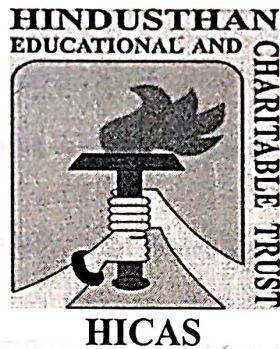


**CURRICULUM FRAMEWORK AND SYLLABUS
FOR OUTCOME BASED EDUCATION IN**

MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2019- 2020 AND ONWARDS**



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/

BOS meeting approved: 22.06.2019

Approved in 5*Academic Council meeting on : 29.06.2019

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

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

The Mission of the college is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value-based education and to bring out the hidden potentials in students that equip them to approach life with optimism.

Programme Educational Objectives (PEO)

Post Graduate of Commerce with International Business program will be

PEO1: Graduates will provide advancement of conceptual and practical knowledge in their field of International business to contribute nation building while upholding ethical practices

PEO2: Graduates will equip themselves for International contributions of their education and advance in their academics

PROGRAM OUTCOME(PO) :

PO1: Incorporate the holistic knowledge of International business, and economic status of different countries impact will reflect in trade relations.

PO2: An ability to handle the critical situations of current issues in International business.

PO3: Comprising the necessary competencies and creativity to undertake foreign trade by using available sources.

PO4: Apply mastery of knowledge in documentation and customs for the career development of Export and Import.

PROGRAM SPECIFIC OUTCOME (PSO):

PSO1: Students will be able to become as a **Cultural Empathizer** – To identify and evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.

PSO2: Students can become as an **International Political Economist** – To analyze the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.

PSO3: Students get an opportunity to become as an **Analyst in Emerging Markets** – To analyze current conditions in developing emerging markets, and evaluate present and future opportunities and risks for international business activities.

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
COIMBATORE-641028
M.COM (INTERNATIONAL BUSINESS)
SCHEME OF EXAMINATIONS - CBCS PATTERN

(For the students admitted from the Academic year 2019-2020 and onwards)

| Course Code | Course Type | Course Title | Lecture Hours/Week | Exam Duration (Hours) | IE | EE | Total | Credit points |
|-----------------------|-------------|---|--------------------|-----------------------|-----|-----|-------|---------------|
| Semester – I | | | | | | | | |
| 19MIP01 | DSC | Global Business Environment | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP02 | DSC | International Marketing Management | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP03 | DSC | International Economics | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP04 | DSC | Cost and Management Accounting | 7 | 3 | 30 | 70 | 100 | 4 |
| 19MIP05 | DSC | India's Foreign Trade | 5 | 3 | 30 | 70 | 100 | 4 |
| Semester – II | | | | | | | | |
| 19MIP06 | DSC | International Trade Procedure | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP07 | DSC | Logistics Management | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP08 | DSC | Foreign Exchange Management | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP09 | DSC | Customer Relationship Management | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP10 | SEC | Practical - I MS-Word, MS PowerPoint and Advanced Excel | 6 | 3 | 40 | 60 | 100 | 4 |
| 19GSP01 | AECC | Skill based subject: Cyber security | 2 | 3 | 100 | -- | 100 | 2 |
| Semester – III | | | | | | | | |
| 19MIP11 | AEE | Business Research Methods | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP12 | DSC | Strategic Management | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP13 | DSC | Export Import Finance | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP14 | SEC | Practical - IISPPSS | 4 | 3 | 40 | 60 | 100 | 4 |
| 19MIP15 | DSC | Supply Chain Management | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP16 | SEC | Skill Enhancement: Institutional Training - I - EXIM Documentation (Report & Viva voce) | -- | -- | 40 | 60 | 100 | 4 |
| 19MIP17A | DSE | Human Resource Management | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP17B | | Intellectual Property Rights | | | | | | |
| Semester – IV | | | | | | | | |
| 19MIP18 | DSC | International Business Relations | 7 | 3 | 30 | 70 | 100 | 4 |
| 19MIP19 | DSC | International Finance | 6 | 3 | 30 | 70 | 100 | 4 |
| 19MIP20 | SEC | Practical - III Tally 9.0 | 6 | 3 | 40 | 60 | 100 | 4 |
| 19MIP21A | GE | Entrepreneurship Development and Project Management | 5 | 3 | 30 | 70 | 100 | 4 |
| 19MIP21B | | Air Transportation Management | | | | | | |
| 19MIP22 | SEC | Project Work | 6 | -- | 50 | 150 | 200 | 6 |
| | | | 30 | | | | | 22 |

BOS meeting approved: 22.06.2019

Approved in 5th Academic Council meeting on : 29.06.2019

| | | |
|---------------------|---------------------------------------|-----------|
| AECC | Ability Enhancement Compulsory Course | 1 |
| AEE | Ability Enhancement Elective | 1 |
| DSC | Discipline Subject Course | 14 |
| DSE | Discipline Subject Elective | 1 |
| SEC | Skill Enhancement Course | 5 |
| GE | Generic Elective | 1 |
| Total Papers | | 23 |

PG-REGULATIONS(From 2019-2020 and Onwards)

1.Internal Marks for all PG

| Components | Marks |
|--------------|-----------|
| Test I | 5 |
| Model Exam | 10 |
| Assignment | 5 |
| Attendance* | 5 |
| Seminar | 5(3+2)** |
| TOTAL | 30 |

*Split-up of Attendance Marks for PG

- ♣ 75-79 - 1 marks
- ♣ 80-84 - 2 marks
- ♣ 85-89 - 3 marks
- ♣ 90-94 - 4 marks
- ♣ 95-100 - 5 marks

****3-For External paper presentation/ Mini Project**

****2-Internal paper presentation/ Mini Project**

Question Paper Pattern for IE test I

Duration: Two Hours

Maximum: 50 Marks

Section-A (3 x 6=18 Marks)

Answer ALL Questions

Either or Type

ALL questions carry EQUAL Marks

Section-B (4 x 8=32 Marks)

Answer ALL Questions

Either or Type

ALL questions carry EQUAL Marks

Question Paper Pattern for IE Model Exam

Duration: Three Hours

Maximum: 70 Marks

SECTION – A (5x6=30 marks)

Answer ALL Questions

ALL Questions carry EQUAL Marks

Q.No 1 to 5: Either or type questions
(One question from each Unit)

SECTION – B (5x8=40 Marks)

Answer ALL Questions

ALL Questions carry EQUAL Marks

Q.No 6 to 10: Either or type questions
(One question from each Unit)

2 a) Components for Practical I. E.

| Components | Marks |
|--------------|-----------|
| Test –I | 20 |
| Test - II | 20 |
| Total | 40 |

2 b) Components for Practical E. E.

| Components | Marks |
|---------------------------|-----------|
| Completion of Experiments | 50 |
| Record | 5 |
| Viva | 5 |
| Total | 60 |

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

| <u>Institutional / Industrial Training</u> | | <u>Mini Project</u> | <u>Project Work</u> | |
|--|------------|---------------------|---|------------|
| Components | Marks | | Components | Marks |
| <i>I.E</i> Work Diary | 25 | - | <i>I. E</i> a) Attendance Marks | 20 |
| Report | 50 | 50 | b) Review Marks | 30 |
| Viva –voce | 25 | 50 | | |
| Examination | | | | |
| Total | 100 | 100 | | |
| | | | <i>E.E*</i> ¹ a) Final Report Marks | 120 |
| | | | b) Viva-voce Marks | 30 |
| | | | Total | 150 |
| | | | | 200 |

*¹Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners.

4. Components for Cyber Security Paper

| Components | Marks |
|--------------------------|------------|
| Two Tests (2 x 40) | 80 |
| Two assignments (2 x 10) | 20 |
| Total | 100 |

The question paper pattern is as follows:

- a) Test I – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40Marks
 b) Test II – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40 Marks

Total = 80 Marks

- The passing minimum for Cyber Security is 50
- In case the candidate fails to secure 50 marks which is the passing minimum, he/she may have to reappear for the same in the subsequent semesters.

5. Question Paper Pattern for EE Theory

Duration: Three Hours

Maximum: 70 Marks

SECTION – A (5x6=30 marks)

**Answer ALL Questions
ALL Questions carry EQUAL Marks**

**Q.No 1 to 5: Either or type questions
(One question from each Unit)**

SECTION – B (5x8=40 Marks)

**Answer ALL Questions
ALL Questions carry EQUAL Marks**

**Q.No 6 to 10: Either or type questions
(One question from each Unit)**

| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP01 | Course Title | Batch: | 2019-2020 and onwards |
| | | GLOBAL BUSINESS ENVIRONMENT | Semester: | I |
| Hrs/Week: | 6 | | Credits: | 4 |

Course Objective:

To Introduce students the complexities of International Business Environment

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | Define knowledge of contemporary issues about society and environment |
| K2 | CO2 | Summarize the concept of surplus and deficit economic sources |
| K3 | CO3 | Demonstrate cultural practices and values |
| K4 | CO4 | Analyse political, legal and technological environment |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | S | S | S |
| CO2 | M | S | S | S |
| CO3 | M | S | S | S |
| CO4 | M | S | S | S |

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

| Unit No. | Topics | Hours |
|----------|---|-------|
| I | Nature of International Business (IB) Environmental adjustment needs – Analyzing the International Marketing Environment – Vital importance of adopting to the changing Environment- Technical Environment-. Technical Transfer- WTO- World Trading system | 14 |
| II | International Business Environment The National Physical Endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – Communication – Urbanization – Tax structure, Inflation, Foreign investment-Balance of Payment- Translation to a Market Economy, International economic relations. | 14 |
| III | Socio-cultural environment | 14 |

| | | |
|----|--|----|
| | Cultural Environment: Material Culture – Language – Aesthetics – Design, Color, Music, Brand names – Attitudes and Values – Eastern Vs. Western Culture- Identification and Dynamics of Culture- Behaviourial Practices affecting Culture. | |
| IV | Legal environment 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- International Standards and Certifying Bodies- International certifications- OSHA (Occupational Safety and Health Administration) | 15 |
| V | Environmental Protection Fundamentals of Environmental protection and economics – 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. | 15 |

Teaching Methods

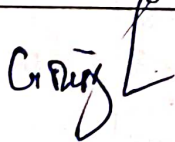
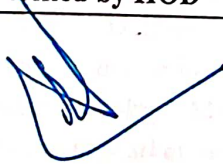
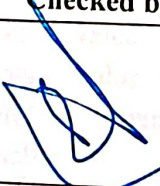

PowerPoint Projection through LCD, Assignment, Discussion and Activity.

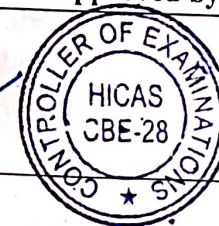
Text Book:

Sundaram and Black, "International Business Environment", Prentice Hall India, New Delhi 2018.

Reference Books:

1. Philip R Careora, "International Marketing", McGraw-Hill/Irwin, New York 2016.
2. Karpagam.M, "Environmental Economics", Sterling Publisher, New Delhi, 6th Edition, 2013
3. Janet Morrison, "The Global Business Environment", Palgrave Macmillan Publication, UK, 2014.
4. Satake Timmy Katyal M, "Environmental Pollution", Anmol Publications Pvt Ltd, New Delhi, 2015.
5. Onkvist & Shaw, "International Marketing", Routledge Publisher, USA, 2016.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|---|---|---|---|
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Co-ordinator

Curriculum Development Cell

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

Dr. P. ARUMUGASWAMY
M.Com., MBA., M.Phil., PGDCA., PGDBA., Ph.D.
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BOS meeting approved on 22.06.2019 Approved in 5th Academic Council meeting on : 29.06.2019

| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP02 | Course Title | Batch: | 2019-2020 and onwards |
| | | INTERNATIONAL MARKETING MANAGEMENT | Semester: | I |
| Hrs/Week: | 6 | | Credits: | 4 |

Course Objective

To impart students' knowledge in International Markets and Marketing concepts.

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | ➤ Memorize the basic concept of International marketing management |
| K2 | CO2 | ➤ Explain the importance of customer value and satisfaction |
| K3 | CO3 | ➤ Demonstrate comprehensive knowledge about product and marketing decisions |
| K4 | CO4 | ➤ Differentiate the marketing channels of distribution |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | M | M |
| CO2 | M | S | M | M |
| CO3 | M | M | S | M |
| CO4 | M | M | S | S |

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

| Unit No. | Topics | Hours |
|----------|--|-------|
| I | Introduction to International Marketing International Marketing – Definition – National and International Marketing – Special features of International Marketing – Difficulties and Barriers in International Marketing – Future of Global Marketing-Driving and Restraining forces of Global Marketing | 14 |
| II | Developing global marketing strategies Managing Marketing – Defining Customer value and Satisfaction – Retaining customers – delivering Customer value and Satisfaction – Implementing Total Quality Marketing – Competitive Marketing Strategies – International Market Segmentation | 15 |
| III | Marketing Mix | 15 |

| | | |
|----|--|----|
| | International Marketing Decisions – Products strategies and Product Planning – Global Marketing Channels and Distribution- International Market Selection and entry-Branding and Packaging decision – Pricing Strategies. | |
| IV | E-Marketing Managing Direct and on-line marketing – Growth and benefits of Direct marketing – Indirect Marketing – Major channel for Direct marketing – on-line marketing – Conducting on-line marketing – Challenges of on-line marketing. | 16 |
| V | Case studies on the above units | 12 |

Teaching Methods

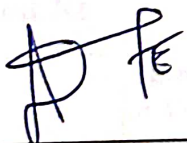
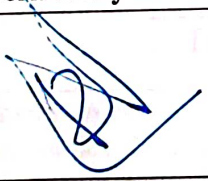
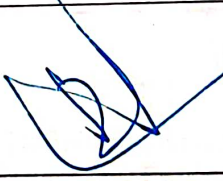
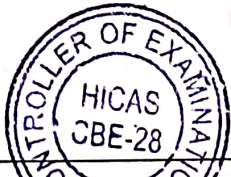
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

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

Reference Books:

1. Philip Kotler, "Marketing Management", Prentice Hall, Lebanon, Indiana, U.S.A 2017.
2. Varshney and Bhattacharya, "International Marketing Management", Sultan Chand And Sons, New Delhi, 2016
3. Philip Kotler & Gray Armstrong, "Principles of International Marketing", Pearson Prentice Hall, New Delhi, 2015.
4. Keegan, "Global Marketing Management", Pearson Prentice Hall, New Delhi, 2014.
5. Sak Onkvist & John J. Shaw, "International Marketing", Routledge Publisher, USA 2015.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|---|---|--|---|
|  |  |  |  |

Co-ordinator

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Professor and Head Hindusthan College of Arts & Science,
PG & Research Dept. of Commerce IB Coimbatore-641 028.
Hindusthan College of Arts and Science
(Autonomous), Coimbatore - 641 028

| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP03 | Course Title | Batch: | 2019-2020 and onwards |
| | | INTERNATIONAL ECONOMICS | Semester: | I |
| Hrs/Week: | 6 | | Credits: | 4 |

Course Objective: To study and aimed at providing knowledge on International Economics procedure and Principles, as well as to gain proficient decision making and big business problems solving skills.

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | ➤ Identify the basic concept of International economics and different costs |
| K2 | CO2 | ➤ Summarize the knowledge about economic effects in International trade |
| K3 | CO3 | ➤ Apply the concept of tariffs and foreign economic policies |
| K4 | CO4 | ➤ Analyse the effect of global warming on economy |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | M | S |
| CO2 | M | M | M | M |
| CO3 | M | S | S | M |
| CO4 | S | M | M | S |

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

| Unit No. | Topics | Hours |
|----------|--|-------|
| I | Introduction to Economics Introduction to Economics: Meaning and Definition- Nature and Scope- Law of Demand- Law of Supply- Market Structures- Production and Cost function- Return to Scale | 14 |
| II | Business Decisions and Government Business Decisions and Government- National Income- Inflation- Deflation and their effect in Business-Modern Theory of International Trade: Heckscher - Ohlin Theorem - International Trade and Factor Prices - Leon tiff Paradox - Terms of Trade - Factors Affecting Terms of Trade - Gains from Trade | 15 |

| | | |
|-----|--|----|
| III | Tariffs and economic policies Balance of Payments - Balance of Trade - Disequilibrium in BOP - Methods of Correcting Disequilibrium - Free Trade vs. Protection - Methods of Protection (Tariffs and Quotas), Tariffs: Classification - Impact - Non-tariff Barriers - Quotas: Types and Impact. Foreign Economic Policies: Systems, Concepts, Characters and methods of formulation – Euro-Dollar Market – International liquidity – Devaluation – International Lending and the World debt crisis. | 16 |
| IV | Effect of Global Warming on Economy New International Economic Order- International Trading on Carbon Credits, Kyoto Protocol - Global warming and Climate change | 13 |
| V | International Financial Institutions International Financial Institutions: Current International Monetary and Trade Issues –WTO- IMF –IBRD-Foreign Direct Investments - Foreign Institutional Investments. | 14 |

Teaching Methods




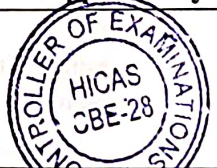
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Jhingan .M.L, "International Economics" 6th Edition, Vrinda publication, NewDelhi 2018.

Reference Books:

- 1.Mithani. D.M, "International Economics", Himalaya House publication, New Delhi 2017.
- 2.CherunilumFrancis, "International Business", Wheeler Publication, New Delhi 2015.
- 3.Paul R. Krugman, "International Economics", Pearson Education Limited, New Delhi 2014.
- 4.Kindlebergers , "International Economics", McGrawHillPublishingCo., New York 2015.
- 5.Salvatore, Schaums, "Outline of Theory and Problems of International Economics", McGraw Hill Professional, New York 2016.

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(Autonomous), Coimbatore - 641 028

| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP04 | Course Title | Batch: | 2019-2020 and onwards |
| | | COST AND MANAGEMENT ACCOUNTING | Semester: | I |
| Hrs/Week: | 7 | | Credits: | 4 |

Course Objective: To expose the students to the concepts and the tools used in Cost and Management Accounting

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | ➤ Define the various methods of cost Accounting |
| K2 | CO2 | ➤ Explain the importance of Labour cost and overheads |
| K3 | CO3 | ➤ Compare the concepts of Managements Accounting with ratio analysis |
| K4 | CO4 | ➤ Analyse the fund flow cash flow statements |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | S |
| CO2 | S | M | S | M |
| CO3 | M | S | M | S |
| CO4 | S | S | M | S |

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

| 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 | 15 |
| 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. | 15 |
| III | Ratio Analysis Management Accounting – Nature & Scope – Tools and Techniques – Ratio analysis – marginal costing – cost-volume profit analysis – break- | 18 |

| | | |
|----|--|----|
| | even analysis – utility and limitations of cost volume profit analysis – financial and profit planning – objectives. | |
| 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 3. | 18 |
| V | Budgetary Control Meaning – Flexible Budget – Sales Budget - Cash Budget – Production Budget – Purchase Budget – Working Capital – Sources of Working Capital – Estimates of Working Capital Requirements. | 18 |

(Distribution of Marks : Problems – 80%, Theory – 20%)


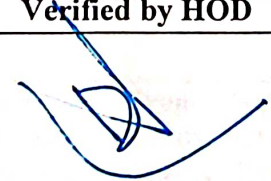
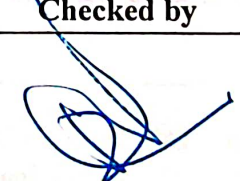
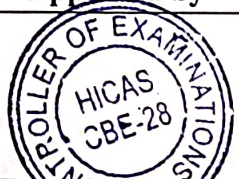
Teaching Methods

PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text book: Maheshwari.S.N, " Cost and Management Accounting", Sultan Chand & Sons publishers, NewDelhi, 2015.

Reference Books

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

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

| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP05 | Course Title | Batch: | 2019-2020 and onwards |
| Hrs/Week: | 5 | INDIA'S FOREIGN TRADE | Semester: | I |
| | | | Credits: | 4 |

Course Objective: To enable the students to understand the India's foreign trade Concept.

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | ➤ Define knowledge of foreign trade policy and export promotion schemes |
| K2 | CO2 | ➤ Describe the concept of project and service exports in current scenario |
| K3 | CO3 | ➤ Demonstrate the trade regulatory procedure between countries. |
| K4 | CO4 | ➤ Analyse the potential analysis in electronic commodities |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | M |
| CO2 | S | S | S | S |
| CO3 | S | M | S | S |
| CO4 | S | M | S | M |

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

| Unit No. | Topics | Hours |
|----------|---|-------|
| I | India's Foreign Trade Policy Foreign trade policy- Industrial Investment policy- India' Balance of Payments- Export promotion in India Schemes of Export promotion, Special Economic Zones, 100% Export oriented units and Star houses, EHTP, STP | 12 |
| II | India's Export Trade –Trends Nature India's Export Trade –Trends Nature: Commodity exports and Project exports-Composition of exports- Traditional and Non-traditional products-Direction of export trade. | 12 |
| III | Trade Prospects of Major Export Sectors Trade Prospects of Agricultural and processed foods products- Role of APEDA, agricultural export zones- Textiles & Garments – Role of TEXPROCIL, AEPC and TEA-Gem and Jewellery, Handicrafts and leather products-Role of CLRI. | 12 |

| | | |
|----|---|----|
| | | |
| IV | Export Potential Analysis in Electronic Commodities Export potential analysis in electronic commodities. Engineering goods-chemical goods-marine products –Role of MPEDA- Service exports & consultancy services –State trading Corporations- Commodity agreements. | 12 |
| V | Effect of Regional Grouping in Indian Export SWOT analysis of Indian Export Industry-India's trade prospects with USA, European Union, ASEAN, NAFTA, SAPTA, SAARC, Japan, and China-Trade/Regional Economic Blocks- Effect on export by regional groupings. | 12 |

Teaching Methods

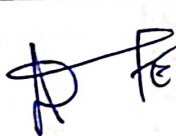
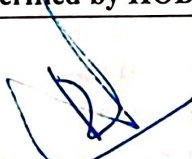
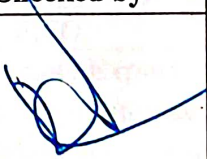
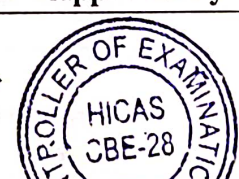
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Dr.Francis Cherunilam, " International Trade and Export Management", Himalaya Publication, New Delhi 2017.

Reference Books:

1. Balagopal. T.A S, "Export Management". Himalaya Publishing House, Mumbai 2016.
2. Khurana .P. K" Export Management", Galgotia Publishing Company, New Delhi 2015 .
3. Raj Agarwal, India's Foreign Trade, Excel Books, New Delhi 2014.
4. Mahesh Prasad ,India's Foreign Trade From Antiquity To Date, Gyan Publishing House, New Delhi 2015.
5. Ramesh Babu.S, India's Foreign Trade- Some Trends, Chaugh Publication, India 2017.

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|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP06 | Course Title | Batch: | 2019-2020 and onwards |
| | | INTERNATIONAL TRADE PROCEDURE | Semester: | II |
| Hrs/Week: | 6 | | Credits: | 4 |

Course Objective: To make the students to understand the documentation procedures relating to International trade.

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | ➤ Define the categorization of exporters, roes and their status. |
| K2 | CO2 | ➤ Explain in export licensing procedure and preliminary formalities. |
| K3 | CO3 | ➤ Apply the EXIM policy framed by DGFT and supports for International trade practices. |
| K4 | CO4 | ➤ Analyze the concept of NRI's importing norms |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | M |
| CO2 | S | S | S | S |
| CO3 | S | M | S | M |
| CO4 | S | S | S | M |

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

| Unit No. | Topics | Hours |
|----------|--|-------|
| I | Export Trade Control Export Trade Control: Different categories of Exporters –Export Licensing Procedures and Formalities –Role of ECGC in Export Promotion –Deemed Exports and its benefits- Role of DGFT, EPC, FIEO. | 15 |
| II | Registered Exporters and Initiatives to Promote Export Definition of Export House and Trading House – Incentives given to Free Trade Zones and 100% EOUs and SEZs –Salient features and benefits – Norms Governing the Establishment and Governing of the units –Project Exports and Consultancy Exports - Export Financing. | 15 |
| III | Import Trade Control Import Trade Control : License –Duty Entitlement Passbook Scheme – Harmonized IEC code number adopted for classification of Import trade | 15 |

| | | |
|----|--|----|
| | control items –Import of capital goods under EPCG scheme –Import for stock and sale –Restricted and Banned items for Imports . | |
| IV | Warehousing Warehousing in connection with Imports –Bonded warehousing –Special facilities provided for NRIs and the norms for Import of various items by them –Import of Capital goods and raw materials for Free Trade Zones and 100% EOU"s. | 15 |
| V | Case Studies (based on the above units). | 12 |

Teaching Methods

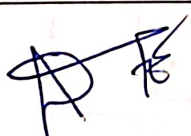


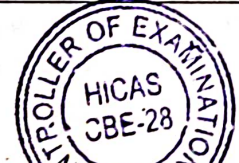
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

MahajanM.L," A Guide on Export Policy Procedure and Documentation", 2018.

Reference Books:

1. How to Import Nabhi Publication, 2013
2. MahajanM I., "Exports- Do it yourself, Snow White" Publications, Mumbai.2015
3. Walker.A.G.,International Trade Procedures and Management, Fourth edition, A Butterworth-Heinemann Title, United Kingdom, 2014
4. Jim Sherlock and Jonathan Reuvid, "The Handbook of International Trade -A Guide to the
5. Principles and Practice of Export", GMB Publishing Ltd in Association with The Institute of Export, United Kingdom 2016.
6. Anders Grath, "The Handbook of International Trade and Finance" The Complete Guide for International Sales, Finance, Shipping and Administration, Kindle Edition, 2018

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| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP07 | Course Title | Batch: | 2019-2020 and onwards |
| | | LOGISTICS MANAGEMENT | Semester: | II |
| Hrs/Week: | 5 | | Credits: | 4 |

Course Objective: To enable the students to gain insight into logistics management of global business

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | ➤ Identify the concept of logistics management |
| K2 | CO2 | ➤ Interpret the general operations of shipping industry |
| K3 | CO3 | ➤ Compare the performance of intermediaries in major and minor ports |
| K4 | CO4 | ➤ Analyze about multimodal transportation |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | M | M |
| CO2 | M | S | M | M |
| CO3 | M | M | S | M |
| CO4 | M | M | M | S |

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

| Unit No. | Topics | Hours |
|----------|---|-------|
| I | Introduction Logistics system – Concept, Objectives and Scope – Logistics interface with Marketing – Logistics system elements – Importance and Relevance to Export Management – Managing towards Logistics excellence- Logistics Positioning. | 12 |
| II | Shipping Industry The general structure of Shipping Industry – Type of Ships – Operating Systems – Liner Operations and Tramp Operations –UN Conventions on Liner Code of Conduct- Conference System – Chartering Principles – Freight structure and practices- Institutional arrangements for resolving Shippers Problems- Fumigation. | 12 |
| III | Role of intermediaries and Indian Ports Co-ordination: Role of Intermediaries – Freight Forwarders – Freight Broker – Stevedores – Shipping Agents – PORTS: Major and Minor Ports | 12 |

| | | |
|----|---|----|
| | in India – Issues in India Shipping – Port Infrastructure Development – Shipment of Government Controlled Cargo – Organization and Functions of Trans chart. | |
| IV | Multimodal transportation Containerization – Concept, Operation of the System – Types of Containers – Benefits of Containerization – Inland Container Depots, Problems, and Prospects – Clearance Procedure of ICDs – CONCOR – Multimodal Transportation- Reverse Logistics - Communication And Information Technology in Logistics Management – International Logistics Council- E-Freight, ICT in Logistics | 12 |
| V | Case Studies (based on the above units). | 12 |

Teaching Methods

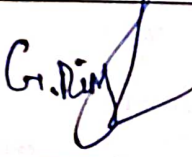
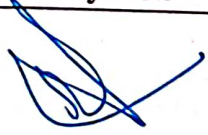
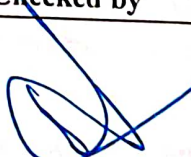
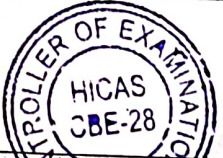
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Dr. KrishnaveniMuthaih, " Logistics Management & World Seaborne Trade", Himalayas publications, NewDelhi, 2016.

Reference Books:

1. Sudalaimuthu, "Logistics Management for International Business", Text and Case, Prentice Hall, India, 2017.
2. Martin Christopher, "Logistics and Supply Chain Management", Pearson Publication, New Delhi, 2016.
3. Donald J. Bowers ox, David J. Closs, M. Bixby Cooper, "Supply Chain Logistics Management", McGrawHill, NewYork, 2017
4. Bhattacharya.S.K., "Logistics Management", S. Chand Publishing, New Delhi, 2015
5. Dr.M.Ramya. "Logistics Management Text and Cases" Narain Publication, Chennai, Tamil Nadu, 2018.

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BOS meeting approved on : 29.06.2019
Approved in 5*Academic Council meeting on : 29.06.2019

| | | | | |
|-----------------|---------|---|-----------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP08 | Course Title | Batch: | 2019-2020 and onwards |
| | | FOREIGN EXCHANGE MANAGEMENT | Semester: | II |
| Hrs/Week: | 6 | | Credits: | 4 |

Course Objective: To make the students understand the concepts and techniques relating to FOREX management

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | ➤ Identify knowledge of foreign exchange and administration of foreign exchange |
| K2 | CO2 | ➤ Summarize foreign exchange market and different rates |
| K3 | CO3 | ➤ Demonstrate the exchange control measures and systems |
| K4 | CO4 | ➤ Explain the foreign exchange risks and exposure |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | M | S |
| CO2 | M | S | S | M |
| CO3 | M | S | S | M |
| CO4 | M | M | M | S |

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

| Unit No. | Topics | Hours |
|----------|--|-------|
| I | Introduction and Mechanics of Currency Trading Foreign Exchange –Administration of Foreign Exchange –Foreign Exchange Transactions –Purchases and Sales Transactions –Authorized Dealers –Foreign Currency Accounts –Multinational Banking- EEFC Accounts. | 15 |
| II | Foreign Exchange Market Foreign Exchange Market – Structure and Organization, Exchange Rate Determination and Forecasting, Setting the Equilibrium Spot Exchange Rate, Theories of Exchange Rate Determination (Purchasing Power Parity Theory, Balance of Payments Theory). | 15 |
| III | Foreign Exchange System in India Foreign Exchange System in India – FEMA – Rupee Convertibility and Foreign Exchange Reserves in India – Exchange Control Measures- Basis for Merchant Rates. | 15 |

| | | |
|----|---|----|
| IV | Foreign Exchange Risk Management & Forex Deals and Fiscal Policies Foreign Exchange Risk and Exposure - External Techniques of Exposure Management – Internal Techniques of Exposure Management- Corporate Risk Management Models- Enterprise Risk Management- Inter Bank Deals-Cover Deals Trading, SWAP Deals-Arbitrage Operation –Managing Foreign Exchange Reserves - Fiscal and Monetary Policies In India- Monetary Policy Tools –Devaluation – Pros and Cons. | 15 |
| V | Case Studies (based on the above units). | 12 |

Teaching Methods

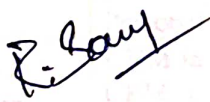


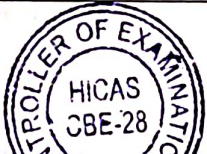
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Text Book:

Jeevanandham C, " Foreign Exchange and Risk Management", Sultan Chand & Sons, New Delhi. 2017.

Reference Books:

1. Easha Sharma, "Foreign Exchange Management", Golden house publication, New Delhi, 2016.
2. Khilani.D.T, Foreign Exchange Management Manual, Snow White Publications, Mumbai, 2015
3. Deepak Tandon, Forex Management and Business Strategy Skylark Publications, New Delhi, 2014.
4. Arora.R.S, Manual on Foreign Exchange, Skylark Publications, New Delhi, 2016.
5. Dr. Paresh Shah, Forex Management,, BiztantraPublishers,2018

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|------------------------|---------|--|------------------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP09 | Course Title | Batch: | 2019-2020 and onwards |
| | | CUSTOMER RELATIONSHIP MANAGEMENT | Semester: | II |
| Hrs/Week: | 5 | | Credits: | 4 |

Course Objective: To make the students to understand Customer Relationship Management

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | ➤ Memorize the concept of customer relationship management |
| K2 | CO2 | ➤ Distinguish marketing initiatives to customers |
| K3 | CO3 | ➤ Apply the service and business plan in International trade |
| K4 | CO4 | ➤ Analyze CRM retailing evolution and its environments |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | S |
| CO2 | S | M | S | M |
| CO3 | S | M | M | S |
| CO4 | S | S | M | S |

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

| Unit No. | Topics | Hours |
|----------|---|-------|
| I | Introduction to CRM Introduction to CRM - Cost of Acquiring Customers - Customer Acquisition to Customer Loyalty - Customer Experience- Analytical CRM – Customer Retention, Behavior and Prediction. | 12 |
| II | CRM Marketing Initiatives CRM in Marketing – CRM Marketing Initiatives: Cross Selling & Up-Selling - Relationship Marketing – Customer Profitability & Value Modeling – Multi Channel CRM – Channel Optimization and Personalization – Event Based Marketing. | 12 |
| III | CRM in International Trade CRM in International Trade- Target Marketing-CRM and Customer Service- Call Center- Workforce Management- Sales Force Automation – Delivering CRM: Preparing CRM Business Plan – CRM Implementation. | 12 |
| IV | CRM in Retailing CRM in Retailing – Definition & Scope - Retailers Role in Distribution Channels – Classification of Retailers – Benefits of Retailing – Evolution | 12 |

| | | |
|---|---|----|
| | of Retailing – Retailing Environment- Multi Channel Retailing – Measures of Retail CRM. | |
| V | CRM in Logistics Distribution CRM in Logistics Distribution –Replenishment – Managing Home Delivery - Transport – Warehousing- CRM Through E-Tailing CRM in Front Office & Back Office Activities of Service Industry | 12 |

Teaching Methods

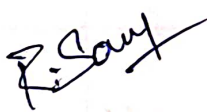


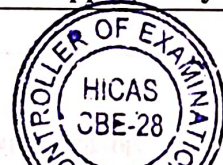
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Text Book:

Sheth JN, "Customer Relationship Management" –Emerging Concepts, tools & applications Tata McGraw Hill Publishing ,New York, 2017

Reference books:

1. Dyche J, "The CRM hand book", Pearson Education, NewDelhi, 2016.
2. Ed Peelen , "Customer Relationship Management", Pearson, 2015.
3. Scott Kostojohn, Matthew Johnson, and Brian Paulen, "CRM Fundamentals, Apress Berkely", CA,USA, 2014.
4. Roger J. Barab and Robert J. Galka, "CRM The Foundation of Contemporary Marketing Strategy",Routledge -Tsaylor&Francis Group, New York, 2017.
5. Kumar.V,Richard Hammond, Herb Sorensen & Michael R. Solomon," The Definitive Guide to Customer Relationship Management", FT Press Deiver Collection, 2016

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|------------------------|---------|--|------------------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19MIP10 | Course Title | Batch: | 2019-2020 and onwards |
| | | PRACTICAL – I & (MS WORD, MS POWERPOINT AND ADVANCED EXCEL) | Semester: | II |
| Hrs/Week: | 6 | | Credits: | 4 |

Course Objective: To design and familiarize students with terminology in MS Word, MS Powerpoint and Advanced Excel

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Define the software's MS word and preparation of documents with relevant process |
| K2 | CO2 | Explain the power point slide and apply animation effects |
| K3 | CO3 | Demonstrate of data formatting using different options |
| K4 | CO4 | Analyse data representation using different formulas |

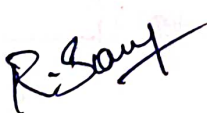
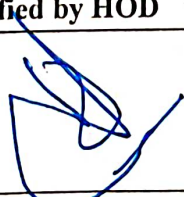
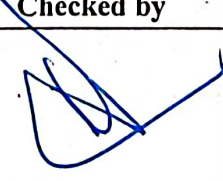
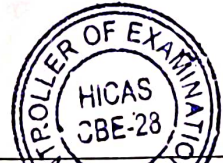
Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | S | S | M |
| CO2 | S | S | M | M |
| CO3 | S | M | S | M |
| CO4 | S | M | S | M |

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

| Unit No. | Topics | Hours |
|----------|--|-------|
| I | <p>MS WORD</p> <p>1.Type a sample research report and perform the following: Insert Symbols, Insert Caption Page Break Indent or Spacing</p> <p>2.Prepare an Organisational set-up chart for DGFT</p> <p>3.Prepare a diagrammatic representation showing the elements of a BOP</p> <p>4.You have a problem with your shipment. So, prepare a requisition letter regarding that issue to the following offices using Mail Merge.</p> | |

| | | |
|------------|--|--|
| | (a) Importer (b) Customs Department (c) DGFT Office (d) Shipping Agent / Shipping Company (e) Your Bank | |
| II | MS POWERPOINT 1. Prepare a PowerPoint presentation showing the functions of IMF 2. Prepare a presentation showing the different types of ships used in International Logistics 3. Prepare a presentation showing the BOP and BOT by importing an appropriate Excel Sheet | |
| | ADVANCED EXCEL | |
| III | Data Formatting 1. Use Cut & Paste 2. Use cell widening 3. Use format painter 4. Use font, colour, borders 5. Use wrap text 6. Use merge cells 7. Use Number, date and currency as format Conditional formatting | |
| IV | Data representation using formula 1. Use of Min, Max 2. Sum, Average, Count, Alter and Sort 3. Conditional formatting (5) 4. Use standard deviations | |
| V | Data Analysis 1. Use Length formula 2. Use left, Right and Mid formula 3. Use ISERROR, ISERR, ISNA, IFERROR, IFNA 4. Use AND 5. Use NOT 6. Use OR 7. Use V Look Up 8. Use H Look up 9. Use Trim | |

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BOS meeting approved: 22.06.2019
 Approved in Academic Council meeting on 29.06.2019

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|------------------------|---------|--|------------------|-----------------------|
| Programme Code: | MIP | Programme Title: MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS | | |
| Course Code: | 19GSP01 | Course Title | Batch: | 2019-2020 and onwards |
| | | CYBER SECURITY | Semester: | II |
| Hrs/Week: | 2 | | Credits: | 4 |

Course Objective: To make the students to understand cyber law security concepts and technical aspects

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | ➤ State cyber law in e-commerce |
| K2 | CO2 | ➤ Describe power point slide and apply animation effects |
| K3 | CO3 | ➤ Apply legal procedures in prevention of computer crime |
| K4 | CO4 | ➤ Analyze holistic knowledge on legal framework on EDI |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | S |
| CO2 | M | S | M | S |
| CO3 | S | M | M | M |
| CO4 | M | M | M | S |

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

| Unit No. | Topics | Hours |
|----------|---|-------|
| I | Introduction to Cyber Security and E-commerce Introduction-Concept of Cyber space-E-Commerce in India-Privacy factors in E-Commerce-Cyber law in E-Commerce. | 5 |
| II | Technical Aspects Introduction- Technical Aspects of Encryption-Digital Signature-Data Security-Indian Copy Rights Act on Soft Propriety Works-Indian PatentsAct on Soft Propriety Works. | 5 |
| III | Legal Procedures Evidence as part of the Law of Procedures-Applicability of the Law of Evidence on Electronic Records-Criminal Aspect: Computer Crime-factors Influencing Computer Crime-Strategy for Prevention of Computer Crime. | 5 |

| | | |
|----|--|---|
| IV | Global trends-legal framework for EDI Global Trends-Legal framework for EDI:EDI Mechanism-Electronic Data Interchange Scenario in India. | 5 |
| V | The Information Technology Act 2000 The Information Technology Act 2000-Definitions-Authentication of Electronic Records-Electronic Governance-Digital Signature Certificates. | 4 |

Teaching Methods




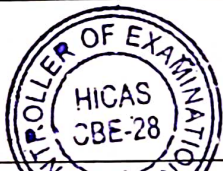
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book :

Pavan Duggal, "Cyber Law", Universal Law Publishing Co Ltd ,NewDelhi, 2015

Reference Books:

1. *T. Viswanathan, "The Indian cyber law", Bharat law house, New Delhi, 2016.*
2. *Garima Tiwari, "Understanding Laws Cyber Laws and Cyber Crimes", Universal Law Publishing Co Ltd, NewDelhi, 2017.*
3. *Singer.P.W and Allan Friedman, "Cyber Security and Cyber War", Oxford University Press, New York, 2015*
4. *Richard A.Spinello, "Cyberethic"s, Jones and Bartlett Learning, Burlington, 2016.*
5. *Kenneth Geers, "Strategic Cyber Crime", CCD COE, Estonia, 2017.*

| Course Designed by | Verified by HOD | Checked by | Approved by |
|---|---|--|---|
|  |  |  |  |

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Dr. P. ARUMUGASWAMY
M.Com., MBA., M.Phil., PGDCA., PGDBA., Ph.D.
Professor and Head PG & Research Dept. of Commerce IB
Hindusthan College of Arts and Science
(Autonomous), Coimbatore - 641 028

| | | | | |
|------------------------|---------|--|-------------------|-----------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP11 | Course Title | Batch : | 2019-2020 and onwards |
| | | BUSINESS RESEARCH METHODS | Semester : | III |
| Hrs/Week: | 6 | | Credits: | 4 |

Objective: To impart knowledge on various aspects of Business Research Methods

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Define the concept, scope and significance of business research |
| K2 | CO2 | Understanding the research problem with types of research design |
| K3 | CO3 | Apply the detail knowledge about sampling techniques and methods of data collections |
| K4 | CO4 | Examine the statistical tools used in research |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | M | M | S |
| CO2 | M | M | M | S |
| CO3 | M | S | S | M |
| CO4 | S | M | S | S |

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

| Unit No. | BUSINESS RESEARCH METHODS | Hours |
|----------|--|-------|
| I | Research methodology Meaning of Research - Objectives of Research - Types of Research – Approaches of Research - significance of Research - Research and Scientific Method - importance - research process - criteria of good research – problems encountered by researchers in India. | 15 |
| II | Research problem Meaning - selection of the problem - techniques involved in defining problem - Meaning of Research Design - need - features concepts - types. | 12 |
| III | Sampling design Census and sample survey - steps in sampling design - criteria of selecting a sampling procedure - characteristics of a good sample design – different types of sample designs - Random sample from an infinite universe – complex random sampling designs - collection of data - primary sources and secondary sources. | 15 |
| IV | Processing and analysis of data Editing-Coding-Classification-tabulation-contentanalysis–processing of data - analysis of data. - Types of Test - ANOVA, F - test, t - test, chi-square. Non parametric statistics in Data analysis -The Sign test -Runs test -Mann -Whitney -U Test -Kruskal -Wallys Test -Time Series analysis. | 15 |
| V | Interpretation and report writing Meaning of interpretation - techniques of interpretation - precaution in interpretation - Research report - significance - precautions - mechanism - steps - layout - types - oral presentation. | 15 |

Case Study based on the above units (compulsory)

Teaching Methods: PowerPoint Projection through LCD, Assignment and Discussion.

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

Text Book:

Kothari, C.R., "Research Methodology Methods and Techniques", Wishwa Prakashan, New Delhi.

References

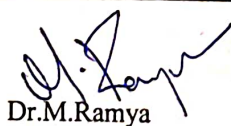
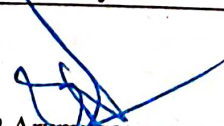
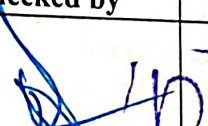
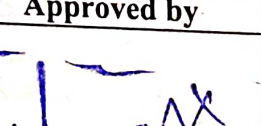
1.S.P.Gupta, "Statistical Methods", Sultan & chand.

2.Krishnaswami, O.R., "Methodology of Research in Social Sciences", Himalaya Publishing House, Mumbai.

3.Devendra Thakur, "Research Methodology in Social Sciences, Deep and Deep", New Delhi.

4. GopalLal Jain, "Research Methodology", Mangal Deep, Jaipur.

5. Saravanavel. P, "Research Methodology", Himalaya Publishing House, NewDelhi.

| Course Designed by | Verified by HOD | Checked by | Approved by |
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Approved in 6th Academic council meeting

| | | | | |
|------------------------|---------|--|-------------------|-----------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP12 | Course Title | Batch : | 2019-2020 and onwards |
| | | STRATEGIC MANAGEMENT | Semester : | III |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To enable the students to understand the Strategic management

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | Define the concept of strategic management and International business |
| K2 | CO2 | Compare the strategic aspects with technological development |
| K3 | CO3 | Develop the knowledge about internal and external analysis |
| K4 | CO4 | Categories the concept of mergers and acquisition for the strategic development |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | S | S | S |
| CO2 | S | M | M | M |
| CO3 | S | S | S | S |
| CO4 | S | S | M | M |

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

| Unit No. | STRATEGIC MANAGEMENT | Hours |
|----------|---|-------|
| I | Introduction of strategic management Introduction of SM – Meaning – Concept – Definition – Importance of strategy–Classesofdecisions–Levelsofstrategy–Strategic management process – International strategic management – Benefits & Limitations. | 12 |
| II | Corporate strategic plans Vision – Mission – Meaning – Elements – Objective , Goal, Target – Importance of objectives – Hierarchy objectives – Social responsibility of business–Businessaudit–Corporategovernance–Meaning–Importance – Pre-requisites. | 12 |

| | | |
|-----|--|----|
| III | Business environment Introduction of Business environment – Internal – External – Environmental scanning- SWOT analysis – Strategy formulation– Implementation–Control–Steps–Approaches–BCG Approach–Porters approach. | 11 |
| IV | Diversification ,Mergers and Acquisition Diversification –Mergers and Acquisition – Meaning – Reasons – Management of merger - Turnaround Management –Strategies for Globalization – Pitfalls of globalization – Meaning and dimensions – Essential conditions – Competitive advantage – Meaning – Factors – Restructuring – Forms of restructuring. | 13 |
| V | Corporate Performance and Business Ethics Corporate Performance and Business Ethics: Stake Holders and Corporate Performance- The Unique Role, Governance Mechanisms, A Balanced Scorecard Approach, Behaving Ethically- Types of Strategic Control Systems. | 12 |

Case Study based on the above units (compulsory)


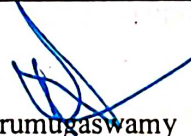

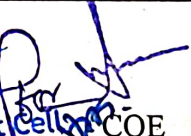
Teaching Methods: PowerPoint Projection through LCD, Assignment and Discussion.

Text Book :

Ronflavel & John Williams, "Strategic Management", Vikas Publishing, New York

Reference Book:

1. Ramasamy Namakumari, "Strategic Management", McMillan Publications, Chennai.
2. Fred R. David, "Strategic Management", Prentice Publisher, New Jersey.
3. Srinivasan. R, "Strategic Management", Prentice-Hall, New Delh.
4. Kazmi, "Strategic Management", Mcgraw-Hill Publication, New Delh.
5. V.S.P. Rao "Strategic Management", Excelbooks, New Delhi.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|--|--|---|--|
|  Mr. E. Dhanasekar |  Dr. P. Arumugaswamy |  (Coordinator) |  COE |

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| | | | | |
|------------------------|---------|--|-------------------|-----------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP13 | Course Title | Batch : | 2019-2020 and onwards |
| | | EXPORT IMPORT FINANCE | Semester : | III |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To familiarize the students with prevailing EXIM Finance.

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Relate the sources of export credit system in India |
| K2 | CO2 | Explain the dimensions of pre-shipment and post-shipment finance with different currencies |
| K3 | CO3 | Identify the financial agencies roles and responsibilities and lending regulatory procedures |
| K4 | CO4 | Discover the new knowledge about deferred payments and its conditions for approving |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | M | S | S |
| CO2 | M | S | S | S |
| CO3 | S | S | M | M |
| CO4 | S | M | S | S |

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

| Unit No. | EXPORT IMPORT FINANCE | HOURS |
|----------|--|-------|
| I | Introduction to Export Finance Introduction to Export Finance: Terms of International Payments - Modes of International Payments - Financing of Export Credit needs - Short Term Sources of Finance - Medium and Long Term Sources of Finance - Export Credit System in India. | 12 |
| II | Pre-shipment Finance and Post-shipment Finance Pre-shipment Finance-Categories of Pre-shipment Finance-Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) -Interest rate on Pre-shipment Credit, Post-shipment Credit Finance-Categories of Post-shipment Credit in Rupees - Post-shipment Credit in Foreign Currency-Refinance of Pre-shipment and Post-shipment Finance. | 13 |

| | | |
|-----|--|----|
| III | Import Finance & ECGC Meaning – Conditions – types of finance - Bulk Import Finances –Import Finance against Foreign Loans of Credit- ECIP – Imports of inputs for export production – ECGC – meaning – types – approval – financial guarantees – special schemes – financial guarantee to banks by ECGC | 13 |
| IV | Long term Finance Long term Finance - Deferred Payments for Export and Import - Categories of Deferred Payments - Buyers Credit-Application Procedures for Long term Finance-Approval Bodies-Conditions for Approving. | 12 |
| V | Financial Institutions Financial Agencies – Reserve Bank of India-Industrial and Export Credit Department – Exchange Control Department- EXIM Bank- Commercial Bank- Export Credit Guarantee Corporation- ICICI – IDBI – IFCI. | 10 |

Case Study based on the above units (compulsory)


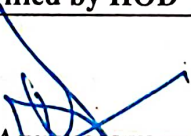
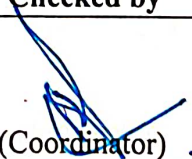

Teaching Methods: PowerPoint Projection through LCD, Assignment and Discussion.

Text Book :

Parasuram, "Export Import Finance", Anupam publisher, New Delhi.

Reference Books:

1. Bhole, "Financial Institutions & Markets", Kalyan publishers, New Delhi.
2. Maurice D. Levi, "International Finance", Tata Mc. Graw Hill, New Delhi.
3. C. Rama Gopal, "Export Import Procedures", New Age International, New Delhi.
4. Anders Grath, "International Trade & Finance", Nordia Publisher, Great Britain.
5. Shailaja. G, International Finance, Universities Press (India) Pvt Ltd, Hyderabad.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|---|--|---|--|
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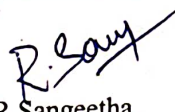
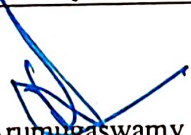
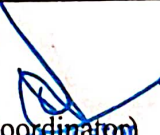
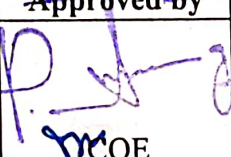
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|------------------------|---------|--|-------------------|-----------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP14 | Course Title | Batch : | 2019-2020 and onwards |
| | | COMPUTER APPLICATION PRACTICAL – II - SPSS | Semester : | III |
| Hrs/Week: | 4 | | Credits: | 4 |

| Sl.no | Program (48 Hours) |
|-------|---|
| 1 | Create Excel data sheet (Ten Socio- Demographic details for 300 respondents) and then Import data into SPSS. |
| 2 | Perform Measures of Central Tendency along with Frequency analysis of a dataset created by your own with 250 respondents. |
| 3 | Compare the means of more than two groups using Analysis of Variance for the data created by your own with 200 response. |
| 4 | Execute One-Factor ANOVA for a dataset created on your own with 200 response. |
| 5 | <p>Create a data set with the variables gender, Mode of payment in nominal scale and the variables Price satisfaction, variety satisfaction, Organisation satisfaction, Service satisfaction and Item quality satisfaction in Likert scale. Test whether mode of payment and gender has any impact on the following variables using Two Factor ANOVA for the created data set.</p> <ul style="list-style-type: none"> • Pricessatisfaction • Varietysatisfaction • Organizationsatisfaction • Servicesatisfaction • Item qualitysatisfaction <p>Compare the mean difference of two different groups using Independent Sample T test with the created data for 250 respondents.</p> |
| 6 | The population mean of 'average monthly minutes' spoken is 200. Test the hypothesis that sample mean of average monthly minutes' does not differ significantly from the population mean. Minimum respondents : 250 |

| 7 | Create a data set of 200 response with the variables gender, Average monthly bill, House hold income, average monthly minutes. Test 'average monthly minutes' with the grouping variable 'Gender' to compare the mean of two groups. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|---|---------------------------|----|----|-----|----|-----|--------------|--|--|--|--|--|-------------|--|--|--|--|--|-------------|--|--|--|--|--|--------------------|--|--|--|--|--|-------------|--|--|--|--|--|--------|--|--|--|--|--|
| 8 | Compare two population means in the case of two samples that are correlated using Paired T test for the data created with 250 respondents. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Create a dataset for 250 respondents with the variables age, gender, department, Education, Number of years of experience, brand name and reasons for taking the job. Perform Non-parametric Chi-square Test for 'Reason for taking' with the given data. <table border="1" style="margin: 10px auto;"> <thead> <tr> <th>Reason for Taking the job</th> <th>HA</th> <th>A</th> <th>N</th> <th>DA</th> <th>HDA</th> </tr> </thead> <tbody> <tr> <td>Pay benefits</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Designation</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Brand Image</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Career development</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Job profile</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Others</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>HA – Highly Agree, A – Agree, N – Neutral, DA – Disagree, HAD – Highly Disagree</p> | Reason for Taking the job | HA | A | N | DA | HDA | Pay benefits | | | | | | Designation | | | | | | Brand Image | | | | | | Career development | | | | | | Job profile | | | | | | Others | | | | | |
| Reason for Taking the job | HA | A | N | DA | HDA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pay benefits | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Designation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brand Image | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Career development | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Job profile | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Others | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Execute Mann-Whitney Test for the dataset created by your own for 250 respondents. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Accomplish Kruskal-wallis test by creating a dataset of your own with atleast 200 respondents. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Create a data sheet for 250 students with Z score and H score. Find out the relationship of Z score and H score using Correlation analysis. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Create a dataset with dependent and independent variable with 250 response. Independent variable: Total Income, Dependent variable : Total Monthly savings. Calculate the effect of the independent variable using Regression analysis. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Perform Factor Analysis by entering minimum fifteen variables in a likert scale and enter the same in a dataset created by you for 200 respondents. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Teaching Methods

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

| | | | |
|---|--|---|---|
| Course Designed by : | Verified by HOD | Checked by | Approved by |
|  Dr. R. Sangeetha |  Dr. P. Arumugaswamy |  (Coordinator) |  P. J. MCOE |

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| | | | | |
|------------------------|---------|--|------------------|--------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP15 | Course Title | Batch: | 2019-2020 and onwards |
| | | SUPPLY CHAIN MANAGEMENT | Semester: | III |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To enable the students learn holistic knowledge on supply chain performance and drivers.

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | Define the concept and performance drivers in supply chain management |
| K2 | CO2 | Interpret the strategies, players and supply chain integration |
| K3 | CO3 | Explain the purchasing strategies in SCM |
| K4 | CO4 | Classify the process of outsourcing in SCM |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | M | S |
| CO2 | M | M | S | S |
| CO3 | S | S | M | M |
| CO4 | M | S | M | S |

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

| Unit No. | SUPPLY CHAIN MANAGEMENT | Hours |
|----------|--|-------|
| I | Concept of Supply Chain Management Supply Chain Management: Meaning – Definition – Objectives of SCM – Importance of SCM – Issues in SCM – Types of SCM – SCM activities. | 12 |
| II | Supply Chain Integration SCM integration – Introduction – Stages of SCM – Barriers – Dimensions in SCM- Factors affecting in SCM – Physical & Financial supply chain offices – Types of financial supply chain- Bull Whip effect | 12 |
| III | Supply chain purchasing Introduction on purchasing and SCM – Importance – Objectives – Types of purchasing – Purchasing process – Material sourcing – Just-in-time strategy in purchasing. | 12 |
| IV | Supply chain Outsourcing Outsourcing in SCM – Introduction – Need for outsourcing – Risks encountered in outsourcing – Benefits of outsourcing – Outsourcing | 12 |

| | | |
|---|---|----|
| | process – New opportunities – Network designs inoutsourcing- Procurement | E- |
| V | Customer Value and Value Added Services Dimension of Customer Value – Conformance of Requirement – Product Selection – Price and Brand – Value Added Services – Strategic Pricing – Smart Pricing –Customer Value Measures- CRM Essentials through e-tailing CRM. | 12 |

Case Study based on the above units (compulsory)

Teaching Methods


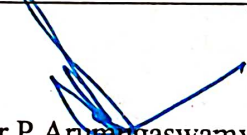


PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book :

Michael H. Hugos, " Essentials of Supply Chain Management", John Wiley & Sons, Hoboken.

Reference Books:

1. Rushton.A., Oxley.J & Croucher.P, "Handbook of Logistics and Distribution Management", Kogan pagelimited, USA.
2. Simchi-Levi, David, Kamisnsky, Philip, "Designing and Managing the Supply Chain", Irwin/McGraw-Hill, Newyork.
3. Sunil chopra, "Supply Chain Management", New age international, New Delhi.
4. Winser, Tan, Leong, "Principles Of Supply Chain Management", Kalyani publisher, New Delhi.
5. Amit Sinha, Herbert kotzab, "Supply Chain Management", Mc Graw Hill Education, New Delhi.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|--|--|---|--|
|  Mr.E.Dhānasekar |  Dr.P.Arūmugaswamy |  (Coordinator) Co-ordinator |  COE |

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|------------------------|----------------|--|------------------|--------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP17 (A) | Course Title | Batch: | 2019-2020 and onwards |
| | | HUMAN RESOURCE MANAGEMENT | Semester: | III |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To provide the students the basic knowledge about management of people in organizations. The subject emphasis on proactive approach of managing human resources

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | Match the difference between personnel management and human resource management |
| K2 | CO2 | Understand the job description, analysis and specification |
| K3 | CO3 | Develop the knowledge of Human resource development |
| K4 | CO4 | Analyze the performance appraisal methods |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | M | S | S |
| CO2 | S | S | M | S |
| CO3 | S | M | M | M |
| CO4 | S | S | M | S |

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

| Unit No. | HUMAN RESOURCE MANAGEMENT | Hours |
|----------|--|-------|
| I | Introduction to Human Resource Management – Meaning – Functions – Nature and Scope - HR manager – Role – Qualities – Difference between Personnel management and Human resource management and Human resource planning – Need – Objective and Process. | 12 |
| II | Job analysis – Job specification – Job description Meaning and its contents – Recruitment – Sources – Process – Selection – Selection policy – Process – Induction and Placement – Job evaluation – Objectives – Procedure and Methods | 12 |
| III | Human resource development – Introduction – Training and Development – Meaning – Training need analysis – Objectives – Training methods – Implementation and Evaluation of training and programme – Wage and Salary administration – Objectives – Factors determining wage and salary. | 13 |

| | | |
|----|---|----|
| IV | Performance management – Meaning – Performance appraisal – Meaning – Objectives – Process – Methods – Merits and Demerits – Potential appraisal – Career planning – Career development – Organisational development – Process and Intervention . | 11 |
| V | Motivation of human resources – Empowerment – Workers participation in management – Maintaining HR – Promotion – Demotion – Transfer – Separation – Downsizing – Grievance handling – Industrial relations – Meaning – Significance – Cause of poor IR – Effect of poor IR and SuggestionstoimproveIR–StrategicHRM–InternationalHRM–HRIS and Future of HRM. | 12 |

Case Study based on the above units (compulsory)

Teaching Methods


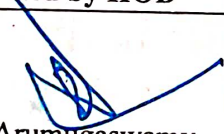
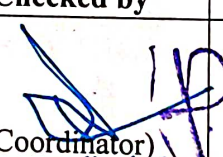
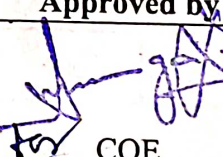
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book :

Prasad , Human Resource Management, Sultan chand & Sons

REFERENCE BOOKS:

1. Rao, S. - *Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.*
2. VSP. Rao - *Human Resource Management*
3. B. Nandhakumar - *Industrial Relations Labour Welfare and Labour Laws - Vijay Nicole Imprints*
4. Basak, S. P. (2012) - *Human Resource Management: Text & Cases. New Delhi: Pearson*

| Course Designed by | Verified by HOD | Checked by | Approved by |
|--|--|---|--|
|  Dr. CS. Senthil Kumar |  Dr. P. Arumugaswamy |  (Coordinator) Co-ordinator |  COE |

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|------------------------|----------------|--|------------------|--------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP17 (B) | Course Title | Batch: | 2019-2020 and onwards |
| | | INTELLECTUAL PROPERTY RIGHTS | Semester: | III |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To enable the students to gain insight into Intellectual property rights

Course Outcomes (CO)

| | | |
|----|-----|---|
| K1 | CO1 | Define the forms of Intellectual property rights |
| K2 | CO2 | Outline the different aspects in copy rights act |
| K3 | CO3 | Identify broad knowledge about trade mark registration and its offences |
| K4 | CO4 | Examine the law imposed for patent rights |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | M | S | S |
| CO2 | S | S | M | S |
| CO3 | S | M | M | M |
| CO4 | S | S | M | S |

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

| Unit No. | INTELLECTUAL PROPERTY RIGHTS | Hours |
|----------|---|-------|
| I | Introduction Meaning and Rationale for Protection- Forms of Intellectual Property Rights – Artistic Property – Industrial Property. | 12 |
| II | Copy Rights Copy Rights: Meaning- Pecuniary Rights of the Author – Work in Material Forms and Right to Communicate – Moral Rights of the Author – Neighbouring Rights – Work Covered under Copy Right – Acts of Infringement of Copy Rights – Defense Against Infringement – Remedies. | 13 |
| III | Trade mark Trade Mark: Meaning and Rationale of Trade mark – Definition and Conception of Trademark – Advantages – Marks that cannot be Registered – True Trade mark – Trade Name – Service Mark – Collective Mark – Certification Mark. Registration of Trade Mark – Infringement of Trade Mark – Remedies, Offences, and Penalties. | 13 |

| | | |
|----|--|----|
| IV | Patents Patents: Meaning, Object of Patent Law –Purpose and Policy, Application of Patent Law by Inventor, Companies, Employer and Foreigner. Inventions – Discovery Patentable and Non Patentable Invention – Procedure for Obtaining Patent rights and Obligation of Patent holder, Infringement – Remedies. | 12 |
| V | Traditional Knowledge and Geographical Indication Traditional Knowledge and Geographical Indication – Protection of new Plant Varieties and Farmer’s Rights – Protection of Biological Diversity. | 10 |

Case Study based on the above units (compulsory)

Teaching Methods

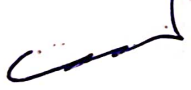

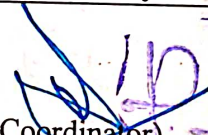
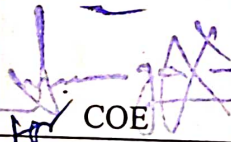
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Acharya.N.K , "Text Book on Intellectual Property Right", Asian Law House,Koti,Hyderabad.

Reference Books:

- 1.Ray August, " International Business Law Text Cases & Readings " Pearson Education International, New Delhi.
- 2.VK.Ahuja, "Law Relating to intellectual property rights ",Lexisnexis,NewDelhi.
- 3.N.S.Sreenivasalu, " Intellectual Property Right",Anmol Publisher,NewDelhi.
- 4.S.R.A.Rosedar, " , " Intellectual Property Right", Lexisnexis,NewDelhi.
- 5.R.RadhaKrishnan &S.Balasubramaniam, " Intellectual Property Right",Shree Publication NewDelhi.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|---|--|---|--|
|  Dr.CS.Senthilkumar |  Dr.P.Arumugaswamy |  (Coordinator) Co-ordinator |  COE |

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| | | | | |
|------------------------|---------|--|------------------|-----------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP18 | Course Title | Batch: | 2019-2020 and onwards |
| | | INTERNATIONAL BUSINESS RELATIONS | Semester: | IV |
| Hrs/Week: | 7 | | Credits: | 4 |

Objective: To enable the students to understand the International Relations

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Define the origin and growth of International relations with a view point of foreign trade policy. |
| K2 | CO2 | Understand the sources of International law and its role of balance. |
| K3 | CO3 | Build the picture of diplomacy and various types of diplomacy |
| K4 | CO4 | Compare the major countries participated in trade relationship. |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | M | S | M |
| CO2 | S | S | M | S |
| CO3 | S | M | M | M |
| CO4 | S | S | S | M |

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

| Unit No. | INTERNATIONAL BUSINESS RELATIONS | Hours |
|----------|--|-------|
| I | Concept of International Relations 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. | 15 |
| II | Diplomacy & International Law 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. | 15 |

| | | |
|-----|---|----|
| III | 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. | 18 |
| IV | International Organization and Regional Grouping Evolution of International Organization and Regional Grouping for the Development of International Relation-Role of Regional Grouping (Viz.) EU, ASEAN, NAFTA, SAARC, BRICS and Arab League- World Bodies (Viz.) UN and WTO- Economic Grouping (Viz.)G-8, G-15,and G-77. | 18 |
| V | India's Foreign Policy Foreign Policy of India- Nehru's Foreign Policy-Its Distinctive Features–Non-Alignment –ForeignPolicySince1962-Indo-SovietRelationswithChinaandGreatBritain-Indo-U.S. Relations – Missions Abroad –Disarmament Efforts by India-India's Neighborhood Relations- Latest amendments in India's foreign trade policy. | 18 |

Case Study based on the above units (compulsory)

Teaching Methods

PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book :

Srivastva L.N., "International Relations", sbd publishers, New Delhi.

Reference Books:

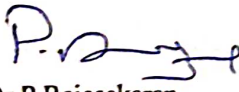
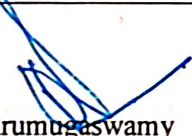
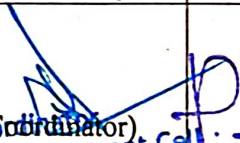
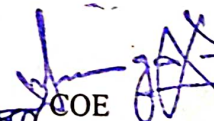
1. *Palmer Parkins, "International Relations", Cbspublishers, NewDelhi.*

2. *Jayapalan.N., " International Relations", Atlanticpublisher, NewDelhi.*

3. *Ghosh.p, "International Relation", Vijoya publishinghouse, Kolkatta.*

4. *Steven c.Roach and Martin Griffiths, "InternationalRelations", Routledgepublisher, UK.*

5. *Alce Ross, "The industries of future", Bloomsbury Publishing, NewJersey*

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|  Dr.P.Rajasekaran |  Dr.P.Arumugaswamy |  Co-Coordinator |  COE |

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| | | | | |
|------------------------|---------|--|-------------------|-----------------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP19 | Course Title | Batch : | 2019-2020 and onwards |
| | | INTERNATIONAL FINANCE | Semester : | IV |
| Hrs/Week: | 6 | | Credits: | 4 |

Objective: To enable the students to understand the International Finance & Money Market Concept
Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Find the concept of International finance and Foreign accounts |
| K2 | CO2 | Compare the concept of international markets and currencies |
| K3 | CO3 | Apply knowledge about exchange rate exposures |
| K4 | CO4 | Analyze the functions International monetary system |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | M | S | M | S |
| CO2 | S | S | M | S |
| CO3 | S | M | S | S |
| CO4 | M | M | S | M |

S - Strong; M-Medium; L-Low

| Unit No. | INTERNATIONAL FINANCE | HOURS |
|----------|--|-------|
| I | International Financial Management Balance of Payments - Current account and Capital account - Forex Reserves. Functions and Structure of Forex market - Forex market Participants - Correspondent Banks - Nostro and Vostro accounts. Bid-Ask rates - Spot and Forward Transactions Forward Premium and Discount - Arbitrage - Exchange Rate theories - Purchasing Power Parity, Interest Rate parity - Fisher Effects. | 16 |
| II | International Markets International Financial Management An overview: Globalization - Multinational Corporations - Foreign Direct Investment - Methods of raising Funds in International Markets. ADRs and GDRs - International Bond Market and Equity Market - Euro Dollar/Euro currency Market - External Commercial | 14 |

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| | | |
|-----|--|----|
| | Borrowings (ECB) - Instruments in International Financial Markets - Offshore Banking - Tax-havens. | |
| III | Foreign Exchange Exposure and Management Management of Transaction Exposure, Translation Exposure and Economic Exposure - Methods of hedging the exposures - Overview of Derivatives in hedging the risks - Forward Contracts, Swaps, Options and Futures. | 16 |
| IV | International Financial System International Monetary System - Bretton Woods System - Flexible Exchange Rate system - Fixed and Floating rate system - World Bank and its affiliates - International Monetary Fund - special drawing Rights. | 15 |
| V | International Banking International Banking - Role of IMF in International Liquidity - International Institutions - World Bank. | 11 |

Case Study based on the above units (compulsory)

Teaching Methods

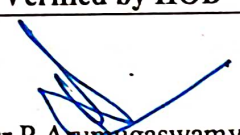
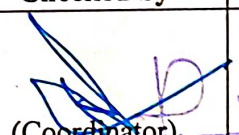
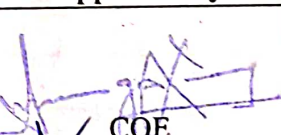
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

1. *International Finance* by P.R.Bhatt, Sulthan Chand and Publications, New Delhi.

Reference Books:

1. *International Finance* by Maurice D. Levi, Marutham Publications, Chennai
2. *International Finance Management* by V.K. Bhalla, Tata Mc Graw-Hill Publishing Company Limited.
3. *International Finance Management* by P.K. Jain, Kalyani Publishers.
4. *International Finance Management* by Alan C. Shapiro, Sulthan Chand and Publications.

| Course Designed by | Verified by HOD | Checked by | Approved by |
|--------------------|--|---|--|
| Dr.R.Padmanaban |  Dr.P.Arūmugaswamy |  (Coordinator) |  COE |



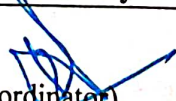
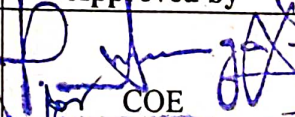
Co-ordinator
Curriculum Development Cell
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Coimbatore-641 028.

| | | | | |
|------------------------|---------|--|------------------|-----------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP20 | Course Title | Batch: | 2019-2020 and onwards |
| Hrs/Week: | 6 | COMPUTER PRACTICAL – III (TALLY 9.0) | Semester: | IV |
| | | | Credits: | 4 |

| S.NO | COMPUTER PRACTICAL – III (TALLY 9.0) LIST OF PROGRAMS | HOURS |
|------|--|-------|
| 1 | Creating a Company Create a Company with all Relevant Details and GST with adjustments | 14 |
| 2 | Creating Ledger Create the Ledgers under Appropriate Predefined Groups | |
| 3 | Create Vouchers and View Profit and Loss A/C and Balance Sheet | 14 |
| 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: | 14 |
| 6 | Maintain Bill Wise Details. | |
| 7 | Consolidation of Accounts | |
| 8 | Calculate Forex Gains/Loss | 15 |
| 9 | Memo Voucher | |
| 10 | Cheque Printing | |
| 11 | Ratio Analysis | 15 |
| 12 | Interest Calculations | |

Teaching Methods

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

| | | | |
|---|--|---|--|
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|  Dr.M.Ramya |  Dr.P.Arumugaswamy |  (Coordinator) Co-ordinator |  COE |

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| | | | | |
|-----------------|------------|---|----------|-----------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP21(A) | Course Title | Batch: | 2019-2020 and onwards |
| | | ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT | | Semester: IV |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To enable the students understand the knowledge about entrepreneurship, startups and Project management

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Define the concept of the role of entrepreneur |
| K2 | CO2 | Understand the need for Role of entrepreneurship development program |
| K3 | CO3 | Choose the sources of information for project setup |
| K4 | CO4 | Analyze the project network design and its audit |

Mapping of Outcomes

| PO \ CO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | M | S |
| CO2 | S | S | S | M |
| CO3 | S | S | M | S |
| CO4 | S | S | S | M |

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

| Unit No. | ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT | Hours |
|----------|--|-------|
| I | Entrepreneurship – Meaning – Characteristics – Functions – Factors influencing entrepreneurship – Barriers to entrepreneurship – Role of entrepreneurship in economic development – Entrepreneur – Definition – Entrepreneurial competencies – Entrepreneur and Manager – Intrapreneur – Women entrepreneur. | 13 |
| II | Entrepreneurial culture – Need for innovation in entrepreneurship – Entrepreneurial motivation – Entrepreneurship Development Program (EDP) – Need for EDP – Objectives – Phases of EDP – Course content and curriculum | 12 |

| | | |
|-----|---|----|
| | of EDP – Evaluation of EDP – MSME – Registration process – Benefits of MSME – MSME schemes. | |
| III | Institutional support to entrepreneurs – Central level Institutions: NSIC, SIDO, MSME-DI, SIDBI, NABARD, NIESBUD, IDBI, IFCI, ICICI, KVIC, NEDB and MDI–State level institutions: DIC, SFC, SSIDC, SIDC, TCO-Commercial banks – Venture capital, Incubation support – Incentives for SSI Unit – Cluster development programme | 12 |
| IV | Project management – Meaning – Functions – Project definition – Project planning and Project control – Project manager – Responsibilities of a project manager – Project network design – Application of a network techniques – Project contracting – Project control – Project audit – Computer aided project management | 12 |
| V | Concept of project – Characteristics of project – Project classification – Project life cycle – Project identification – Sources of information – Selection – Project formulation – Project report – Content of a project – Importance – Preparation of a project report – Project appraisal | 11 |

Case Study based on the above units (compulsory)

Teaching Methods

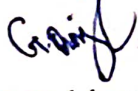

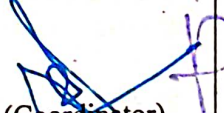
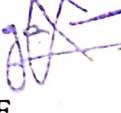
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book :

I.E. Gordon and Dr.K.Natarajan , Entrepreneurship Development , Himalaya publishing house.

Reference Books:!

1. B. Gupta and N.P. Srinivasan , *Entrepreneurship Development , Sultan Chand and Sons , New Delhi.*
2. Prasanna Chandra , " *Projects* ", Tata McGraw Hill Publication , New Delhi; Fifth edition.
3. *Entrepreneurial Development: S.S.Khanka*
4. *Entrepreneurial Development: C.B.Gupta & N.P.Srinivasan*
5. *Project Management :S.Choudhury*

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|  Dr.G.Dinesh kumar |  Dr.P.Arumugaswamy |  (Co-ordinator) |  COE |

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| | | | | |
|------------------------|------------|--|------------------|-----------------------|
| Programme Code: | MIP | Programme Title: Master of Commerce with International Business | | |
| Course Code: | 19MIP21(B) | Course Title. | Batch: | 2019-2020 and onwards |
| | | AIR TRANSPORT MANAGEMENT | Semester: | IV |
| Hrs/Week: | 5 | | Credits: | 4 |

Objective: To enable the students to understand the Air Transportation Management.

Course Outcomes (CO)

| | | |
|----|-----|--|
| K1 | CO1 | Find the concept of Air transportation |
| K2 | CO2 | Understand the different provisions for air industry |
| K3 | CO3 | Build the knowledge about aviation geography condition based on time |
| K4 | CO4 | Examine the procedure for travel formalities in customs |

Mapping of Outcomes

| CO \ PO | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | S | M |
| CO2 | S | M | S | S |
| CO3 | S | M | M | S |
| CO4 | S | S | S | M |

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

| Unit No. | AIR TRANSPORT MANAGEMENT | Hours |
|----------|--|-------|
| I | Introduction to Air Transportation Air Transportation – Aircraft- Types of Aircrafts – Major Services- Passenger and Cargo Airplanes, Parts of Aircraft, Aircraft Dimensions, Air Traffic Control – ATCT- ARTCC, Airport Classification- International Airports in India-Privatization. Airport Charges- Charters and its Types. | 12 |
| II | Indian Airline Industry History of Aviation – Development of Air Transportation in India – Major players in Airline Industry – SWOT analysis in Airline Industry – Market potential of Indian Airline Industry – Current Challenges in Airline Industry – Competition in Airline Industry – IATA. | 12 |
| III | Air transport services International trends – Emerging Indian scenario – Public Private Participation (PPP) in Indian Airports – Environmental Regulations- Private participation in International developments – Meteorological services for Aviation – airport fees, rates and Charges. | 12 |

| | | |
|----|---|----|
| IV | Travel Formalities Travel Formalities: Passport – Visa - Health Requirements – Taxes – Customs–Currency-TravelInsurance-BaggageandAirportInformation. Customs Formalities – Arrival & Exit Formalities - Embarkation and Disembarkation Card – Travelers Cheque. | 12 |
| V | Dangerous Goods DangerousGoods-ClassificationofDangerousGoods-ListofDangerous Goods-BackgroundoftheTransportofDangerousGoods- Limitationsof Transport - Requirements for Shippers. Classification and Identification – Packing – Marking - Labeling and Documentation. Acceptanceand Recognition of Undeclared Dangerous Goods. Storage and Loading - Provisions for Passengers or Crew - Emergency Procedures. | 12 |

Case Study based on the above units (compulsory)

Teaching Methods

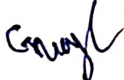
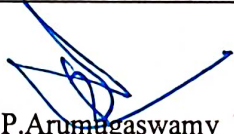

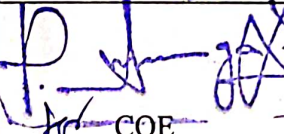
PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book :

S.Sudalaimuthu S Athony Raj," Logistics Management for International Business", PHL learning Pvt Limited ,New Delhi.

Reference Books:

- 1 Holloway J.C, "The Business of Tourism", Plymouth publication, Newyork.
- 2.Senguttuvan, "Fundamentals of Air Transport Management "Excel Books, India.
- 3.John Wenseev, " AirTranspotaion", Ashgarte",Publishing Company USA.
4. Alexander T.Wells, "Airport Planning & Management",Mc-Graw-Hill Education, NewDelhi.
5. John Wenseev, "Air Transportation :A Management Perspective", Ashgarte Publishing CompanyUSA.

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|  Dr.G.Dinesh kumar |  Dr.P.Arumbagaswamy |  (Coordinator) |  COE |

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