

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

COIMBATORE-641028

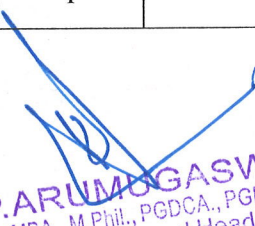
M.COM (INTERNATIONAL BUSINESS)

SCHEME OF EXAMINATIONS - CBCS PATTERN

(For the students admitted from the Academic year 2016-2017 and onwards)

CODE NO.	SUBJECT	LECTUE HOURS/ WEEK	EXAM DURATION (HOURS)	MAX. MARKS			CREDIT POINTS
				IE	EE	TOTAL	
First Semester							
16MIP01	Global Business Environment	6	3	25	75	100	4
16MIP02	International Marketing Management	6	3	25	75	100	4
16MIP03	International Economics	6	3	25	75	100	4
16MIP04	Financial and Management Accounting	7	3	25	75	100	4
16MIP05	India's Foreign Trade	5	3	25	75	100	4
Second Semester							
16MIP06	International Trade Procedure	6	3	25	75	100	4
16MIP07	Logistics Management	5	3	25	75	100	4
16MIP08	Foreign Exchange Management	6	3	25	75	100	4
16MIP09	Customer Relationship Management (CRM)	5	3	25	75	100	4
16MIP10	Computer Application Practical-I MS Office & Internet.	6	3	40	60	100	4
16GSP01	Skill Based Subject Cyber Security	2	3	100	-	100	2
Third Semester							
16MIP11	Business Research Methods	6	3	25	75	100	4
16MIP12	International Financial Management	5	3	25	75	100	4
16MIP13	Export Import Finance	6	3	25	75	100	4
16MIP14	Computer Application Practical-II- SPSS	4	3	40	60	100	4
16MIP15	Supply Chain Management	5	3	25	75	100	4
16MIP16	Elective (a) Garment Merchandising (OR) (b) Intellectual Property Rights(IPR)	4	3	20	55	75	4

Fourth Semester							
16MIP17	International Business Relations	7	3	25	75	100	4
16MIP18	Strategic Management	6	3	25	75	100	4
16MIP19	Computer Application Practical-III- Tally 9.0	6	3	40	60	100	4
16MIP20	Global Financial Markets	5	3	25	75	100	4
16MIP21	Elective (a) Travel and Hospitality Service (OR) (b) Air Transport Management	5	3	25	75	100	4
16MIP22	Project Work	1	-	50	150	200	4
							90


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REGULATIONS

1. Breakup Marks for IE (Theory papers)

One Test - 5 Marks

Model Exam - 10 Marks

Assignments - 5 Marks

Seminar - 5 Marks

Total - 25 Marks

Question Paper Pattern for IE test I

(For 50 Marks) (2 hours)

Section-A (18 Marks)

3 x 6=18 Marks

Answer ALL Questions

Either or Type

ALL questions carry EQUAL Marks

Section-B (32 Marks)

2 x 16=32 Marks

Answer any **TWO** Questions out of three questions.

ALL questions carry EQUAL Marks

Total 50 Marks

Question Paper Pattern for IE Model Exam

(For 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer ALL Questions

One Question from each unit with **either or Type**

ALL questions carry EQUAL Marks

Section-B (45 Marks)

3 x 15=45 Marks

Answer any **THREE** Questions out of five questions.

ALL questions carry EQUAL Marks

Total 75 Marks

2 a) Components for Practical I. E.

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

2 b) Components for Practical E. E.

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

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

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

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

4. Components for Cyber Security Paper

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

The question paper pattern is as follows:

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

Total = 80 Marks

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

5. Question Paper Pattern for EE Theory

(For 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer **ALL** Questions

One Question from each unit with **either or Type**

ALL questions carry **EQUAL** Marks

Section-B (45 Marks)

3 x15=45 Marks

Answer any **THREE** Questions out of five questions.

ALL questions carry **EQUAL** Marks

Total 75 Marks

(Or)

Section-A (30 Marks)

5 x 6=30 Marks

Answer **ALL** Questions

One Question from each unit with **either or Type**

ALL questions carry **EQUAL** Marks

Section-B (45 Marks)

3 x15=45 Marks

Question number 6 is compulsory

Answer any **TWO** Questions out of the remaining four questions.

ALL questions carry **EQUAL** Marks

Total 75 Marks

Code No.	Subject	Semester No.
16MIP01	GLOBAL BUSINESS ENVIRONMENT	I
Objective: To Introduce students the complexities of International Business Environment.		
Unit No.	Topics	Hours
I	Nature of International Business (IB) Environmental adjustment needs – Analyzing the International Marketing Environment – Vital importance of adopting to the changing Environment-Technical Environment-. Technical Transfer- WTO- World Trading system	14
II	International Business Environment The National Physical Endowment – Topography – Climate – The nature of Economic activity – Rostow’s view. Infrastructure – Transportation. Energy – Communication – Urbanization –Tax structure, Inflation, Foreign investment-Balance of Payment- Translation to a Market Economy, International economic relations.	14
III	Socio-cultural environment Cultural Environment: Material Culture – Language – Aesthetics – Design, Color, Music, Brand names –Attitudes and Values – Eastern Vs. Western Culture- Identification and Dynamics of Culture- Behaviourial Practices affecting Culture.	14
IV	Legal environment Legal Environment – Bases for legal system – Jurisdictions International Legal disputes – International dispute resolution crime, corruption and law – commercial law within countries – Impact on International law on Business of human Rights- International Standards and Certifying Bodies- International certifications- OSHA (Occupational Safety and Health Administration)	15
V	Environmental Protection Fundamentals of Environmental protection and economics – Environmental problems, Air, Water Pollution – Forests – Land use – Environmental policy: Basic approach – Regulation - Distributive effects – International policy – India’s policy and the relevant constitutional provisions – Law of Environment – Protection in India.	15

Text Book:

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

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP02	INTERNATIONAL MARKETING MANAGEMENT	I
Objective: To impart students' knowledge in International Markets and Marketing concepts.		
Unit No.	Topics	Hours
I	Introduction to International Marketing International Marketing – Definition – National and International Marketing – Special features of International Marketing – Difficulties and Barriers in International Marketing – Future of Global Marketing-Driving and Restraining forces of Global Marketing.	14
II	Developing global marketing strategies Managing Marketing – Defining Customer value and Satisfaction – Retaining customers – delivering Customer value and Satisfaction – Implementing Total Quality Marketing – Competitive Marketing Strategies – International Market Segmentation.	15
III	Marketing Mix International Marketing Decisions – Products strategies and Product Planning – Global Marketing Channels and Distribution- International Market Selection and entry-Branding and Packaging decision – Pricing Strategies.	15
IV	E-Marketing Managing Direct and on-line marketing – Growth and benefits of Direct marketing –Indirect Marketing – Major channel for Direct marketing – on-line marketing – Conducting on-line marketing – Challenges of on-line marketing.	15
V	Case studies (Based on the above units).	12

Text Book :

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

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP03	INTERNATIONAL ECONOMICS	I
Objective: To study and aimed at providing knowledge on International Economics procedure and Principles, as well as to gain proficient decision making and big business problems solving skills.		
Unit No.	Topics	Hours
I	Introduction to Economics Introduction to Economics: Meaning and Definition- Nature and Scope- Law of Demand- Law of Supply- Market Structures- Production and Cost function- Return to Scale	14
II	Business Decisions and Government Business Decisions and Government- National Income- Inflation- Deflation and their effect in Business-Modern Theory of International Trade: Heckscher - Ohlin Theorem - International Trade and Factor Prices - Leon tiff Paradox - Terms of Trade - Factors Affecting Terms of Trade - Gains from Trade	15
III	Tariffs and economic policies Balance of Payments - Balance of Trade - Disequilibrium in BOP - Methods of Correcting Disequilibrium - Free Trade vs. Protection - Methods of Protection (Tariffs and Quotas), Tariffs: Classification - Impact - Non-tariff Barriers - Quotas: Types and Impact. Foreign Economic Policies: Systems, Concepts, Characters and methods of formulation – Euro – Dollar Market – International liquidity – Devaluation – International Lending and the World debt crisis.	16
IV	Effect of Global Warming on Economy New International Economic Order- International Trading on Carbon Credits, Kyoto Protocol - Global warming and Climate change	13
V	International Financial Institutions International Financial Institutions: Current International Monetary and Trade Issues –WTO- IMF –IBRD-Foreign Direct Investments - Foreign Institutional Investments.	14

Text Book:

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

Reference Books:

- 1 Mithani. D.M, "International Economics", Himalaya House publication, New Delhi.
- 2 Cherunilum Francis, "International Business", Wheeler Publication, New Delhi.
3. Paul R. Krugman, "International Economics", Pearson Education Limited, New Delhi.
4. Kindlebergers, "International Economics", McGrawHill Publishing Co., New York.
5. Salvatore, Schaums, "Outline of Theory and Problems of International Economics", McGraw Hill Professional, New York.

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Code No.	Subject	Semester No.
16MIP04	FINANCIAL AND MANAGEMENT ACCOUNTING	I
Objective: To equip students with tools of Finance and Accounting.		
Unit No.	Topics	Hours
I	Basis of Financial Accounting Book-keeping and Accounting - Branches of Accounting - Role of Accounting -Concepts and Conventions - Double Entry System - Preparation of Journal, Ledger and Trial Balance.	15
II	Preparation of Financial Accounting Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet with simple adjustments.	15
III	Management Accounting Management Accounting-Difference between Financial and Management accounting-Objectives and functions of Management Accounts. Budgeting and Budgetary Control –Cash Budget- Production Budget - Sales Budget-Flexible Budget – Marginal Costing and its applications	18
IV	Ratio Analysis Financial Statement Analysis and Interpretation - Types of Analysis - Objectives - Tools of Analysis - Ratio Analysis: Objectives, Uses and Limitations- Classification of Ratios: Liquidity, Profitability, Financial and Turnover Ratios	18
V	Financial statement Funds Flow Analysis and Cash Flow Analysis: Sources and Uses of Funds, Preparation of Funds Flow statement and Cash Flow statement- Uses and Limitations	18

Text Book:

Jain & Narang, "Advanced Cost & Management Accounting", Kalyani Publishers, New Delhi.

Reference Books:

1. Maheswari. S.N., "Cost & Management Accounting, Sultan Chand & sons, New Delhi.
2. Reddy & Murthy. T.S, "Financial Accounting", Margham Publications, New Delhi.
3. Srinivasan.R & Ramachandran.R, "Management Accounting", Sriram Publication, Trichy.
4. Vinayakam. N, Mani.P.L, Nagarajan K.L, "Principles of Accountancy", Sultan Chand & sons, New Delhi.
5. Grewal.T.S, "Introduction to Accountancy", Sultan Chand & sons, New Delhi.

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Code No.	Subject	Semester No.
16MIP05	INDIA'S FOREIGN TRADE	I
Objective: To enable the students to understand the India's foreign trade Concept.		
Unit No.	Topics	Hours
I	India's Foreign Trade Policy Foreign trade policy- Industrial Investment policy- India' Balance of Payments- Export promotion in India Schemes of Export promotion, Special Economic Zones, 100% Export oriented units and Star houses, EHTP, STP	12
II	India's Export Trade –Trends Nature India's Export Trade –Trends Nature: Commodity exports and Project exports-Composition of exports- Traditional and Non-traditional products- Direction of export trade.	12
III	Trade Prospects of Major Export Sectors Trade Prospects of Agricultural and processed foods products- Role of APEDA, agricultural export zones- Textiles & Garments – Role of TEXPROCIL, AEPC and TEA-Gem and Jewellery, Handicrafts and leather products-Role of CLRI.	12
IV	Export Potential Analysis in Electronic Commodities Export potential analysis in electronic commodities. Engineering goods-chemical goods-marine products –Role of MPEDA- Service exports & consultancy services –State trading Corporations- Commodity agreements.	12
V	Effect of Regional Grouping in Indian Export SWOT analysis of Indian Export Industry-India's trade prospects with USA, European Union, ASEAN, NAFTA, SAPTA, SAARC, Japan, and China-Trade/Regional Economic Blocks- Effect on export by regional groupings.	12

Text Book:

Dr.FrancisCherunilam, " International Trade and Export Management", Himalaya Publication, New Delhi.

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP06	INTERNATIONAL TRADE PROCEDURE	II
Objective: To make the students to understand the documentation procedures relating to International trade.		
Unit No.	Topics	Hours
I	Export Trade Control Export Trade Control: Different categories of Exporters –Export Licensing Procedures and Formalities –Role of ECGC in Export Promotion –Deemed Exports and its benefits- Role of DGFT, EPC, FIEO.	15
II	Registered Exporters and Initiatives to Promote Export Definition of Export House and Trading House – Incentives given to Free Trade Zones and 100% EOUs and SEZs –Salient features and benefits – Norms Governing the Establishment and Governing of the units –Project Exports and Consultancy Exports - Export Financing.	15
III	Import Trade Control Import Trade Control : License –Duty Entitlement Passbook Scheme – Harmonized IEC code number adopted for classification of Import trade control items –Import of capital goods under EPCG scheme –Import for stock and sale –Restricted and Banned items for Imports .	15
IV	Warehousing Warehousing in connection with Imports –Bonded warehousing –Special facilities provided for NRIs and the norms for Import of various items by them –Import of Capital goods and raw materials for Free Trade Zones and 100% EOU“s.	15
V	Case Studies (based on the above units).	12

Text Book:

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

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP07	LOGISTICS MANAGEMENT	II
Objective: To enable the students to gain insight into logistics management of global business.		
Unit No.	Topics	Hours
I	Introduction Logistics system – Concept, Objectives and Scope – Logistics interface with Marketing – Logistics system elements – Importance and Relevance to Export Management – Managing towards Logistics excellence- Logistics Positioning.	12
II	Shipping Industry The general structure of Shipping Industry – Type of Ships – Operating Systems – Liner Operations and Tramp Operations – UN Conventions on Liner Code of Conduct- Conference System – Chartering Principles – Freight structure and practices- Institutional arrangements for resolving Shippers Problems- Fumigation.	12
III	Role of intermediaries and Indian Ports Co-ordination: Role of Intermediaries – Freight Forwarders – Freight Broker – Stevedores – Shipping Agents – PORTS: Major and Minor Ports in India – Issues in India Shipping – Port Infrastructure Development – Shipment of Government Controlled Cargo – Organization and Functions of Trans chart.	12
IV	Multimodal transportation Containerization – Concept, Operation of the System – Types of Containers – Benefits of Containerization – Inland Container Depots, Problems, and Prospects – Clearance Procedure of ICDs – CONCOR – Multimodal Transportation- Reverse Logistics - Communication And Information Technology in Logistics Management – International Logistics Council- E-Freight, ICT in Logistics.	12
V	Case Studies (based on the above units).	12

Text Book:

Dr. KrishnaveniMuthaih, " Logistics Management & World Seaborne Trade", Himalayaspublishations,NewDelhi.

Reference Books:

1. Sudalaimuthu, "Logistics Management for International Business", Text and Case, Prentice Hall, India.
2. Martin Christopher, "Logistics and Supply Chain Management", Pearson Publication, New Delhi.
3. Donald J. Bowers ox, David J. Closs, M. Bixby Cooper, "Supply Chain Logistics Management", Mc Graw Hill, New York.
4. Bhattacharya.S.K., "Logistics Management", S. Chand Publishing, New Delhi.
5. Pierre A. David, International Logistics, Atomic Dog Publishing, Inc., An online Publisher, United States..

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Code No.	Subject	Semester No.
16MIP08	FOREIGN EXCHANGE MANAGEMENT	II
Objective: To make the students to understand the concepts and techniques relating to FOREX management.		
Unit No.	Topics	Hours
I	Introduction And Mechanics Of Currency Trading Foreign Exchange –Administration of Foreign Exchange –Foreign Exchange Transactions –Purchases and Sales Transactions –Authorized Dealers –Foreign Currency Accounts –Multinational Banking- EEFC Accounts.	15
II	Foreign Exchange Market Foreign Exchange Market – Structure and Organization, Exchange Rate Determination and Forecasting, Setting the Equilibrium Spot Exchange Rate, Theories of Exchange Rate Determination (Purchasing Power Parity Theory, Balance of Payments Theory).	15
III	Foreign Exchange System in India Foreign Exchange System in India – FEMA – Rupee Convertibility and Foreign Exchange Reserves in India – Exchange Control Measures- Basis for Merchant Rates.	15
IV	Foreign Exchange Risk Management Foreign Exchange Risk and Exposure - External Techniques of Exposure Management – Internal Techniques of Exposure Management- Corporate Risk Management Models- Enterprise Risk Management.	15
V	Forex Deals And Fiscal Policies Inter Bank Deals-Cover Deals Trading, SWAP Deals-Arbitrage Operation –Managing Foreign Exchange Reserves - Fiscal and Monetary Policies In India- Monetary Policy Tools –Devaluation – Pros and Cons.	12

Text Book:

JeevanandhamC, " 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, USA.

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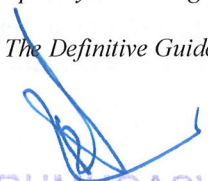
Code No.	Subject	Semester No.
16MIP09	CUSTOMER RELATIONSHIP MANAGEMENT	II
Objective: To make the students to understand Customer Relationship Management.		
Unit No.	Topics	Hours
I	Introduction to CRM Introduction to CRM - Cost of Acquiring Customers - Customer Acquisition to Customer Loyalty - Customer Experience- Analytical CRM – Customer Retention, Behavior and Prediction.	12
II	CRM Marketing Initiatives CRM in Marketing – CRM Marketing Initiatives: Cross Selling & Up-Selling - Relationship Marketing – Customer Profitability & Value Modeling – Multi Channel CRM – Channel Optimization and Personalization – Event Based Marketing.	12
III	CRM in International Trade CRM in International Trade- Target Marketing-CRM and Customer Service- Call Center- Workforce Management- Sales Force Automation – Delivering CRM: Preparing CRM Business Plan – CRM Implementation.	12
IV	CRM in Retailing CRM in Retailing – Definition & Scope - Retailers Role in Distribution Channels – Classification of Retailers – Benefits of Retailing – Evolution of Retailing – Retailing Environment- Multi Channel Retailing – Measures of Retail CRM.	12
V	CRM in Logistics Distribution CRM in Logistics Distribution –Replenishment – Managing Home Delivery - Transport – Warehousing- CRM Through E-Tailing CRM in Front Office & Back Office Activities of Service Industry	12

Text Book:

Sheth J N, "Customer Relationship Management" –Emerging Concepts, tools& applications Tata McGraw Hill Publishing, New York.

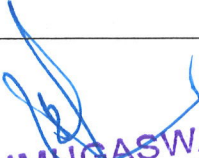
Reference books:

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


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Code No.	Subject	Semester No.
16MIP10	COMPUTER PRACTICAL – I & (MS OFFICE)	II
Objective: To enable the students to gain the in depth skill in business automation tools.		
List of Programs		
	<p style="text-align: center;">MS WORD</p> <p>1.Type a Sample Research Report and Perform the Following: Insert Symbols, Insert Caption Page Break Indent or Spacing.</p> <p>2.Prepare an Organisational Set-up Chart for DGFT.</p> <p>3.Prepare a Diagrammatic Representation Showing the Elements of a BOP.</p> <p>4.You have a Problem with your Shipment. So Prepare a Requisition Letter Regarding that Issue to the Following Offices Using Mail Merge.</p> <p>(A) Importer (B) Customs Department (C) DGFT Office (D) Shipping Agent / Shipping Company (E)Your Bank</p>	
	<p style="text-align: center;">MS POWERPOINT</p> <p>1.Prepare a Power point Presentation Showing the Functions of IMF</p> <p>2.Prepare a Presentation Showing the Different Types of Ships Used in International Logistics</p> <p>3.Prepare a Presentation Showing the BOP and BOT by Importing an Appropriate Excel Sheet.</p>	
	<p style="text-align: center;">MS EXCEL</p> <p>1.Prepare a Table Showing Imports and Exports for Period of Five Years.</p> <p>2.Prepare a Payroll for the Employees (10 Employees) of an Organization and Count the Number of Employees who are Getting the Salary of More than Rs.10, 000. Calculate with the following Components (DA, HRA, CCA, EPF, LIC) as a Percentage of Basic Pay and Sum the Total Basic Pay, Net Pay of all Employees.</p> <p>3.Prepare a Chart Showing the Export Trend of India for the Past 10 Years.</p>	

	<p style="text-align: center;">MS ACCESS</p> <p>1.Create a Company's Database showing Import/Export Figures. Prepare a Report using Report Wizard.</p> <p>2.Type Exporters Address and Draft a Report Using Design View Add at least 10 Addresses.</p> <p>Sort the Names in Alphabetical Order, Apply Sort Option to Display Records, Generate Report Using the Queries.</p>	
	<p style="text-align: center;">INTERNET</p> <p>1.Create e-mail ID and Send Application Form to Different Companies at Different Countries. (Download Different Addresses And e-mail IDs Of Companies Across the World)</p> <p>2.Using any Search Engine, Collect 10 Year Export-Import Data of a Product (of your Choice) and Prepare a Report.</p> <p>3.Visit RBI, DGFT, and Major Port's Websites and Draft a Report.</p>	


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Code No.	Subject	Semester No.
16GSP01	CYBER SECURITY	II
Objective: To make the students to understand cyber law security concepts and technical aspects.		
Unit No.	Topics	Hours
I	Introduction to Cyber Security and E-commerce Introduction-Concept of Cyber space-E-Commerce in India-Privacy factors in E-Commerce-Cyber law in E-Commerce.	5
II	Technical Aspects Introduction- Technical Aspects of Encryption-Digital Signature-Data Security-Indian Copy Rights Act on Soft Propriety Works-Indian Patents Act on Soft Propriety Works.	5
III	Legal Procedures Evidence as part of the Law of Procedures-Applicability of the Law of Evidence on. Electronic Records-Criminal Aspect: Computer Crime-factors Influencing Computer Crime-Strategy for Prevention of Computer Crime.	5
IV	Global trends-legal framework for EDI Global Trends-Legal framework for EDI:EDI Mechanism-Electronic Data Interchange Scenario in India.	5
V	The Information Technology Act 2000 The Information Technology Act 2000-Definitions-Authentication of Electronic Records-Electronic Governance-Digital Signature Certificates.	4

Text Book :

PavanDuggal, "Cyber Law", Universal Law Publishing Co Ltd, NewDelhi

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP11	BUSINESS RESEARCH METHODS	III
Objective: To impart knowledge on various aspects of Business Research Methods		
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.	12
II	Research problem Meaning - selection of the problem - techniques involved in defining problem - Meaning of Research Design - need - features concepts - types.	15
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 - content analysis – processing of data - analysis of data. - Types of Test - ANOVA, F - test, t - test, chi-square.	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: 60% Problem, 40% Theory.

Text Book:

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

References

1. Wilkinson and Bhandarkar, "Methodology and Techniques of Social Research", Himalaya Publishing House, Mumbai.
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.

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Code No.	Subject	Semester No.
16MIP12	INTERNATIONAL FINANCIAL MANAGEMENT	III
Objective: To enable the students to understand the International Finance & Money Market Concept		
Unit No.	Topics	Hours
I	International Money Markets International Money Markets - Money Market Instruments - International Capital Markets – Comparison of New York, London and Indian Money Market –International Bond Market - Euro Currency Market - Euro Dollar- Euro Deposit and Loans.	12
II	International Monetary and Financial Environment International Monetary and Financial Environment - International Monetary Investments-Balance of Payments- International CAPM(Capital Asset Pricing Model)	12
III	Exchange Rate Theories and Derivatives Exchange Rate Theories-Derivatives- Forward Rate Agreements – Currency Futures and Interest Futures, Options and Swaps- Participants in Derivative Market- Economic Significance of Index Movements.	12
IV	International Banking International Banking- Role of IMF - in International Liquidity- International Institutions-World Bank.	12
V	International Financing International Development Associations –International Finance Corporation- The International Debt and Country Analysis-Recent Changes in International Financing.	12

Text Book :

Jain .P.K, "International Financial Management", Macmillan India Ltd, New Delhi.

Reference Books:

- 1 Alan C. Shapiro, "International Finance Management", John Wiley & Sons, New York.
2. Apte, Tata Mc. Graw, " International Finance Management", John Wiley & Sons, New York.
3. Cheol Eun, "International Financial Management", McGraw-Hill Education, New Delhi.
4. Sharan, Vyuptakesh, "International Financial Management", Prentice-Hall of India Pvt Limited, New Delhi.
5. Somanath. V.S, "International Financial Management", I.K. International Publishing House pvt ltd, New Delhi.

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Code No.	Subject	Semester No.
16MIP13	EXPORT IMPORT FINANCE	III
Objective: To familiarize the students with prevailing EXIM Finance.		
Unit No.	Topics	Hours
I	Introduction to Export Finance Introduction to Export Finance: Terms of International Payments-Modes of International Payments-Financing of Export Credit needs-Short Term Sources of Finance-Medium and Long Term Sources of Finance-Export Credit System in India.	15
II	Pre-Shipment Finance and Post-Shipment Finance Pre-Shipment Finance-Categories of Pre-shipment Finance-Facilities of Pre-Shipment Credit -Pre- shipment Credit in Foreign Currency (PCFC) - Interest rate on Pre-Shipment Credit, Post-Shipment Credit Finance-Categories of Post-Shipment Credit in Rupees-Post-Shipment Credit in Foreign Currency-Refinance of Pre-Shipment and Post-Shipment Finance.	15
III	Introduction of Import Finance Introduction of Import Finance-Bulk Import Finances for Inputs -Import Finance against Foreign Loans of Credit- European, Asian Countries Investment Partners facilities - Foreign Exchange for Import of Inputs - Payments Methods for Inputs.	14
IV	Long term Finance Long term Finance - Deferred Payments for Export and Import - Categories of Deferred Payments- Buyers Credit-Application Procedures for Long term Finance-Approval Bodies-Conditions for Approving.	14
V	Financial Institutions Financial Agencies - Reserve Bank of India-Industrial and Export Credit Department -Exchange Control Department- EXIM Bank- Commercial Bank- Export Credit Guarantee Corporation- ICICI - IDBI - IFCI.	14

Text Book :

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

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP14	PRACTICAL - SPSS	III
Objective: To familiarize the students with the knowledge of SPSS.		
Unit No.	Topics	Hours
I	Starting SPSS Starting SPSS-Main Menus—Important Features in SPSS-Importing and Exporting Data in SPSS-Basis Statistical Concepts.	
II	Measures of Central Tendency Descriptive Statistics-Measures of Central Tendency-Descriptive Statistics-Frequencies-Tables.-Presenting Data in Graphic Form.	
III	Parametric Test Parametric Test: Analysis of Variance: One- Factor ANOVA and Two Factor ANOVA- T-Test, Z-Test.	
IV	Non- Parametric Test Non- Parametric Test: Chi-Square Test for Independence and Goodness of Fit, Mann Whitney Test- Kruskalwallis Test.	
V	Correlation and Regression Analysis Correlation and Regression Analysis: Simple Linear Correlation and Regression Analysis. Multiple Linear Correlation Analysis, Rank Correlation. Data Reduction Technique(Factor Analysis).	

Text Book :

Gaur .S.P, "Statistical Analysis Using-SPSS"

Reference Books:

1. Robert H. Carver and Jane Gradwohl Nash, " Data Analysis with SPSS Version 1", Pearsons Education, Newyork.
2. Darren George and Paul Mallery, " SPSS For Windows (Step by Step)", Learning India Pvt. Ltd.
3. Perry R. Hinton, Isabella McMurray, Charlotte Brownlow "SPSS Explained Second Edition", Routledge Publisher, USA.
4. Robert H. Carver, Jane Gradwohl Nash, Doing Data Analysis with SPSS, Cengage Learning, Boston, USA.
5. Eric L. Einspruch "An Introductory Guide to SPSS? for Windows?", SAGE Publishers, USA.

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Code No.	Subject	Semester No.
16MIP15	SUPPLY CHAIN MANAGEMENT	III
Objective: To create awareness about the supply chain activities taken in order to deliver the goods.		
Unit No.	Topics	Hours
I	Concept of Supply Chain Management Supply Chain Management: Introduction and Development-Nature and Concept -Importance of Supply Chain -Components of Supply Chain - The Need for Supply Chain -Understanding the Supply Chain Management -Participants in Supply Chain- Supply Chain Performance Drivers.	12
II	Supply Chain Model Modeling for Supply Chain- Supply Chain Integration- Push Pull and Push Pull Systems- Demand Driven Strategies- Bull Whip effect .Key Players in Supply Chain Improvement -Inter-relation between Players and Levels of Supply Chain Improvement-Systems and Values of Supply Chain .	12
III	Frame Work for Strategic Alliances Frame Work for Strategic Alliances – 3PL’S- 4PL’S – Merits and Demerits – Retailer – Supplier Partnership – Advantages and Disadvantages of RSP – Distributor Integration- Collaborative Planning, Supplier and Vendor Managed Inventory- Co-ordination in Supply Chain Management.	12
IV	Outsourcing Outsourcing – Benefits and Risks – Framework for make/buy Decision – E-Procurement- Frame Work of E-Procurement- Integrating Supply Chain Information Technology.	12
V	Customer Value and Value Added Services Dimension of Customer Value – Conformance of Requirement – Product Selection – Price and Brand – Value Added Services – Strategic Pricing – Smart Pricing –Customer Value Measures- CRM Essentials through e-tailing CRM.	12

Text Book :

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

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP16	(A) GARMENT MERCHANDISING	III
Objective: To enable the students to understand the Garment merchandising procedures.		
Unit No.	Topics	Hours
I	Introduction to Indian Garment Industry Indian Garment Exports in the Past – MFA Scenario: Historical Perspective and Milestones – Garment Exports under Quota Regimes – India’s International Trade and Garment Exports – Global Clothing Trade and Competitiveness of Indian Garment Industry – Need for Competitive Advantage. World Clothing Trade and Increasing Competition.	10
II	International Sourcing and Marketing of Apparel International Sourcing and Marketing of Apparel: Marketing – Fashion Marketing – Competitive forces in Garment Industry Sourcing Systems – Retail Channels – Value Addition Process in Garment Marketing – Channels of Distribution, Seasonality, Sourcing Criteria, Buying Operations and Flews.	9
III	Quality Issues in Garment Exports Quality Issues in Garment Exports: Defining – Functional Quality aspects of Garments, - Quality as a Multi Dimensional Construct, Quality as Value Chain – Quality Rules for Garment Exporters.	10
IV	Performance of Indian Garment Exports Performance of Indian Garment Exports – SWOT Analysis – Investment and Types of Garment Manufacturing Units – Manufacturing Systems- Issues Faced by Indian Garment Exporters in International Market- Government Initiatives to Enhance Indian Garment Export.	10
V	Export Marketing Strategies Trends in Indian International Trade – International Apparel Retailing – Export Marketing Strategies for Apparel.	9

Text Book :

Shukla R.S, " How To Export Garments Successfully", Vikas publishing, Newyork

Reference Books:

1. Koshy, "Garment Exports Winning strategies", Ashish Publishing, New Delhi.
2. Joshi .P.R., "Trends & Structural Behaviour of Indian exports", Ashish Publishing, New Delhi.
3. Granthanir prokashoni, "Modern Textile&Apparel Merchandising", New age international, New Delhi.
4. Dimitri Koumbis, "Fashion Retailing", Bloomsbury Publishing, London.
5. Prasanta sarkar, " Garment Manufacturing", Ashish Publishing, New Delhi

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Code No.	Subject	Semester No.
16MIP16	(B) INTELLECTUAL PROPERTY RIGHTS	III
Objective: To enable the students to gain insight into Intellectual property rights.		
Unit No.	Topics	Hours
I	Introduction Meaning and Rationale for Protection- Forms of Intellectual Property Rights – Artistic Property – Industrial Property.	9
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.	9
III	Trade mark Trade Mark: Meaning and Rationale of Trade mark – Definition and Conception of Trade mark – 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.	9
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.	9
V	Traditional Knowledge and Geographical Indication Traditional Knowledge and Geographical Indication – Protection of new Plant Varieties and Farmer’s Rights – Protection of Biological Diversity.	9

Text Book:

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

Reference Books:

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

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Code No.	Subject	Semester No.
16MIP17	INTERNATIONAL BUSINESS RELATIONS	IV
Objective: To enable the students to understand the International Relations		
Unit No.	Topics	Hours
I	Concept of International Relations Concept of International Relations-Origin and Growth of International Relations-Elements of IR- International Relations as a Discipline–Scope of International Relations- International Relations and International Politics -Foreign Policy-Values of Foreign Policy-Its Approaches-Objectives of Nation’s Foreign Policy –Determination of Foreign Policy (a) Internal factor (b) External factor.	15
II	Diplomacy Diplomacy – Definition –Functions of Diplomats-Types of Diplomacy-Consults-Diplomatic-Rules and Procedure. National Power- Meaning – Forms-Its Elements. Economic Arsenal and Other Economic Instruments.	15
III	International Law International Law – Meaning, Nature – Sources of International Law – Relationship with Municipal Law – Its Limitations. The Balance Of Power-Its Nature-Definition-Characteristics- Role of Balance- Historical Significance-Devices for Maintaining the Balances of Power- Collective Security and Balance of Power- Balance of Power Today –Collective Security and Peaceful Settlement.	18
IV	International Organization and Regional Grouping Evolution of International Organization and Regional Grouping for the Development of International Relation-Role of Regional Grouping (Viz.) EU, ASEAN, NAFTA, SAARC and Arab League- World Bodies (Viz.) UN and WTO- Economic Grouping (Viz.)G-8, G-15, and G-77.	18
V	India’s Foreign Policy Foreign Policy of India- Nehru’s Foreign Policy-Its Distinctive Features – Non-Alignment –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	18

Text Book :

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

Reference Books:

1. Palmer Parkins, " International Relations", Cbs publishers, New Delhi.
2. Jayapalan. N., " International Relations", Atlantic publisher, New Delhi.
3. Ghosh.p, "International Relation", Vijaya publishing house, Kolkatta.
4. Steven c. Roach and Martin Griffiths, "International Relations", Routledge publisher, London.
5. Alce Ross, "The industries of future", Bloomsbury Publishing, New Jersey.



Code No.	Subject	Semester No.
16MIP18	STRATEGIC MANAGEMENT	IV
Objective: To enable the students to understand the Strategic management		
Unit No.	Topics	Hours
I	Environment of International Business Environment of International Business - Political, Cultural, Technological, Social and Financial Context of Corporate Strategy – The 7's Framework- Corporate Strategic Plans- Mission & Vision of the Firm, Hierarchical Levels of Planning- Strategic Planning Process- Merits and Limitations-Organization Structure and Strategy- Competitive Cost Dynamics –Experience Curve – BCG Approach –Porters Approach – Importance of Scanning Environment - SWOT Analysis.	15
II	Strategy and Technology Strategy and Technology –Technology Management –In House Development of Technology- Acquisition and Absorption of Technology- Strategy in High Technology Industries.	14
III	Strategy Process Managing the Strategy Making Process for Competitive Advantage- Superior Performance and Sustainable Competitive Advantage- External Analysis: Identification of Opportunities and Threats – Internal Analysis: Identification of Strength and Weakness.	14
IV	Diversification ,Mergers and Acquisition Diversification –Mergers and Acquisition – Turnaround Management- Implementation of Strategy –Evaluation and Control of Strategy – Strategies for Globalization –Compulsion for Indian Companies to go Global- Indian Competitive Advantage as a Nation –Thrust Products for Export. Increasing Profitability and Profit Growth Through Global Expansion.	15
V	Corporate Performance and Business Ethics Corporate Performance and Business Ethics: Stake Holders and Corporate Performance- The Unique Role, Governance Mechanisms, A Balanced Scorecard Approach, Behaving Ethically- Types of Strategic Control Systems.	14

Text Book :

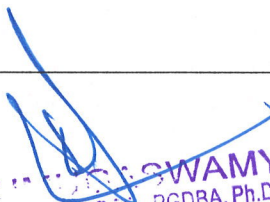
Ronflavel & John Williams, "Strategic Management", Vikas Publishing, New York

Reference Book:

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

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Code No.	Subject	Semester No.
16MIP19	COMPUTER PRACTICAL – III (TALLY)	IV
Objective: To familiarize the students with the knowledge of Tally.		
List of Programs		
	1. Creating a Company Create a Company with all Relevant Details including VAT Options	
	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 Inventory Details	
	5. Create Stock Items, Stock Groups, Sales Categories, Good Owns, Units of Measure View the Stock Summary:	
	6. Maintain Bill Wise Details.	
	7. Consolidation of Accounts.	
	8. Calculate Forex Gains/Loss	
	9. Memo Voucher	
	10. Cheque Printing	
	11. Ratio Analysis	
	12. Interest Calculations	


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Code No.	Subject	Semester No.
16MIP20	GLOBAL FINANCIAL MARKETS	IV
Objective: This subject provides an overview of modern and rapidly changing global financial systems with special reference to both developed and developing economies		
Unit No.	Topics	Hours
I	An Overview Of International Financial Institutions Overview of International Financial Institutions and Markets (Financial Intermediaries) IMF –Role and Financial Policies, International Banking —Products Offered by International Banks (Letters of Credit etc.) — Foreign Currency Accounts , External Commercial Borrowings	12
II	Currency Trading How Currencies are Traded —Spot —Forward —Futures and Derivatives Market —Currency Markets —Players in the Foreign Exchange Market— Favorite Currencies and Trading Locations —Foreign Exchange Quotations and Calculations.	12
III	Money Market Instruments What Money Markets Do —Money Market Funds —Money Market Instruments —Commercial Paper, BA, Treasury Bills, Notes, Inter-Bank Loans, International Agency Paper, Repo/Reverse Repo, Money Market and the Monetary Policy .Bond Markets —Types of Bonds.	12
IV	International Stock Exchanges And Listings Types —Floatation —Secondary Market —OTC Market —International Equity Market —International Stock Exchanges —International Listings.	12
V	Hedging Caps, Floors and Band –Hedging. Swaps/FRA —The Swap Market — Types —Mechanics —Hedging. Investment Companies and Exchange Traded Funds	12

Text Book :

Dr. Guruswamy. S, "Financial Markets & Institutions", Mc Graw Hill Education, Newyork

Reference Books:

1. Fabozzi, Modigliani, Jones and Ferri, "Foundation of Financial Markets and Institutions", Pearson Education, NewDelhi.
2. Anthony Saunders & Cornett, "Financial Markets & Institutions A Modern Perspective", Tata McGraw Hill, Newyork.
3. I.H. Giddy, "Global Financial Markets", Foundation of Financial Markets and Institutions, Pearson Education, NewDelhi.
4. Vivek kaul, "Easy Money-Evolution of Global Money", Sage Publication, NewDelhi.
5. Ravi Subramanian, "The Best Seller She Wrote", Westland Ltd, NewDelhi.

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Code No.	Subject	Semester No.
16MIP21	(A) TRAVEL AND HOSPITALITY SERVICES	IV
Objective: To enable the students to understand the Marketing of Health Service.		
Unit No.	Topics	Hours
I	Marketing Plans for Services Marketing Plans for Services: Process, Strategy Formulation, Resource Allocation and Monitoring Services Communication – Customer-Focused Services – Service Quality – SERVQUAL Model.	12
II	Hospital Services Hospital Services – Selecting Health Care Professionals – Emerging Trends in Medicare – Marketing Medicare – Thrust Areas for Medicare Services.	12
III	Marketing Mix for Hospitals Marketing Mix for Hospitals – Product Mix – Promotion Mix – Price Mix – Place Mix – Strategic Marketing for Hospitals.	12
IV	Online Health Services Online Health Services – Organization of Online Health Care Business – Online Marketing and Online Financial & Clinical Transaction.	12
V	Legal System Legal System: Consumer Rights and Protection, Medicine Safety Rules – Food & Nutrition Security in India – Health Promotion Agencies.	12

Text Book :

Sujatha K. Dass, " Changing Trends in Health & Nutrition ", Neha publishers, NewDelhi,

Reference Books:

1. Richard K. Thomas, " Marketing Health Services ", Health administration, Newyork.
2. Rod sheaf, "Marketing For Health Services", Milton Keynes, UK.
3. Philip Kotler, "Strategic Marketing For Health Care Service" , Prentice Publisher, New Jersey.
4. Fortenberry, John L., Jr., "Health Care Marketing", Jones & Bartlett Publisher, US.
5. Eric N. Berkowitz, "Essential of Health Care Marketing", Boston Jones and Bartlett Publishers, US.

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Code No.	Subject	Semester No.
16MIP21	(B) AIR TRANSPORTATION MANAGEMENT	IV
Objective: To enable the students to understand the Air Transportation Management.		
Unit No.	Topics	Hours
I	Introduction to Air Transportation Air Transportation – Aircraft- Types of Aircrafts – Major Services- Passenger and Cargo Airplanes , Parts of Aircraft, Aircraft Dimensions, Air Traffic Control – ATCT- ARTCC, Airport Classification- International Airports in India-Privatization. Airport Charges- Charters and its Types.	12
II	Indian Airline Industry Indian Airline Industry: Growth – Market Size- Industry Characterization- International Air Transportation - Importance, Scope & Benefits, Present Policies & Practices, International Airlines- India's International Airlines. Air Cargo Industry-. World Air Cargo Growth - Air Cargo Clearance- Air Cargo Tariff Structure-IATA .	12
III	Aviation Geography Aviation Geography: Time Difference, Flight Time, Elapse Time, and Division of World by IATA, Airports of World, Minimum Connecting Time, Airport Codes .International Air Routes, Air Corporation Act.	12
IV	Travel Formalities 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.	12
V	Dangerous Goods Dangerous Goods-Classification of Dangerous Goods, List of Dangerous Goods, Background of the Transport of Dangerous Goods, Limitations of Transport, Requirements for Shippers. Classification and Identification, Packing, Marking, Labeling and Documentation. Acceptance and Recognition of Undeclared Dangerous Goods. Storage and Loading, Provisions for Passengers or Crew, Emergency Procedures.	12

Text Book :

S.Sudalaimuthu S Athony Raj, " Logistics Management for International Business", PHL learning pvt Limited, NewDelhi.

Reference Books:

- 1 Holloway J.C, "The Business of Tourism", Plymouth publication, Newyork.
- 2.Senguttuvan, "Fundamentals of Air Transport Management "Excel Books, India.
- 3.John Wenseev, "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.

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