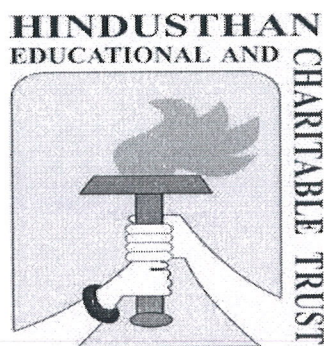


**LEARNING OUTCOMES–BASED CURRICULUM
FRAMEWORK (LOCF)**

in the

**POSTGRADUATE PROGRAMME COMMERCE WITH
INTERNATIONAL BUSINESS**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2020 - 2021 AND ONWARDS**



HICAS

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

(Affiliated to Bharathiar University and Accredited by NAAC)

COIMBATORE-641028

TAMILNADU, INDIA.

Phone: 0422-4440555

Website: www.hindusthan.net/hicas/

Preamble

Learning Outcome Based Curriculum Framework for Postgraduate education in Master of Commerce with International Business.

Vision

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

Mission

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

Programme Educational Objectives (PEO)

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

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

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

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

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

Programme Outcome (PO)

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

PO2: Have a better interaction with directorate general of foreign trade policies to succeed the forthcoming opportunities and business strategy.

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

PO4: An ability to create a customized employment opportunity in national and International level and Demonstrate different fields of skills with the ability to foresee the hidden opportunities in International Business.

Programme Specific Outcome (PSO)

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

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

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

**HINDUSTHAN COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS) COIMBATORE-641028
SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN**

(For the students admitted from the Academic year 2020-2021 and onwards)

PG PROGRAMME

Programme: M.Com (International Business)

Course code	Course Type	Course Title	Lecture Hours/Week	Exam Duration (Hours)	I.E	E.E	Total	Credit point
Semester – I								
20MIP01	DSC	Introduction to International Business	7	3	30	70	100	4
20MIP02	DSC	Global Perspective of Indian Marketing	6	3	30	70	100	4
20MIP03	DSC	International Consumer markets and Buyer Behaviour	6	3	30	70	100	4
20MIP04	DSC	International Marketing Management	6	3	30	70	100	4
20MIP05	DSC	International Branding	5	3	30	70	100	4
20MIPV01	ACC	VAC-I	2	1	50	-	50	1
20MIPJ01	SEC	Aptitude / Placement Training	2	1	50	-	50	Grade*
20MIPJ02	SEC	Online Classes	2	1	-	-	-	C/NC**
Semester – II								
20MIP06	DSC	Cost and Management Accounting	6	3	30	70	100	4
20MIP07	DSC	Foreign Exchange Management	5	3	30	70	100	4
20MIP08	DSC	International Financial Markets	6	3	30	70	100	4
20MIP09	DSC	International Financial Derivatives	5	3	30	70	100	4
20MIP10	SEC	Practical – I : MS-Word, MS PowerPoint and Advanced Excel	6	3	40	60	100	4
20GSP01	AECC	Skill based subject: Cyber security	2	2	100	--	100	2
20MIPV02	ACC	VAC-II	2	1	50	-	50	1
20MIPJ03	SEC	Aptitude / Placement Training	2	1	50	-	50	Grade*
20MIPJ04	SEC	Online Classes	2	1	-	-	-	C/NC**
Semester – III								
20MIP11	AEE	Business Research Methods	6	3	30	70	100	4
20MIP12	DSC	Export Trade Procedures	5	3	30	70	100	4

20MIP13	DSC	Import Trade Procedures	5	3	30	70	100	4
20MIP14	SEC	Practical – II : SPSS	4	3	40	60	100	4
20MIP15	DSC	International Transport Operations	5	3	30	70	100	4
20MIP16	SEC	Skill Enhancement: Institutional Training - I - EXIM Documentation (Report & Viva voce)	--	--	100	--	100	4
20MIP17A	DSE	Elective I Human Resource Management	5	3	30	70	100	4
20MIP17B		Intellectual Property Rights						
20MIPV03	ACC	VAC-I	2	1	50	-	50	1
20MIPJ05	SEC	Aptitude / Placement Training	2	1	50	-	50	Grade*
20MIPJ06	SEC	Online Classes	2	1	-	-	-	C/NC**
Semester – IV								
20MIP18	DSC	Logistics Management & Shipping Industry	7	3	30	70	100	4
20MIP19	DSC	International Trade Agencies	6	3	30	70	100	4
20MIP20	SEC	Practical - III Tally 9.0	6	3	40	60	100	4
20MIP21A	DSE	Elective II Entrepreneurship Development and Project Management	5	3	30	70	100	4
20MIP21B		Air Transportation Management						
20MIP22	SEC	Project Work	6	--	50	150	200	6
20MIPV04	ACC	VAC-IV	2	1	50	-	50	1
20MIPJ07	SEC	Aptitude / Placement Training	2	1	50	-	50	Grade*
20MIPJ08	SEC	Online Classes	2	1	-	-	-	C/NC**
TOTAL CREDITS (92 + 4)								96

- VAC-Value Added Course (Extra Credit Courses)
- JCP- Job Oriented course
- C/NC** -Completed/ Not Completed
- I.E-Internal Exam
- E.E-External Exam
- * Grades depends on the marks obtained

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

PASSING MINIMUM

- Passing Minimum for UG 40% and for PG 50%
- For UG : 35 % (25 marks) in EE and 40 % in TotalMarks
- For PG 50 % (35 marks) in EE and 50 in TotalMarks


ABSTRACT FOR SCHEME OF EXAMINATIONS

(For the Candidates admitted during the academic year 2020 - 2021 and onwards)

S.No.	Course (AEE/DSC/DSE/GE/ACC/ S EC)	Papers	Credit	Total Credits	Marks	Total Marks
1	DSC	14	4	56	100	1400
2	DSE	2	4	8	100	200
3	ACC	4	1	4	50	200
4	SEC	13	4 / 6 / Grade	22	50/100	800
5	AECC	1	2	2	100	100
6	AEE	1	4	4	100	100
	Total	35		(92 +4) 96		2800

List of Open Elective Papers	
Open Electives	1) Cross Cultural Consumer and Industrial Buyer Behaviour
	2) Aviation Logistics
	3) E-Commerce & Customer Relationship Management
	4) Eco-Tourism
	5) EXIM Documentation
	6) Procedure for availing Import Export Code – ICEGATE
	7) Procedure for Registration in MSME
	8) Procedure for opening of DEMAT Account
	9) Procedure for Registration of GST
	10) Logistics and Packaging Documentation

List of Elective Papers/ DSE		
(Can choose any one of the paper as electives)		
	Course Code	Title
Electives/ DSE-I	20MIP17A	Human Resource Management
	20MIP17B	Intellectual Property Rights
Electives/ DSE-II	20MIP21A	Entrepreneurship Development and Project Management
	20MIP21B	Air Transportation Management


Syllabus Co-ordinator


BOS-Chairman


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

PG Courses- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2020-2021 and onwards)

1. Internal Marks for all PG

Components	Marks
Test	5
Model Exam	10
Assignment	5
Attendance*	5
Seminar	5#
TOTAL	30

*Split-up of Attendance Marks for UG

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

(# (3+2)-3 for External & 2 for (Internal paper presentation or poster design))

2. a) Components for Practical I.E.

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

b) Components for Practical E.E.

Components	Marks
Experiments	50
Record	5
Viva	5
Total	60

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

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

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

4. Components for Cyber Security Paper

Components	Marks
Two Tests (each 2 hours) of 40marks each [4 out of 7 descriptive type questions 4 x 10 = 40 Marks]	80
Two assignments (2 x 10)	20

5. Value Added Courses and Aptitude/Placement courses:

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

Guidelines:

1. The passing minimum for these items should be 50%
2. If the candidate fails to secure 50% passing minimum, he / she may have to reappear for the same in the subsequent semesters
3. Item No's:4,5, are to be treated as 100% Internal papers.
4. For item No.5, Tests conducted through online modules (Google Form/any other)

PG PATTERN
QUESTION PAPER PATTERN FOR CIA EXAM

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
DEGREE CIA EXAMINATIONS -----20-----

(-----Semester)

BRANCH: -----

Subject Name: -----

Time: Two Hours

Maximum: 50 Marks

Section-A (3 x 6=18 Marks)

Answer **ALL** Questions

ALL questions carry **EQUAL** Marks

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

Section-B (4 x 8=32 Marks)

Answer **ALL** Questions

ALL questions carry **EQUAL** Marks

(Q.No: 4 to 7 Either Or type)

QUESTION PAPER PATTERN FOR MODEL/ END SEMESTER EXAM

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
DEGREE MODEL EXAMINATIONS -----20-----

(-----Semester)

BRANCH: -----

Subject Name: -----

Time: 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)

(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)

(One question from each Unit)

Course Code:	20MIP01	Course Title						Batch:	2020-2021
		INTRODUCTION TO INTERNATIONAL BUSINESS						Semester:	I
Hrs/Week:	7	L	7	T	-	P	-	Credits:	4

COURSE OBJECTIVES

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

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

20MIP01	INTRODUCTION TO INTERNATIONAL BUSINESS	Sem: I
Unit No.	Topics	Hours
I	Trade Theories Concept of International Relations-Origin and Growth of International Relations-Elements of IR - International Relations as a Discipline - Scope of International Relations - International Relations and International Politics - Foreign Policy-Values of Foreign Policy - Its Approaches - Objectives of Nation's Foreign Policy - Determination of Foreign Policy (a) Internal factor (b) External factor.	18
II	Regional Grouping Evolution of International Organization and Regional Grouping for the Development of International Relation - Role of Regional Grouping (Viz.) EU, ASEAN, NAFTA, SAARC and Arab League - World Bodies (Viz.) UN and WTO - Economic Grouping (Viz.)G-8, G-15, and G-77.	16

III	International Business Environment International Law - Meaning, Nature - Sources of International Law - Relationship with Municipal Law - Its Limitations. The Balance of Power - Its Nature – Definition – Characteristics - Role of Balance –Historical Significance - Devices for Maintaining the Balances of Power - Collective Security and Balance of Power - Balance of Power Today - Collective Security and Peaceful Settlement.	18
IV	Concept of International Relations, Diplomacy Diplomacy – Definition - Functions of Diplomats - Types of Diplomacy - Consults – Diplomatic - Rules and Procedure. National Power - Meaning - Forms - Its Elements. Economic Arsenal and Other Economic Instruments.	18
V	India’s Foreign Policy Foreign Policy of India - Nehru’s Foreign Policy - Its Distinctive Features - Non-Alignment - Foreign Policy Since 1962 - Indo-Soviet Relations with China and Great Britain - Indo-U.S.Relations - Missions Abroad - Disarmament Efforts by India - India’s Neighborhood Relations.	14

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link: <https://drive.google.com/file/d/1o9X3Ny6sGvmAzrnUwxkIXv-2yepIQttj/view>

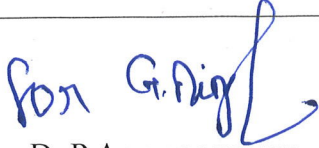
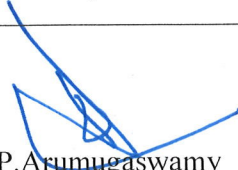
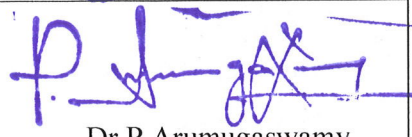
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP02	Course Title						Batch:	2020-2021
		GLOBAL PERSPECTIVE OF INDIAN MARKETING						Semester:	I
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVES

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

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

20MIP02	GLOBAL PERSPECTIVE OF INDIAN MARKETING	Sem: I
Unit No.	Topics	Hours
I	Marketing Environment of India India's environment a masterpiece in heterogeneity - Performance of the Indian economy - Impact of the global, slowdown and financial crisis on the Indian economy - Dramatic change of India's marketing environment - how world view's India - India's takes on the globe.	15
II	India's Consumer Environment India's markets - The FMCG and FMCD sectors - The call of the mall: The retail boom - The Media, Advertising and Entertainment scene - Impact of inflation - Reasons for poor performance in global competitiveness.	16
III	Marketing Challenges in a Liberalising and Globalising India The India's Economic Reforms (The background) - Marketing challenges in liberalizing India - Results of reforms - Impact of value delivery in the altered environment - Market Darwinism - Survival of the fittest.	15
IV	Buying Behaviour of Indian Consumer Changing profile of Indian consumer - The challenge in distribution with the spread of modern retailing - The marketing challenges in a liberalized and Globalized India - Need for speed and the challenge on the organisation front- Essential steps to win in the digital age.	16

V	<p>Strategic Planning at Corporate Level</p> <p>Nature, Importance, Scope of strategic planning - How strategic planning help the firm - Strategic planning and value delivery process (Concerns of Strategic Planning, Issues tackled in Strategic Planning, Risks involved in Strategic Planning) - The concept of Strategic Business unit - The BCG model - The GE Model - Similarity & difference between BCG &GE Models. SWOT, SWOC challenges.</p>	10
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Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

1. RajanSaxena, "MarketingManagement", TataMcGraw-HillEducationPrivateLimited, NewDelhi.
2. Philip Kotler, Keven Lane Keller, "Marketing Management", Pearson India Education ServicesPvt.Limited.
3. Ramanuj Majumdar, "Consumer Behaviour – Insights from Indian Market", PHI Learning privateLimited.
4. B.Keith Simerson, "Strategic Planning – A Practical guide to strategy formulation and execution",PRAEGER.
5. G.V.Satya sekhar, "Business Policy and Strategic Management",I.K. International Publishing House, NewDelhi.

Web Link: https://books.google.co.in/books?id=w8cS_T_0ORkC&lpg=PP1&pg=PP1#v=onepage&q&f=true

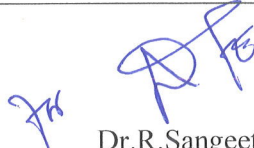

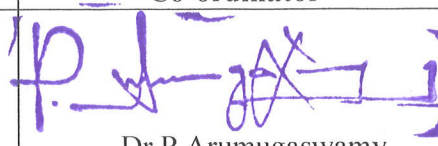
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP03	Course Title						Batch:	2020-2021
		INTERNATIONAL CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOUR						Semester:	I
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVES

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

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

20MIP03	INTERNATIONAL CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOUR	Sem: I
Unit No.	Topics	Hours
I	Market Segmentation Segmenting Consumer markets - Segmenting Business markets -Segmenting International markets - Requirements for effective segmentation - Evaluating market segments and selecting Target market segments.	15
II	Model of Consumer Behaviour Model of Consumer Behavior - Characteristics affecting consumer behavior (Cultural factors, Social factors, Personal factors, Psychological factors) - Consumption patterns.	15
III	Types of Buying Decision Behaviour Complex Buying behavior - Dissonance - Reducing buying Behaviour - Habitual Buying Behaviour - Variety seeking behaviour.	14

IV	Buyer Decision Process Need recognition - Information search - Evaluation of Alternatives - Purchase decision - Post purchase behaviour.	16
V	Buying Decision Process for New products and Market Targeting Stages in the adoption process - Individual differences in innovativeness - Influence of product characteristics on rate of adoption - Evaluating, Selecting target market segment - Socially responsible Target marketing - Positioning maps and choosing a differentiation and positioning strategy.	12

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link:

https://www.google.co.in/books/edition/Consumer_Behaviour/7XG2DQAAQBAJ?hl=en&gbpv=1&dq=consumer%20markets%20and%20consumer%20buyer%20behavior%20e-books&pg=PT10&printsec=frontcover


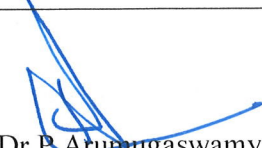
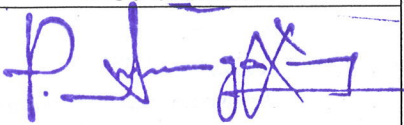
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 C.D.R. PADMANABAN	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

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

Course Code:	20MIP04	Course Title						Batch:	2020-2021
		INTERNATIONAL MARKETING MANAGEMENT						Semester:	I
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand and evaluate the application of international marketing	K1
CO2	Identify the skill sets required in international marketing	K2
CO3	Examine the various functions of International Marketing	K3
CO4	Determine the various Marketing areas challenges and promotions	K4

20MIP04	INTERNATIONAL MARKETING MANAGEMENT	Sem: I
Unit No.	Topics	Hours
I	Basis of International Marketing Concept of International Marketing - Features of International marketing - Drivers of International marketing - Importance of International marketing - Motivation of Internationalisation.	15
II	Orientation of International Marketing EPRG framework - Ethnocentrism - Polycentrism - Regiocentrism - Geocentrism. Phases of International marketing - Process of International Marketing - Need for International Marketing research - Scope of International marketing research.	15
III	Challenges of International Marketing Special problems of International marketing - Domestic Vs International marketing - 12C framework for International marketing - 7P's of International service marketing - Features of International service marketing.	14

IV	International Product, Pricing Decisions Concept of International marketing mix - Product, Planning decision and strategies. Importance of Product Planning - New Product development process - Concept of pricing, factors affecting pricing decisions, Importance of pricing decisions - Information required for pricing in International Market.	18
V	International Promotion Decisions Steps involved in product positioning - International product positioning strategies - Techniques and factors affecting International product promotion - Planning, Barriers of International promotion campaign – International advertising programme and International Trade fairs and exhibitions.	10

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link:

https://www.google.co.in/books/edition/International_Marketing/Q7qEFvm_dTAC?hl=en&gbpv=1&dq=international%20marketing%20management%20e-books&pg=PR19&printsec=frontcover&bsq=international%20marketing%20management%20e-books


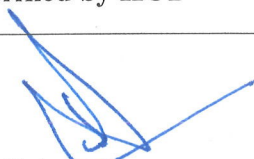

MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP05	Course Title						Batch:	2020-2021
		INTERNATIONAL BRANDING						Semester:	I
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

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

SYLLABUS

20MIP05	INTERNATIONAL BRANDING	Sem: I
Unit No.	Topics	Hours
I	Value of Branding Brand - Definition - Financial value of brands and social value of brands - Keys of branding - Brand hub - Changing face of customer - Line influence on growing brand.	12
II	Perception for Branding Emotional benefits of branding - Brand reflection - Brands story and brand design: Colour, Sound, Audio, Logo, Jingles words and shapes – Brand architecture and brand building skills.	12
III	Brand Positioning Brand planning - Brand creation - Brand platform - Brand experience - Brand communication and opportunities modelling.	14
IV	Brand Building Brand building and Brand sustainability - Brand decline - Changing customers - Brands in merger and acquisitions - Strategic brand management.	12

V	Globalisation in Brands Who hold the power of power in global world - Power of logo – Global brands, Asian brands, revitalized brands and challenger brands – Brand leadership - Brand and Consumer Protection.	10
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Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link: https://www.google.co.in/books/edition/B2B_Brand_Management/bcmo-WZtOvQC?hl=en&gbpv=1&dq=international%20branding%20free%20ebooks&pg=PA107&printsec=frontcover

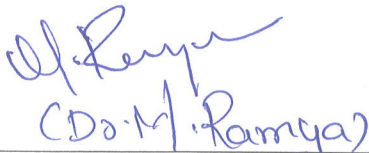
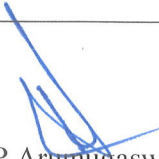
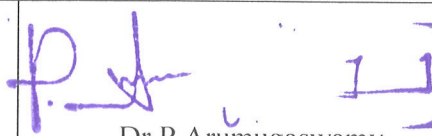
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP06	Course Title						Batch:	2020-2021
		COST AND MANAGEMENT ACCOUNTING						Semester:	II
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

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

20MIP06	COST AND MANAGEMENT ACCOUNTING	Sem: II
Unit No.	Topics	Hours
I	Introduction of Cost Accounting Meaning - Objectives - Nature and scope - Methods of costing - Classification of costs - Preparation of cost sheet and Tender - Inventory system -Methods of pricing material issues – EOQ.	14
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.	14
III	Ratio Analysis Management Accounting - Nature & Scope - Tools and Techniques - Ratio analysis - Marginal costing - Cost-volume profit analysis - Break-even analysis - Utility and limitations of Cost-volume profit analysis - Financial and profit planning - Objectives.	16

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.	18
V	Budgetary Control Budgetary Control - Meaning - Flexible Budget - Sales Budget - Cash Budget - Production Budget - Purchase Budget - Working Capital - Sources of Working Capital - Estimates of Working Capital Requirements.	10

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

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

Text Book:

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

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, New Delhi, 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.

Web Link:

[https://www.google.co.in/books/edition/A Textbook of Cost and Management Accounting/D7hDDAAAQBAJ?hl=en&gbpv=1&dq=COST%20AND%20MANAGEMENT%20ACCOUNTING&pg=SA1-PA13](https://www.google.co.in/books/edition/A_Textbook_of_Cost_and_Management_Accounting/D7hDDAAAQBAJ?hl=en&gbpv=1&dq=COST%20AND%20MANAGEMENT%20ACCOUNTING&pg=SA1-PA13)

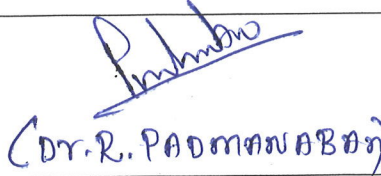
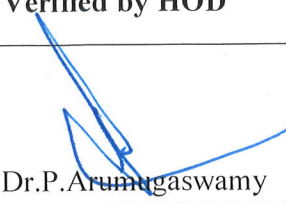
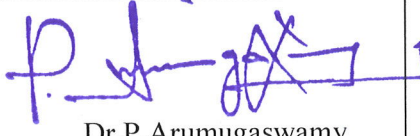
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP07	Course Title						Batch:	2020-2021
		FOREIGN EXCHANGE MANAGEMENT						Semester:	II
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

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

20MIP07	FOREIGN EXCHANGE MANAGEMENT	Sem: II
Unit No.	Topics	Hours
I	Foreign Exchange Market Foreign exchange - the foreign exchange market - Organization of the Foreign exchange market (Commercial banks, FEDAI, RBI) - The Spot and Forward market - Participants in Foreign exchange markets – Relationship between Forward rate and Future spot rate.	12
II	Foreign Exchange Rates Exchange rates - Exchange rate system - Gold, Bretton wood system -Fixed and Flexible exchange rates - Factors determining Exchange rates - Exchange control, Objectives and Methods of Exchange control.	14
III	Foreign Exchange Transactions Purchase and sales transactions - Spot and Forward transactions - Ready exchange rates - Principle types of Buying and selling rates - Execution of Forward contract – Cancellation / Extension of Forward contract - Interbank deals (Cover, Trading, Swap deals).	12
IV	Foreign Exchange Contracts Factors determining Forward margins - Calculation of Fixed forward rates and Option forward rates - Cross rates - Arbitrage operation - Forward rate agreement.	12

V	Foreign Exchange Risk and Exposure Transaction Exposure - Translation Exposure - Economic Exposure - Management of risk exposure (Internal, External netting, leading and lagging)- Interest rate options.	10
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Note: Distribution of marks:100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link:

https://www.google.co.in/books/edition/Elements_of_Foreign_Exchange_A_Foreign_E/R7DEDwAAQBAJ?hl=en&gbpv=1&dq=foreign%20exchange%20management%20free%20ebooks&pg=PT6&printsec=frontcover

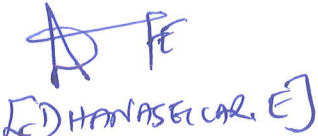
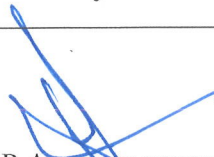
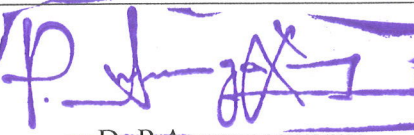
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP08	Course Title						Batch:	2020-2021
		INTERNATIONAL FINANCIAL MARKETS						Semester:	II
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

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

20MIP08	INTERNATIONAL FINANCIAL MARKETS	Sem: II
Unit No.	Topics	Hours
I	Globalisation of Financial Markets International Financial markets - Meaning, major players in Financial Markets - European Monetary system - The Bretton woods system - The Gold Standard.	18
II	International Money Market Money Market - Meaning, definition - Structure - Growth of Money market in India - Indian Money Market Instruments - Call Money Market, Commercial paper, Short term deposit market, Treasury bills, Gilt edged securities markets, ADR's, GDR's, IDR's - Certificate of Deposits, Repos - Regulatory authorities and guidelines.	15

III	International Capital Markets Capital Market - Introduction, Meaning and Significance - International Capital Market Vs International Money Market - Market players - Overview of International Capital Market - Regulatory laws and framework.	15
IV	Euro Currency Markets Creation of Euro Currency Markets - Creation of Euro Dollars - Emergence of Global Currency Markets - Major Instruments – Regulatory system.	14
V	International Bond Markets Foreign Bonds and Euro Bonds - Global Bonds, Straight Bonds, Floating Rate Notes - Convertible, Cocktail Bonds - Yankee, Samurai, Bulldog bonds, straight or fixed rate bonds, Zero coupon bonds - Difference between Euro and Foreign bonds.	10

Note: Distribution of marks:100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link:

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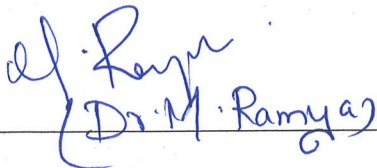
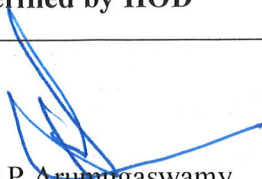
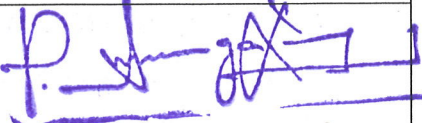
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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Hindusthan College of Arts & Science
Coimbatore-641-028

Course Code:	20MIP09	Course Title						Batch:	2020-2021
		INTERNATIONAL FINANCIAL DERIVATIVES						Semester:	II
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

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

20MIP09	INTERNATIONAL FINANCIAL DERIVATIVES	Sem: II
Unit No.	Topics	Hours
I	Derivatives Market Derivatives markets - Forward, Futures, Options, Swaps - Role of derivative markets - linkage between Spot and Derivative markets - Evolution of Derivatives in India and other countries.	15
II	Forwards and Futures Market structure - Types of future contracts - pricing principles - Future Hedging strategies - Option markets - Option pricing principles - Option strategies.	14

III	Currency Derivatives Currency Forwards - Currency Futures - Currency Options - Pricing -Interest rate Futures - Forward rate agreement - Swaps - Options - Swaptions - Term structure and pricing principles.	15
IV	Debt Markets and Equity Fixed rate and Floating rate instruments - Zero coupon securities - Junk bonds - Equity options - Index futures and Index options.	18
V	Hybrid Securities Hybrid securities - Interest rate - Foreign Exchange hybrid - Interest rate/ equity hybrid - Currency Commodity hybrid.	10

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

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

Reference Books:

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

Web Link:

https://www.google.co.in/books/edition/FINANCIAL_DERIVATIVES/j_8uDwAAQBAJ?hl=en&gbpv=1&dq=INTERNATIONAL%20FINANCIAL%20DERIVATIVES&pg=PP1&printsec=frontcover&bsq=INTERNATIONAL%20FINANCIAL%20DERIVATIVES


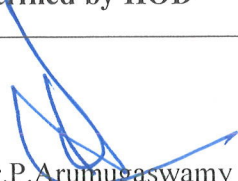

MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP10	Course Title						Batch:	2020-2021
		PRACTICAL – I & (MS WORD, MS POWERPOINT AND ADVANCED EXCEL)						Semester:	II
Hrs/Week:	6	L	-	T	-	P	6	Credits:	4

COURSE OBJECTIVE

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

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

20MIP10	Practical –I – MS – Word, MS – Excel and MS – PowerPoint	Sem: II
Package	Programs	72 Hours
MS WORD	Type a sample research report and perform the following: Insert Symbols, Insert Caption Page break, Indent or Spacing.	21
	Prepare an Organisational set-up chart for DGFT.	
	Prepare a diagrammatic representation showing the elements of a BOP.	
MS POWERPOINT	You have a problem with your shipment. So prepare a requisition letter regarding that issue to the following offices using Mail Merge. (a) Importer (b) Customs Department (c) DGFT Office (d) Shipping Agent / Shipping Company (e) Your Bank	21
	Prepare a PowerPoint presentation showing the functions of IMF.	
	Prepare a presentation showing the different types of ships used in International Logistics.	
	Prepare a presentation showing the BOP and BOT by importing an appropriate Excel Sheet.	

ADVANCED EXCEL	Create a student database and perform the following functions. Use Cut & Paste, Use cell widening, Use format painter, Use font, colour, borders, Use wrap text Use merge cells, Use Number, date and currency as format.	30
	Prepare a student mark list and perform conditional formatting function in the excel sheet.	
	Calculate sales estimation by using the following functions in the excel sheet. Use of Min, Max, Sum, Average, Count, Alter and Sort, Use standard deviations.	
	Prepare a student database and perform the H lookup function in the excel sheet.	
	Calculate transportation cost by using V lookup function in the excel sheet.	
	Create an Airport database and perform the following functions in the excel sheet. Use Length formula, Use left, Right, Use Mode, Use IFERROR.	

Teaching Methods

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

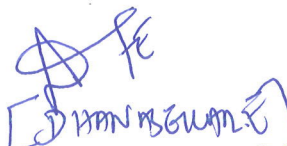

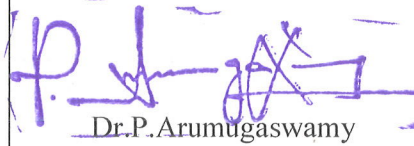
MAPPING WITH OUTCOMES

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

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

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP11	Course Title						Batch:	2020-2021
		BUSINESS RESEARCH METHODS						Semester:	III
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To develop understanding of the basic framework of the research process and various research designs and techniques
- To identify the various sources of information for literature review and data collection
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem
- To write research reports and research proposal.

S.No	COURSEOUTCOME	BLOOMS LEVEL
CO1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues	K1
CO2	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process	K2
CO3	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the business/industry of data collections	K3
CO4	Write the research report and research proposal	K4

20MIP11	BUSINESS RESEARCH METHODS	SEM:III
Unit No.	Topics	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

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

Case Study based on the above units

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

Text Book:

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

Reference Books:

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 , New Delhi.

WebLink: -

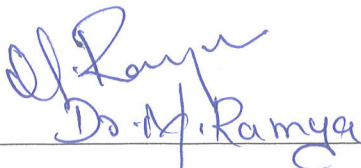
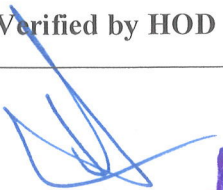

MAPPING WITH PROGRAM OUTCOMES

CO	PO	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

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Dr. A. Ramya	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy Curriculum Development Cell Hindusthan College of Arts & Science Coimbatore-641 028

Course Code:	20MIP12	Course Title						Batch:	2020-2021
		EXPORT TRADE PROCEDURES						Semester:	III
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To develop the students to convert themselves to familiar to do and to involve in the International business.
- To familiarize the students about Different categories of Exporters
- To impart the knowledge about Export and Import Documentation.
- To provide Knowledge on Warehousing in Exporters and offer the knowledge to case studies

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Defining the basic knowledge on the preliminaries for export procedures	K1
CO2	Understanding the concepts of export trade procedures	K2
CO3	Implementing policy assistance and incentives for export trade and export import finance	K3
CO4	Explaining the concepts of export inspection procedures and concepts	K4

20MIP12	EXPORT TRADE PROCEDURES	Sem: III
Unit No.	Topics	Hours
I	Introduction to Export Meaning of exports, Classification of exports - Categories of exporters – General objectives of EXIM policy - EXIM Policy (2015-2020) - Meaning and functions of APEDA, MPEDA, EPC, CB, IIFT, FIEO, STC.	15
II	Export Registration Procedure Introduction - Registration procedure - Pre-shipment procedure - Post-shipment procedure - Procedure for obtaining IEC number - Procedure for obtaining RCMC - INCOTERMS.	15
III	Policy Assistance and Incentives Introduction - Duty drawback (BK) - Procedure for claiming duty drawback - Export Promotion Capital Goods(EPCG) scheme – Deemed Exports – Export Oriented Units (EOU's) - Software Technology Parks(STP'S) and Bio Technology Parks - Agri-export zones(AEZ'S), Special Economic Zone (SEZ'S), Benefits enjoyed by SEZ's - Assistance to states for developing Export Infrastructure and allied activities (ASIDE).	15

IV	EXIM Finance Methods of Export payment - Letter of Credit - Procedure for opening letter of credit - Types of L/C - Types of Export finance - Features of Pre-shipment finance – Post-shipment finance - Pre-shipment finance Vs Post-shipment finance - Pre-shipment credit in Foreign currency - Role of ECGC - Role of EXIM BANK, SIDBI, Commercial Banks in Export finance.	15
V	Export Inspection and Insurance Introduction - Procedure for pre-shipment and post-shipment inspection - Methods of Quality control and pre-shipment inspection - Procedures for Shipping and Customs clearance - Marine Insurance policy - Types of Marine Insurance policies - Procedure for filing Marine insurance claim - Aviation insurance	15

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

1. Jignesh Vidani, "Export and Import Procedures" - A guide to International business, Educreation Publishing, 2019.

Reference Books:

1. Rajkumar Sharma, "Export Business-A Beginners Guide" - A Practical Guide for Starting Export Business, Notion Press, September - 2020
2. Donna L.Bade, "Export and Import procedures and Documentation" , 5th edition, Amacon Publisher, March - 2015.
3. Maritza Manresa, "How to Open and operate a Financially Successful Import Export Business", Atlantic Publishing Co., 2021.
4. Justin Paul, Rajiv Aserkar, "Export Management", Second edition, Oxford Publications, October - 2013.
5. Gullybaba.G, "Export Procedures and Documentation", Gullybaba Publishing, January - 2012.

Web Link:

1. https://www.youtube.com/watch?v=T9aZ_fEVBqA
2. <https://www.youtube.com/watch?v=HpCp5JbKhtA>
3. <https://www.youtube.com/watch?v=zemGo3wYYV8>
4. <https://www.youtube.com/watch?v=CfT5PU0kP9c>


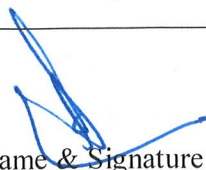
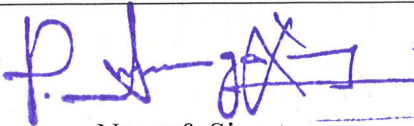
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

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

Course Code:	20MIP13	Course Title						Batch:	2020-2021
		IMPORT TRADE PROCEDURES						Semester:	III
Hrs / Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To Learn the import trade procedure
- To know the functions of import promotion council
- To Learn the role of import consultancy like excise procedures
- To Give an understanding about the import warehousing laws and their regulations

S.No	COURSEOUTCOME	BLOOMSLEVEL
CO1	Defining the categories of Importer	K1
CO2	Expressing the legal dimensions and customs clearance	K2
CO3	Determining the Foreign exchange guidelines for import duties	K3
CO4	Analyzing the special import license scheme	K4

20MIP13	IMPORT TRADE PROCEDURES	Sem : III
Unit No.	Topics	Hours
I	Categories of Importers Actual users (industrial, Non Industrial), Non-actual users. Import License: Restricted items – canalized items – prohibited items. Import Licensing issuing authority, validity of import license, sample of import license, import of samples. Import contract and aspects of import contract. Pre-import procedure.	13
II	Legal Dimensions Legal dimension of import procedure – Retirement of import documents – Customs clearance for imported goods – warehousing of imported goods.	12
III	Exchange control provisions for Imports General guidelines for imports – operational guidelines for imports – import risks – import duties – valuation of customs duty.	12
IV	Import Incentives Import incentives under special schemes – Import of personal baggage – Import of gifts.	11
V	Import Documents Bill of entry – Transport documents – Multimodal transport documents – certificate of inspection – certificate of measurement.	12

Note: Distribution of marks: 100%Theory

Case Study based on the above units-Compulsory.

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

Text Book:

1. *Export Management – Cherunilam Francis – Prentice Hall*

Reference Books:

1. *Dr. Jeevanandam – Foreign Exchange and Risk Management*
2. *Dr. Kurana – Export Management*
3. *Export/Import Procedures and Documentation - Thomas E. Johnson*
4. *Export-Import Theory, Practices, and Procedures Belay Seyoum*
5. *Web site : rbi.org.in*

WebLink: <http://rafael.glendale.edu/poorna/ib/seyoum%20book.pdf>


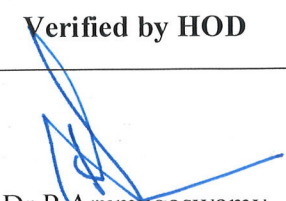
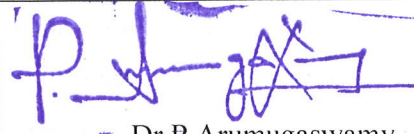
MAPPING WITH PROGRAM OUTCOMES

CO	PO	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

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP14	Course Title						Batch:	2020-2021
		PRACTICAL - II - SPSS						Semester:	III
Hrs/Week:	4	L	-	T	-	P	4	Credits:	4

COURSE OBJECTIVE

- To define the knowledge on basic datasheet creation from SPSS
- To understand the various statistical tools applying through SPSS
- To determine the various Technical adaptation from the SPSS Software
- To analyze the software package of SPSS

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remembering the knowledge on basic datasheet creation from SPSS	K1
CO2	Understanding the various statistical tools applying through SPSS	K2
CO3	Determining the various Technical adaptation from the SPSS Software Package	K3
CO4	Explaining the various concepts and strategies used by SPSS Software Package	K4

SYLLABUS

Sl.No.	Program (48 Hours) - Weekly 4 Hours
1	Create Excel data sheet (Twenty Socio- Demographic details for 500 respondents) and then Import data into SPSS.
2	Analyse Measures of Central Tendency along with Frequency analysis of a dataset created by your own with 300 respondents.
3	Compare the means of more than two groups using Analysis of Variance for the data created by your own with 300 response.
4	Execute One-Factor ANOVA for a dataset created on your own with 300 respondents.

5	<p>Create a data set with the variables gender, Mode of payment in nominal scale and the variables Price satisfaction, variety satisfaction, Organization 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"> ● Price satisfaction ● Variety satisfaction ● Organization satisfaction ● Service satisfaction ● Item quality satisfaction ● Image satisfaction ● Gender wise satisfaction <p>Compare the mean difference of two different groups using Independent Sample T test with the created data for 300 respondents.</p>
6	<p>The population mean of "Average Monthly Minutes" spoken is 300. Test the hypothesis that sample mean of average monthly minutes does not differ significantly from the population mean. Minimum respondents : 350</p>
7	<p>Create a data set of 300 respondents with the variables gender, Age, Average monthly bill, House hold income, average monthly minutes, etc... Test 'average monthly minutes' with the grouping variable 'Gender' to compare the mean of two groups.</p>
8	<p>Compare two population means in the case of two samples that are correlated using Paired "T test" for the data created with 300 respondents.</p>
9	<p>Create a dataset for 300 respondents with the variables age, gender, Designation, department, Education, Number of years of experience, brand name and reasons for taking the job. Perform Parametric and Non- parametric Chi- square Test for 'Reason for taking' with the given data. HA – Highly Agree, A – Agree, N – Neutral, DA – Disagree, HAD – Highly Disagree</p>
10	<p>Execute Mann-Whitney Test for the dataset created by your own for 300 respondents.</p>

11	Accomplish Kruskal-wallis test by creating a dataset of your own with at least 250 respondents.
12	Create a data sheet for 300 management department students and 350 International Business students with Z score and H score. Find out the relationship of Z score and H score using Correlation analysis.
13	Create a data set with dependent and independent variable with 300 respondents. 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 twenty variables in a likert summated scale and enter the same in a dataset created by you for 300 respondents.

Note: Distribution of marks: 100% Practical

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


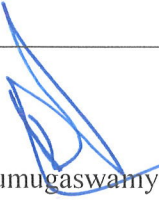
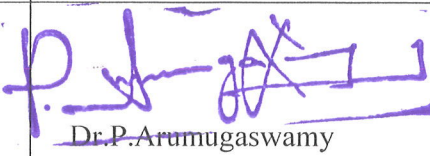
MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4
CO1		S	S	S	S
CO2		S	S	S	S
CO3		S	S	S	S
CO4		S	S	S	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 (DR. R. PADMANABAN)	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

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

Course Code:	20MIP15	Course Title					Batch:	2020-2021	
		INTERNATIONAL TRANSPORT OPERATIONS					Semester:	III	
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

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

S.No	COURSEOUTCOME	BLOOMS LEVEL
CO1	Identifying various Logistics System elements and integrated logistics.	K1
CO2	Understand the evaluation of Transport operations and Transport network.	K2
CO3	Integrating the containerization process, freight systems and transport infrastructure.	K3
CO4	Explaining the concepts of E-Commerce Logistics and Logistics operations.	K4

20MIP15	INTERNATIONAL TRANSPORT OPERATIONS	Sem : III
Unit No.	Topics	Hours
I	Introduction to Logistics International marketing logistics – Meaning – Concept – Objectives – Value chain – Logistics system elements – Information – Transportation – Material handling – Inventory – Warehousing – Communication – Inbound logistics and outbound logistics. Integrated Logistics - Objectives, Concepts, Inventory flow, and information flow.	15
II	Transportation Introduction, Objectives, Transportation system, Transportation infrastructure, freight management, factors affecting freight cost, Transportation network, Containerization.	15
III	Role of Containers Containerization – Classification of Containers – Role of ICD And CFS – Types of Ships – Operating Systems: Liners and Tramp- Features - Merits and Demerits - Chartering – CONCOR.	14

IV	Freight Systems and Cargo Transport Instructions International Freight Principles – Factors – Liner Freight- Advance Freight - Lump Sum Freight Back Freight- Prorate Freight- Dead Freight – Tramp Freight – Rebate System – Air Tariff Structure – Principles – Types. Cargo Transport - Air Shipment – Consolidation – Role and Function of IATA – Maritime Frauds and Unethical Practices – Institutional Arrangements for Resolving Shipping Problem – Global Logistics.	14
V	E-Commerce Logistics and Logistics Information Introduction, Objectives, Concepts of E-Commerce, Requirements of Logistics in E- Commerce, E-Logistics structure and operation, Logistics Resource Management.	14

Note: Distribution of marks: 100%Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

FrancisCherunilam,“InternationalBusiness:Textandcases”,PHILearningPrivateLimited,NewDelhi

Reference Books:

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

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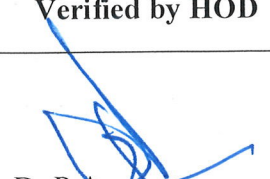
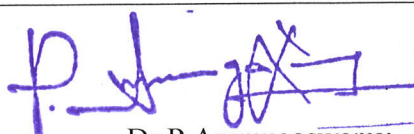
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M-Medium, L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP16	Course Title						Batch:	2020-2021
		EXIM DOCUMENTATON						Semester:	III
Hrs/Week:	--	L	--	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To highlight custom clearance in international business with respect to foreign trade.
- To gather the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
- To determine principle of international business and strategies adopted by firms to for exporting products globally
- To gain knowledge in custom clearance procedure functioning of global trade

S.No	COURSE OUTCOME	BLOOM S LEVEL
CO1	Defining the concepts in custom clearance in international business with respect to foreign trade	K1
CO2	Expressing the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects	K2
CO3	Examining the principle of international business and strategies adopted by firms to for exporting products globally	K3
CO4	Explaining concept in custom clearance procedure functioning of global trade	K4

SYLLABUS

	EXIM DOCUMENTATON	SEM:III
Unit No.	Topics	Hours
I	I. DOCUMENTATION RELATED GOODS 1. Proforma Invoice 2. Commercial Invoice 3. Consular Invoice 4. Packing List	

	<ol style="list-style-type: none"> 5. Certificate of Origin 6. GSP Certificate 7. Health Certificate 8. Phytosanitary Certificate 9. Fumigation Certificate 	
II	<p style="text-align: center;">II. DOCUMENTS RELATED TO TRANSPORT</p> <ol style="list-style-type: none"> 1. Shipping Order 2. Mate's Receipt 3. Bill of Lading 4. Airway Bill 5. Shipping Bill 6. Marine Insurance Policy 7. Post Parcel Receipt 8. Port Trust Document 9. Bill of Entry 	
III	<p style="text-align: center;">III. DOCUMENTS RELATED TO PAYMENT</p> <ol style="list-style-type: none"> 1. Letter of Credit 2. Bill of Exchange 3. Bank Certificate of Payment 	
IV	<p style="text-align: center;">IV. DOCUMENTS RELATED TO INSPECTION</p> <ol style="list-style-type: none"> 1. Certificate of Inspection 	
V	<p style="text-align: center;">V. DOCUMENTS RELATED TO EXCHANGE OF CONTROL</p> <ol style="list-style-type: none"> 1. Guaranteed Remittance (GR) Form 2. Post Parcel (PP) Form 3. Value payable / Cash on – delivery Form 	
VI	<p style="text-align: center;">VI. DOCUMENTS RELATED TO EXCISABLE GOODS</p> <ol style="list-style-type: none"> 1. ARE 1 Form 2. Form C 3. Form H 	

Note: Distribution of marks: 100% Practical

Teaching methods: Students have to undergo Internship in Export and Import oriented companies for 21 days.

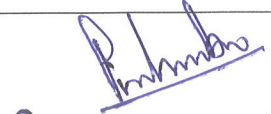

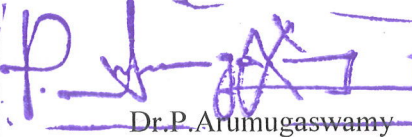
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	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

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 (DR. R. POOMANABAN)	 Dr. P. Arumugaswamy	 Dr. P. Arumugaswamy

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

Course Code:	20MIP17A	Course Title						Batch:	2020-2021
		HUMAN RESOURCE MANAGEMENT						Semester:	III
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To Impart knowledge about human resource management and basic concepts
- To make the students to understand the human resource management and its performance
- To familiarize the students about human relations and industrial relations.
- To provide Knowledge on job training and recruiting procedures in various level.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Defining the concept of personnel management and human resource management	K1
CO2	Summarizing the job description, analysis and specification	K2
CO3	Integrating the knowledge of Human resource development	K3
CO4	Appraising the performance appraisal methods	K4

SYLLABUS

20MIP17 A	HUMAN RESOURCE MANAGEMENT	SEM:III
Unit No.	Topics	Hours
I	Introduction to HRM 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 and Design 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 and performance Management 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

	Performance management – Meaning – Performance appraisal – Meaning – Objectives – Process – Methods – Merits and Demerits – Potential appraisal – Career planning – Career development – Organizational development – Process and Intervention .	
IV	Human Relations Motivation of human resources – Empowerment – Workers participation in management – Maintaining HR – Promotion – Demotion – Transfer – Separation – Downsizing – Grievance handling.	11
V	Industrial Relations Industrial relations – Meaning – Significance – Cause of poor IR – Effect of poor IR and Suggestions to improve IR–Strategic HRM– International HRM – HRIS and Future of HRM.	12

Note: Distribution of marks: 100%Theory

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*

Web Link:


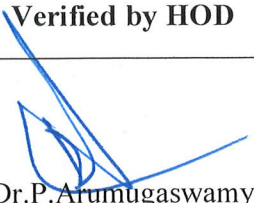
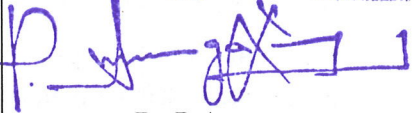
MAPPING WITH PROGRAM OUTCOMES

CO	PO	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

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP17B	Course Title						Batch:	2020-2021
		INTELLECTUAL PROPERTY RIGHTS						Semester:	III
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To identify the forms of Intellectual property rights
- To summarize the different aspects in copy rights act
- To gain knowledge about trade mark registration and its offences
- To explain the law for patent rights

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Highlighting the forms of Intellectual property rights	K1
CO2	Understanding the different aspects in copy rights act	K2
CO3	Integrating broad knowledge about trade mark registration and its offences	K3
CO4	Explaining the law imposed for patent rights	K4

SYLLABUS

20MIP17 B	INTELLECTUAL PROPERTY RIGHTS	Sem:III
Unit No.	Topics	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

Note: Distribution of marks: 100%Theory

Case Studies based on the above units - Compulsory.

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

Text 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, New Delhi.
4. S.R.A.Rosedar,” ,” Intellectual Property Right”, Lexisnexis, New Delhi.
5. R.RadhaKrishnan & S.Balasubramaniam,” Intellectual Property Right”, Shree Publication New Delhi.

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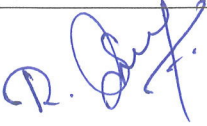
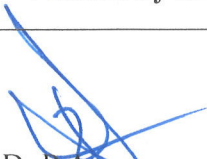
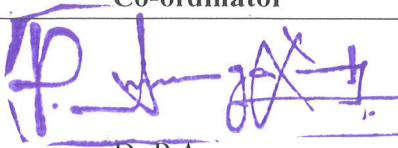
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M-Medium, L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science
Coimbatore-641028

Course Code:	20MIP18	Course Title						Batch:	2020-2021
		LOGISTICS MANAGEMENT & SHIPPING INDUSTRY						Semester:	IV
Hrs/Week:	7	L	7	T	-	P	-	Credits:	4

COURSE OBJECTIVES

- To Understand the concept of management of shipping industry.
- To Understand the importance of shipping industry and modes of inventory handling.
- To make the students to gain knowledge on shipping industry and material handling .
- To explain procedure for customs clearance in material clearances in ports.

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Defining concept of logistics and performance cycle	K1
CO2	Understanding the different modes of transportation	K2
CO3	Determining distribution network and tracking of shipment	K3
CO4	Explaining the procedure for customs clearance in major ports	K4

20MIP18	LOGISTICS MANAGEMENT & SHIPPING INDUSTRY	SEM : IV
Unit No.	Topics	Hours
I	Introduction to logistics Logistics – Logistics operations integration : The work of logistics – Barriers of internal integration-Logistics performance cycle – Global logistics – Logistics positioning, ICT in Logistics, - Reverse Logistics.	12
II	Inventory and material handling Warehousing, inventory management & order handling – material handling – multi - modalization – packaging – bar coding – Tracking Technology – Distribution network planning – various factors in distribution – delivery lead time and local facilities	12
III	Transportation Factors influencing transportation decision –Modes of transportation – Transportation selection process-Transportation principles and participants – Transportation participation and participation modes - Performance characteristics and selection	12

IV	Shipping Industry Shipping industry and business - Content of a ship. Uses of a ship or a floating vessel. Classification of ship - drafts & load lines - flag registration - Different types of cargo.	12
V	Ships & Major port activities World maritime trade and world shipping – Indian shipping – types of ports - types of ships , International sea routes, freight structure and practices – UN convention on linear code of conduct	12

Note: Distribution of marks: 100%Theory

Case Studies based on the above units-Compulsory.

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

Text Book:

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

Reference Books:

1. Donald J Bowersox & David J Clos, Logistics Management., Mc Graw Hill, 2016
2. Desai H.P , Indian shipping perspectives ,Anupam Publications ,New Delhi, 2014.
3. John Wenseev," Air Transpotaion", Ashgarte", Publishing Company USA.
4. Alexander T.Wells, "Airport Planning & Management",Mc-Graw-Hill Education, New Delhi.
5. John Wenseev,"Air Transportation :A Management Perspective", Ashgarte Publishing Company USA.

Web Link:


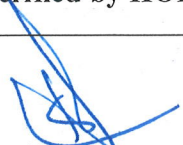
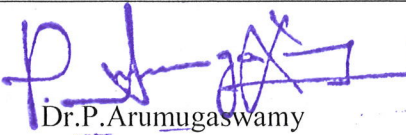
MAPPING WITH PROGRAM OUTCOMES

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

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 (Dr. M. Ramya)	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science
Goimbatore-641 028

Course Code:	20MIP19	Course Title					Batch:	2020-2021	
		INTERNATIONAL TRADE AGENCIES					Semester:	III	
Hrs/Week:	6	L	6	T	-	P	-	Credits:	4

COURSE OBJECTIVES

- To define domestic and International freight forwarding networks
- To summarize the role of intermediaries in the international trade
- To Determine the various tariffs applicable in sea / air / rail / road / transportation
- To analyse the transport environment management

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Highlighting domestic and international freight forwarding networks	K1
CO2	Understanding the role of international trade agencies.	K2
CO3	Determining the various intermediaries and freight forwarding agencies.	K3
CO4	Appraising the shipping transport environment management.	K4

SYLLABUS

20MIP19	INTERNATIONAL TRADE AGENCIES	Sem: IV
Unit No.	Topics	Hours
I	Freight forwarding and custom clearance: Introduction - Functions of Freight forwarding and customs clearance - types of custom clearances – Importance of custom clearance – custom Act – different modes of freight forwarding – domestic and international freight forwarding networks – process of freight forwarding.	15
II	Shipping intermediaries: Role of Shipping Intermediaries - Type of Intermediaries - freight forwarders – freight brokers – stevedores – coastal shipping – export packers – export inspection agencies – customs brokers.	14
III	Multimodal Transportation: Introduction - Types of Transportation - Transportation Functionality and Principles - shipping transport- Types of cargo Ships - Rail Transport- Role of Rail Transport-Significance of Rail Transport - Air Transport- Airplanes and Aviation equipment- Air cargo operations – Managing air carriers - IATA.	15

IV	Containerization: Containerization Concept - Classification - Benefits and Constraints - Inland Container Depot (ICD) - Roles and Functions - CFS - Export Clearance at ICD - CONCOR - ICDs under CONCOR.	14
V	Transport Environmental management: Transport environment Regulatory Framework – Global regulatory organizations: Environment regulation: Port environmental pollution – Environmental Management system – HAZMAT (Hazardous Materials) – BMW (Ballast Water Management) –Port security standards.	14

Note: Distribution of marks: 100% Theory

Case Studies based on the above units - Compulsory.

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

Text Book:

Logistics management for international business - text and cases 1st edition (2009) by S. Sudalaimuthu and S. Anthony Raj, PHI learning private limited

Reference Books:

1. Pierre David, "International Logistics", Biztantra.
2. Sunil Chopra, Peter Meindl, Supply Chain Management Pearson Education, India.
3. ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K.
4. JotinKhisty C & Kent Lall B. (1998). Transportation Engineering: An Introduction: Prentice. Hall International, Inc. 12th Edition.
5. Logistics Management -the integrated supply chain management (18th edition 2008) by David J closs, Donald J bowersox Pearson Prentice Hall Publishers.

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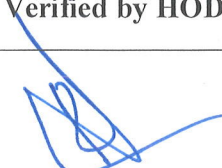
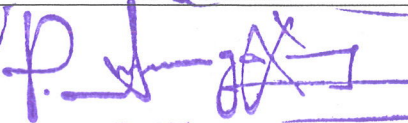
MAPPING WITH PROGRAM OUTCOMES

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

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

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

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
D. Ramya (Do. M. Ramya)	 Dr.P.Arumugaswamy	 Dr.P.Arumugaswamy

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

Course Code:	20MIP20	Course Title						Batch:	2020-2021
		COMPUTER PRACTICAL – III (TALLY 9.0)						Semester:	IV
Hrs/Week:	6	L	-	T	-	P	6	Credits:	4

COURSE OBJECTIVE

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

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

20MIP20	PRACTICAL – II – TALLY 9.0	Sem: IV
Package	Programs	72 Hours
TALLY	1. Creating a Company - Create a Company with all Relevant Details and GST with adjustments. 2. Creating Ledger Create the Ledgers under Appropriate Predefined Groups 3. Create Vouchers and View Profit and Loss A/C and Balance Sheet 4. Prepare Trading , Profit and Loss Account and B/S, with Details 5. Create Stock Items, Stock Groups, Sales Categories, Good Owns, Units of Measure, View the Stock Summary 6. Maintain Bill Wise Details. 7. Display, and Print Books / Reports 8. . Creating GST Ledger (CGST / SGST / IGST) under Duty and Taxes Group 9. Consolidation of Accounts 10. Calculate Forex Gains/Loss 11. Memo Voucher 12. Cheque Printing 13. Ratio Analysis 14. Interest Calculations	72

Teaching methods:

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



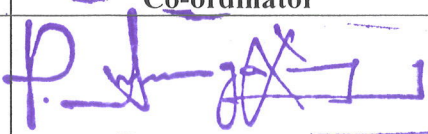
MAPPING WITH PROGRAM OUTCOMES

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

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

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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

Course Code:	20MIP21 A	Course Title						Batch:	2020-2021 And Onwards
		ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT						Semester:	IV
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE

- To Identify the concept of the role of entrepreneurial skills in project management.
- To make understand the students for Role of entrepreneurship and developmental program.
- To Explain the students to prepare the project planning and appraisal of it.
- To Understand the institutions which are playing major role in development of EDP.

S.No	COURSEOUTCOME	BLOOMSLEVEL
CO1	Defining the concept of the role of entrepreneur.	K1
CO2	Preparing the need for Role of entrepreneurship development program.	K2
CO3	Examining the sources of information for project setup.	K3
CO4	Analyze the project network design and its audit.	K4

SYLLABUS

20MIP21 A	ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT	Sem :IV
Unit No.	Topics	Hours
I	Introduction to Entrepreneurship 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	Entrepreneurship Development Program Entrepreneurial culture – Need for innovation in entrepreneurship – Entrepreneurial motivation – Entrepreneurship Development Program (EDP) – Need for EDP–Objectives – Phases of EDP–Evaluation of EDP – MSME – Registration process – Benefits of MSME – MSME schemes.	12
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 Introduction 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	Project Identification and Formation 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

Note: Distribution of marks: 100%Theory

Case Study based on the above units-Compulsory.

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

Text Book:

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

ReferenceBooks:

1. B. Gupta and N.P. Srinivasan , *Entrepreneurship Development* , Sultan Chand and Sons , NewDelhi.
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

WebLink:http://www.crectirupati.com/sites/default/files/lecture_notes/Entrepreneurship%20Development%20Notes.pdf


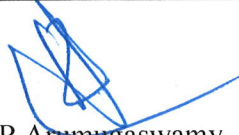
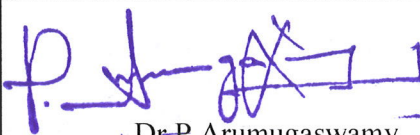
MAPPING WITH PROGRAM OUTCOMES

CO	PO	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

ASSESSMENT PATTERN(if deviation from common pattern)

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

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

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

Course Code:	20MIP21 (B)	Course Title						Batch:	2020-2021 And Onwards
		AIR TRANSPORT MANAGEMENT						Semester:	IV
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVES

- To outline the major services of aircraft
- To Understand the different provisions for air industry
- To examine aviation industry in India and outside India.
- To analyze the procedure for travel formalities in customs

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Defining the concept of Air transportation	K1
CO2	Understanding the different provisions for air industry	K2
CO3	Applying the knowledge about aviation geography condition based on time	K3
CO4	Explaining the procedure for travel formalities in customs	K4

20MIP21 (B)	AIR TRANSPORT MANAGEMENT	SEM : IV
Unit No.	Topics	Hours
I	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
II	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

III	Travel Formalities & Computer Reservation system Travel Formalities: Passport – Visa - Health Requirements – Taxes – Customs– Currency-Travel Insurance – Baggage and Airport Information. Customs Formalities – Arrival & Exit Formalities - Embarkation and Disembarkation Card – Travelers Cheque - Ticketing- GSAs- Online Booking System - Web Checking- Machine Readable Travel Documents- Frequent Flyers - Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan	12
IV	Dangerous Goods Dangerous Goods – Classification of Dangerous Goods – List of Dangerous Goods-Background of the Transport of Dangerous Goods - Limitations of Transport - Acceptance and Recognition of Undeclared Dangerous Goods. Storage and Loading - Provisions for Passengers or Crew - Emergency Procedures.	12
V	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

Note: Distribution of marks: 100%Theory

Case Studies based on the above units-Compulsory.

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

Text Book:

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

ReferenceBooks:

1. Holloway J.C, “The Business of Tourism”, Plymouth publication, Newyork.
2. Senguttuvan, “Fundamentals of Air Transport Management “Excel Books, India.
3. John Wenseev,” AirTransportaion”, 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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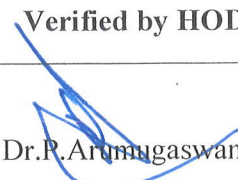
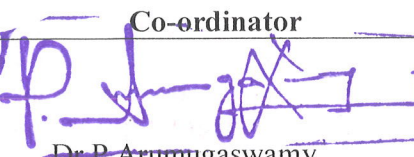
MAPING WITH PROGRAM OUTCOMES

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

ASSESSMENT PATTERN (if deviation from common pattern)

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

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

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