed rate bonds, Zero coupon bonds - Difference between Euro and Foreign bonds.	10

Note: Distribution of marks: 90% Theory, Problems 10%

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Dr.S.Gurusamy, "Financial Markets and Institutions", McGraw-Hill Education Network.

REFERENCE BOOKS

Reference Books:

1. *Maurice D.Levi, "International Finance", Marutham Publications, Chennai.*
2. *V.K.Bhalla, "International Finance Management", Tata Mc Graw-Hill Publishing Company Limited.*
3. *P.K.Jain, "International Finance Management" Kalyani Publishers.*
4. *Alan C.Shapiro, "International Finance Management" Sulthan Chand and Publications.*
5. *Anthony Saunders & Cornett, "Financial Markets and Institutions – A Modern Perspective", Tata McGraw-Hill, New york.*

WEB RESOURCES

Web Link:


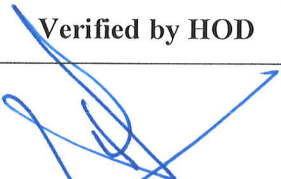

https://www.google.co.in/books/edition/FINANCE_FINANCIAL_MARKETS/K1JdDwAAOBAJ?hl=en&gbpv=1&dq=INTERNATIONAL%20FINANCIAL%20MARKETS%20free%20ebooks&pg=PR4&printsec=frontcover

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	S	S	M	S
CO2		S	S	S	S	S
CO3		S	S	S	S	M
CO4		S	S	S	S	S
CO5		S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Dr. R. SANGEETHA	 Dr. P. Arumugaswamy	 Dr. P. Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP11	Course Title						Batch:	2021-2022 and Onwards
		INTERNATIONAL FINANCIAL DERIVATIVES						Semester:	II
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To Provide delegates with a good understanding of how the futures and options markets work, together with the functions of the clearing house.
- To Understand and value the basic derivatives and their applications in the financial risk management and investment.
- To Learn the theoretical underpinnings and the practical applications in real world of derivative securities.
- To Defining various types of pay off for buyer and identifying commodity markets
- To evaluate the foreign exchange hybrids

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Evaluating the concepts and market mechanics of different types of financial derivatives	K1
CO2	Identifying the evolution of commodity markets and exchanges in India.	K2
CO3	Examine the Construct hedges using futures, swaps and bonds and its pricing principles.	K3
CO4	Analyze how financial derivatives are valued, based on the no-arbitrage and risk-neutral valuation approaches	K4
CO5	Evaluating the foreign exchange hybrids	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS

21MIP11	INTERNATIONAL FINANCIAL DERIVATIVES	Sem: II
Unit No.	Topics	Hours
I	Derivatives Market Derivatives markets - Forward, Futures, Options, Swaps - Role of derivative markets - linkage between Spot and Derivative markets - Evolution of Derivatives in India and other countries.	13
II	Futures and Options Market structure - Types of future contracts - pricing principles - Future Hedging strategies - Option markets - Option pricing principles - Option strategies.	12
III	Currency Derivatives Currency Forwards - Currency Futures - Currency Options - Pricing - Interest rate Futures - Forward rate agreement - Swaps - Options - Swaptions - Term structure and pricing principles.	14

IV	Debt Markets and Equity Fixed rate and Floating rate instruments - Zero coupon securities - Junk bonds - Equity options - Index futures and Index options.	14
V	Hybrid Securities Hybrid securities - Interest rate - Foreign Exchange hybrid - Interest rate/equity hybrid - Currency Commodity hybrid.	12

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Rajwade H.G.Desai, "Foreign Exchange International Finance Risk Management", Shroff Publishers

REFERENCE BOOKS

Reference Books:

1. Kevin, "Commodity and Financial Derivatives", S.Prentice Hall.
2. Hall and Baru, "Options, Futures and Other Derivatives", Pearson Publication.
3. S.L.Gupta, "Financial Derivatives : Theory, Concepts, Problems", Prentice Hall.
4. Parasuram John Wiley, "Fundamentals of Financial Derivatives".
5. Prakash B. Yaragol, "Financial Derivatives Text and Cases", S.Chand.

WEB RESOURCES

Web Link:


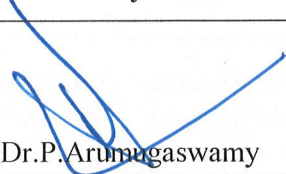

https://www.google.co.in/books/edition/FINANCIAL_DERIVATIVES/j_8uDwAAOBAJ?hl=en&gbpv=1&dq=INTERNATIONAL%20FINANCIAL%20DERIVATIVES&pg=PP1&printsec=frontcover&bsq=INTERNATIONAL%20FINANCIAL%20DERIVATIVES

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	S	S	M	S
CO2		S	S	S	S	S
CO3		S	S	S	S	M
CO4		S	S	S	S	S
CO5		S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 [E. DHANASEKHAR]	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

IV	Freight Systems and Cargo Transport Instructions International Freight Principles – Factors – Liner Freight- Advance Freight- Lump Sum Freight Back Freight- Prorate Freight- Dead Freight – Tramp Freight – Rebate System – Air Tariff Structure – Principles – Types. Cargo Transport - Air Shipment – Consolidation – Role and Function of IATA – Maritime Frauds and Unethical Practices – Institutional Arrangements for Resolving Shipping Problem – Global Logistics.	13
V	E-Commerce Logistics and Logistics Information: Introduction, Objectives, Concepts of E-Commerce, Requirements of Logistics in E-Commerce, E-Logistics structure and operation, Logistics Resource Management.	13

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

Teaching methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

FrancisCherunilam, "InternationalBusiness:Textandcases",PHILearningPrivateLimited,NewDelhi

REFERENCE BOOKS

Reference Books:

1. Gabriele Suder, "International Business", SAGE Publications Ltd.
2. K.Aswathappa, "International Business", Tata McGraw-Hill Publishing Company, New Delhi, Sixth Edition.
3. Bimal Jaiswal, Richa Banerjee, "Introduction to International Business", Himalaya Publishing House.
4. Rakesh Mohan Joshi, "International Business", Oxford University Press.
5. Donald A. Ball, "International Business: Introduction and Essentials", Business Publications

WEB RESOURCES

Web Link: <https://drive.google.com/file/d/1o9X3Ny6sGvmAzrnUwxkJXv-2yepIQttj/view>

Course Code:	21MIP12	Course Title						Batch:	2021-2022 and Onwards
		INTERNATIONAL TRANSPORT OPERATIONS						Semester:	II
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

- To be familiar with type of vehicles and vehicle body.
- To understand main type of costing system.
- To develop vehicle routing & solving scheduling issues.
- To impart knowledge in planning and fleet management
- To gain knowledge in Logistics operations.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall different type of vehicles and vehicle body	K1
CO2	Gathering knowledge in driver licensing and understand the evaluation of Transport operations and Transport network.	K2
CO3	Expert indifferent type of costing system in domestic logistic.	K3
CO4	Impart knowledge about vehicle routing & solving scheduling issues	K4
CO5	Analyse E-commerce logistics information	K5

KI- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate

SYLLABUS


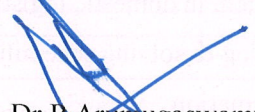
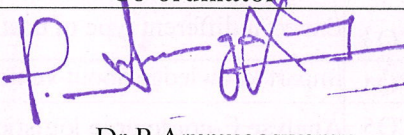
21MIP12	INTERNATIONAL TRANSPRT OPERATIONS	Sem :II
Unit No.	Topics	Hours
I	Introduction to Logistics International marketing logistics – Meaning – Concept – Objectives – Value chain – Logistics system elements – Information – Transportation – Material handling – Inventory – Warehousing – Communication – Inbound logistics and outbound logistics. Integrated Logistics - Objectives, Concepts, Inventory flow, and information flow.	13
II	Transportation Introduction, Objectives, Transportation system, Transportation infrastructure, freight management, factors affecting freight cost, Transportation network, Containerization.	13
III	Role of Containers Containerization – Classification of Containers – Role of ICD And CFS – Types of Ships – Operating Systems: Liners and Tramp - Features - Merits and Demerits - Chartering – CONCOR.	13

MAPPING WITH PROGRAM OUTCOMES

CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 [Dr. R. SANGEETHA]	 Dr. P. Arumugaswamy	 Dr. P. Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21MIP13	Course Title					Batch:	2021-2021 and Onwards	
		PRACTICAL – II (TALLY 9.0)					Semester:	II	
Hrs/Week:	5	L	-	T	-	P	5	Credits:	3

COURSE OBJECTIVE:

- To highlight the features available in Tally and use them
- To examine the various accounting functions in Tally with its different programmes
- To integrate the features of Tally in preparation of accounts of an organization and employ internet for the progress of the organization
- To Assess various interest calculations

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remembering the features available in Tally and use them.	K1
CO2	Understanding various accounting functions in Tally with its different programmes	K2
CO3	Applying the features of Tally in preparation of accounts of an organization and employ internet for the progress of the organization.	K3
CO4	Appraising the use of accounting software with its customized specification	K4
CO5	Assessing various interest calculations	K5

SYLLABUS

21MIP13	PRACTICAL – II (TALLY 9.0)	Sem: II
PACKAGE	Topics	65 Hours
TALLY	1. Creating a Company Create a Company with all Relevant Details and GST with adjustments 2. Creating Ledger Create the Ledgers under Appropriate Predefined Groups 3. Create Vouchers and View Profit and Loss A/C and Balance Sheet 4. Prepare Trading , Profit and Loss Account and B/S, with Details 5. Create Stock Items, Stock Groups, Sales Categories, Good Owns, Units of Measure View the Stock Summary 6. Maintain Bill Wise Details. 7. Display, and Print Books / Reports 8. . Creating GST Ledger (CGST / SGST / IGST) under Duty and Taxes Group 9. Consolidation of Accounts 10. Calculate Forex Gains/Loss 11. Memo Voucher	65

12. Cheque Printing
13. Ratio Analysis
14. Interest Calculations

TEACHING METHODS

Hands on training in Computer System, PowerPoint Projection through LCD and Activity.

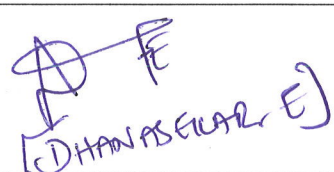
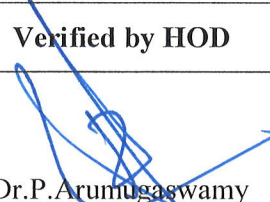
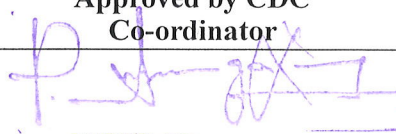
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S - Strong; M-Medium; L-Low.

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
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Co-ordinator
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