

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

Department of Commerce with International Business (UG)



B. Com. IB



Create a new generation of global players with sense of creativity, dignity and patriotism to meet the ever-changing challenges to sustain the purity and cultural heritage of our great nation.

MISSION

- To develop the students into confident individual's through role play in academics and extracurricular activities
- To ensure knowledge transfer by imparting high standards in curriculum through committed and dedicated faculty team
- To impart knowledge based output through academia industry enhancement
- To transform students into disciplined citizens by infusing ethical and cultural values

Program Educational Objectives:

PEO1	To inculcate the students with various categories of knowledge needed to compete Internationally.
PEO2	To create physical interest to the students in crossing borders among management, documentation, banking, and transportation through literary workings
PEO3	To provide students, the necessary inputs on the macro (academic) environment and micro (Practical) environment, in this current global scenario.
PEO4	To render knowledge to students on statistics, accounting, law and taxation with the proficiency in computer
PEO5	To develop the communicative skills, lean Ethical value of the students through industry and academia

Program Outcomes: (LOCF – UGC)

PO1	Disciplinary knowledge: To Demonstrate the students, the extensive and coherent knowledge of commerce and its applications in real international business world.
PO2	Research-related skills: The student will get a first-hand understanding on various concepts and theories that will provide a strong academic foundation
PO3	Disciplinary knowledge: Students will be demonstrated with educational skills in areas of International Business, Marketing, Accounting, HR, Logistics, Economics, Statistics & other branches of Commerce
PO4	Communication Skills: It enables the students to acquire various soft skills (communication, organizing, and analytical) required to manage complete international business situation and life situations.
PO5	Research-related skills: It fulfills students learning requirements by providing an insight of research in Commerce and interdisciplinary areas while seeking research pursuits
PO6	Reflective thinking: It provides students extreme and rigorous base for teaching, research, and allied business administrations.
PO7	Lifelong learning: It helps students in building a concrete footing for advanced studies in Commerce
PO8	Multicultural competence: It enables a student to prepare for further study, employment, good citizenship.

Program Specific Outcomes:

PSO - 01	To internalize various categories in management, documentation, accounting, commercial and banking law, business taxation, statistical methods and transportation by showing the differences between the academic environment and practical environment
PSO - 02	To help students physically to work with computers, e-content and other literary work, which make them to communicate effectively through seminars and power point Presentations.

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB101			Title	Batch:	2023 – 2026
				Principles of Accounting	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5		Credits:	5

Course Objective

To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	K1
CO2	To get the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.	K2
CO3	To apply skills in critical-thinking and problem-solving	K3
CO4	To evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.	K4
CO5	To Develop an understanding on preparation of accounts in trading concerns.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	M	H	M	M		H	M
CO2	H	M	M	M	H	H	M		M	M
CO3	M	H	M	H	M	M	H		H	M
CO4	H	M	H	H	M	M	M		M	H
CO5	H	M	M	M	M	M	M		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB102			Title	Batch:	2023 - 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Marketing	Semester:	I
					Credits:	4

Course Objective

On successful completion of this course, the student will be well versed in the prevailing act.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the marketing concept and its changing role in society	K1
CO2	To understand the key features of the modern marketing environment	K2
CO3	To apply the role of modern marketer managers and their role in a multiple stakeholders environment	K3
CO4	To analysis buyer behavior as a basic for market segmentation	K4
CO5	To evaluate the marketing strategies in global level	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	L	M	H	L	L	H	H		L	M
CO2	M	H	M	M	M	H	H		H	M
CO3	M	M	M	M	M	M	H		H	M
CO4	H	H	M	H	M	M	M		M	H
CO5	H	H	M	M	M	M	M		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com- International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB1A1			Title	Batch:	2023 – 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Business Organization and Management	Semester:	I
					Credits:	4

Course Objective

On successful completion of this course, the students will get an opportunity to examine and apply appropriate theories/concepts about managing in business effectively.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of management process in current scenario.	K1
CO2	To clarify of various levels of management in Multinational company.	K2
CO3	To illustrate the elements of management.	K3
CO4	To outline the concept and theories of management.	K4
CO5	To create concept of management.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	L	M	H	H	L		L	H
CO2	M	H	M	M	H	H	M		M	M
CO3	H	H	H	M	L	H	H		M	H
CO4	M	H	H	H	H	M	M		H	H
CO5	L	L	M	H	H	H	L		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com- International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB1A2			Title	Batch:	2023 – 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Principles of Management	Semester:	I
					Credits:	4

Course Objective

On successful completion of this course, the students will get an opportunity to examine and apply appropriate theories/concepts about managing in business effectively.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Explaining the concepts based on management and its features	K1
CO2	Summarizing the principles and importance of planning	K2
CO3	Examining the determinants of behavior and motivation theories	K3
CO4	Analyzing the techniques of communication in management	K4
CO5	To create concept of management.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	L	M	H	H	L		L	H
CO2	M	H	M	M	H	H	M		M	M
CO3	H	H	H	M	L	H	H		M	H
CO4	M	H	H	H	H	M	M		H	H
CO5	L	L	M	H	H	H	L		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB203			Title	Batch:	2023 – 2026
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Cost Accounting	Semester:	II
					Credits:	4

Course Objective

To understand the basic concepts and processes used to determine product cost;
To gain knowledge of preparation of budgets, standard costs and variance statements;
To gain the skills required for cost ascertainment and decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To identify the costing system, cost management system and the concept of labour and overhead cost.	K1
CO2	To clarify skills in preparing cost sheet	K2
CO3	To illustrate problems in the allocations and apportionment of overheads.	K3
CO4	To analyze the elements of cost involved in various processes.	K4
CO5	To formulate base for budgeting and budgetary control	K6

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	H	H	M	M		H	M
CO2	H	H	M	M	M	H	M		H	M
CO3	H	H	M	H	M	M	H		H	M
CO4	H	M	H	M	H	M	M		H	M
CO5	H	M	H	M	H	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB204			Title	Batch:	2023 – 2026
				Goods & Service Tax	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	3

Course Objective

To impart basic knowledge about major Indirect Taxes.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the rules and regulation of indirect taxation.	K1
CO2	To understand the rules for registrations and its exemptions in taxation.	K2
CO3	To compute GST and its working mechanisms.	K3
CO4	To analyze and resolve tax problems.	K4
CO5	To evaluate the functions of GST and its levy.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	M	M	L	M		L	L
CO2	H	M	L	H	L	M	M		M	M
CO3	M	M	H	M	H	L	H		L	M
CO4	H	H	L	L	H	M	M		H	H
CO5	H	L	H	M	H	H	M		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB2A1			Title	Batch:	2023 – 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.		Global Business Environment	Semester:	II
					Credits:	3

Course Objective

The course is designed to provide an insight into the impact of business environment on the performance and profitability of the firm. The course emphasizes the theme that the business prospects may be enhanced by a strong grasp of business including socioeconomic-political factors.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of environment in global business.	K1
CO2	To picture the Factors affecting international environment.	K2
CO3	To implement the environment factors to regain the balance of payment deficit.	K3
CO4	To evaluate the various institution and regional integration to overcome environment changes.	K4
CO5	To create the new environment in the global business	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	L	H	M	H		L	M
CO2	M	H	H	M	L	M	L		H	L
CO3	M	H	M	L	M	H	M		H	M
CO4	H	H	H	L	M	M	H		M	H
CO5	L	H	L	H	H	H	M		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB2A2			Title	Batch:	2023 – 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	World Economic Resources	Semester:	II
					Credits:	3

Course Objectives

On successful completion of this course, the student will be well versed in the economic resource in the world.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Exhibit the skills of the geographical environment.	K1
CO2	Identify the importance of natural regions and agricultural resources facilitating trade	K2
CO3	To apply the setting up of manufacturing industries.	K3
CO4	To analyses energy and mineral resources contribution towards global trade.	K4
CO5	To identify global economic resources.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	L	H	M	H		L	M
CO2	M	H	H	M	L	M	L		H	L
CO3	M	H	M	L	M	H	M		H	M
CO4	H	H	H	L	M	M	H		M	H
CO5	L	H	L	H	H	H	M		M	H

H-H igh; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB 2S1			Title	Batch:	2023 - 2026
				ENTREPRENEURSHIP DEVELOPMENT	Semester :	II
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To Understand the Basic Development of Entrepreneurship as a Profession

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the critical thinking skills in business	K1
CO2	To get the idea how to manage people, process, and resource within a organization	K2
CO3	To apply knowledge of leadership concepts in an integrated manner	K3
CO4	To analyze the internal/external factors affecting a business to evaluate business Opportunities	K4
CO4	To exhibit the importance of entrepreneurship in the current scenario	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	L	H	M	H		L	M
CO2	M	H	H	M	L	M	L		H	L
CO3	M	H	M	L	M	H	M		H	M
CO4	H	H	H	L	M	M	H		M	H
CO5	L	H	L	H	H	H	M		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	23UIB 2S2			Title	Batch:	2023 - 2026
				Business Communication	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enhance their writing skills in various forms of business letters

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	The students will be able to know how to make business offers and quotation	K1
CO2	The students will be able to know how to write the collection letters	K2
CO3	The students will be able to know how to write the letter correspondence with Bank	K3
CO4	The students will be able to know insurance correspondence for export and import business	K4

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5
CO CO1	M	H	H	H	H
CO2	H	H	H	M	H
CO3	H	H	H	H	M
CO4	H	M	H	H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB305			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Human Resource Development	Semester:	III
					Credits:	4

Course Objective

*To familiarize the students, with the different aspects of managing Human Resource in the Organization.
To equip the students with appropriate knowledge and skills required for acquisition, development and retention of Human Resources*

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the specific human resource component of the organization's business	K1
CO2	To understand the specific features of recruitment, selection & retention process in company.	K2
CO3	To prepare the performance appraisal methods for a company.	K3
CO4	To analyze the functioning of human resource management.	K4
CO5	To criticize the knowledge in Planning methods.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	M	H	H	H		H	H
CO2	H	H	H	H	H	M	M		H	M
CO3	M	H	M	M	H	H	H		H	H
CO4	H	H	H	H	H	H	H		H	M
CO5	H	H	H	H	H	H	H		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB306			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Banking Law & Foreign Exchange	Semester:	III
					Credits:	4

Course Objective

To enrich the students with the basics of banking law and practice followed in our country

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To study the banking regulation act of 1949	K1
CO2	To compute the various types of banks and its usage	K2
CO3	To classify the principles of lending, borrowing and negotiation instruments.	K3
CO4	To figure out the role of RBI and its function in banking industry.	K4
CO5	To judge the methods adopted in foreign exchange.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	L	M	M	L	H	M	L		L	H
CO2	M	H	H	H	H	H	M		M	M
CO3	M	H	M	H	M	L	H		H	H
CO4	H	M	H	L	L	H	H		M	H
CO5	H	H	M	H	M	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB307			Title:	Batch:	2022 - 2025
					Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Computing Skills for International Business	Credits:	3

Course Objective

This paper would make students learn about the latest version MS Windows operating system.

The application software covered under this paper would include MS word and excel.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remembering the Reporting and mailing labels	K1
CO2	To understand the data base systems	K2
CO3	To express the role of business application software role in international business.	K3
CO4	To outline the mail merge concept by linking documents.	K4
CO5	To select the familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	L	M	M	L	M		M	M
CO2	M	H	H	H	M	M	M		M	H
CO3	M	M	H	M	M	M	L		L	M
CO4	M	H	M	M	H	H	M		M	L
CO5	M	H	H	H	M	M	M		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB3A3			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Business Statistics	Semester:	III
					Credits:	3

Course Objective

On successful completion of this course the students shall enrich to solve the statistical problems in commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of statistics and its role in business.	K1
CO2	To understand various techniques and tools used for statistics calculation.	K2
CO3	To implement statistical problem in commerce.	K3
CO4	To review various usage of statistics in current scenario.	K4
CO5	To Measure the Trend with the help of the statistical tools.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	H	M	M	H	M		H	H
CO2	M	M	H	H	H	H	L		H	L
CO3	H	M	H	L	M	M	M		H	H
CO4	H	H	H	L	H	H	H		M	H
CO5	H	H	H	M	H	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB3N1			Title	Batch:	2022 - 2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Introduction to International Business	Semester:	III
					Credits:	2

Course Objective

The Course is designed to impart sound knowledge about International Business operations through lectures, seminars, case studies & Group Discussions etc. to make learning challenging

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the evolution of international business.	K1
CO2	To understand the modes of entering international business	K2
CO3	To apply the changes of MNCs in global business	K3
CO4	To analysis the various terminology used in international business.	K4
CO5	To Decide the Documents which is used for international business	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	L	H	H	M	H		L	H
CO2	H	L	M	H	H	L	M		M	H
CO3	H	H	H	H	M	M	H		H	M
CO4	M	H	H	M	H	M	L		M	M
CO5	L	M	H	L	M	H	M		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB3N2			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.		Tourism Marketing	Semester:	III
					Credits:	2

Course Objective

To equip the students with language skills required for conducting international business. To make aware the various dynamics in corporate cultures and business etiquette

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the role of marketing in tourism.	K1
CO2	To understand the marketing mix strategies for a tourism product.	K2
CO3	To apply the elements in the marketing planning process.	K3
CO4	To evaluate stakeholders and variables in the marketing environment.	K4
CO5	To create the tourism marketing in global level	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	H	M	M	H	M		H	H
CO2	M	M	H	H	H	H	L		H	L
CO3	H	M	H	L	M	M	M		H	H
CO4	H	H	H	L	H	H	H		M	H
CO5	H	H	H	M	H	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB408			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Economic Analysis	Semester:	IV
					Credits:	4

Course Objective

To equip the students with various importance of demand and supply.

To make aware the various fundamental and technical concepts of economics.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the use of economics terminologies in oral and written communications.	K1
CO2	To understand the decisions wisely using cost-benefit analysis.	K2
CO3	To implement the benefits and costs of a global economy	K3
CO4	To analyze the basic theories of economics in critical thinking and problem solving.	K4
CO5	To select and implementing the factors pricing theory	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	L		H	H
CO2	H	M	H	H	H	M	M		M	M
CO3	M	H	M	M	M	M	M		M	L
CO4	H	H	M	L	H	H	H		L	M
CO5	H	L	H	H	L	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB409			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Logistics Management	Semester:	IV
					Credits:	4

Course Objective

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about role of logistics within the firm as well as between organization.	K1
CO2	To understand the elements of logistics management.	K2
CO3	To apply the logistics strategy on order processing and Inventory management in an organization.	K3
CO4	To analyze the importance of Packaging and Transportation in logistics Management.	K4
CO5	To evaluate the modes of transportation in logistics.	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	M	H	H	L	M		H	H
CO2	H	H	L	M	L	H	H		H	H
CO3	M	M	H	M	L	H	L		M	H
CO4	L	H	H	L	M	H	M		L	H
CO5	H	M	H	M	H	M	H		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB410			Title	Batch:	2022 – 2025
				Case Analysis	Semester:	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	5		Credits:	2

Course Objective

To expose the students with the practical cases
To develop the critical thinking behaviour among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the situations with which a case would evolve	K1
CO2	To visualize the various ways to give solutions	K2
CO3	To inculcate the actual happenings with the live cases	K3
CO4	To figure out the work carried out in the decision making scenario	K4
CO5	To evaluate finally the case studyreport	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	M	M		H	H
CO2	H	M	H	M	H	M	H		M	M
CO3	H	H	H	M	H	H	L		M	L
CO4	H	H	H	H	H	H	H		H	H
CO5	H	H	M	H	H	H	M		L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB4A4			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Banking Practice for International Trade	Semester:	IV
					Credits:	3

Course Objective

To provide practical knowledge on basic procedure that is to be followed at banks.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the various types of accounts and its usage.	K2
CO2	To execute the usage of negotiation instruments	K3
CO3	To figure out the importance of currency in trade activities	K4
CO4	To illustrate the negotiable forms	K4
CO5	To explain the loan details and purpose	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	L	H	M	H	M		H	M
CO2	M	H	H	H	H	H	M		M	M
CO3	M	H	M	H	L	H	M		M	H
CO4	M	L	H	M	H	H	M		M	L
CO5	M	H	H	M	M	H	M		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB4N1			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week				Global Logistics	Semester:	IV
	1	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the importance of business logistics in current scenario.	K1
CO2	To understand the role of logistics in a market oriented society.	K2
CO3	To apply the theoretical knowledge with practical knowledge on logistics.	K3
CO4	To analyze the general concept of customer service application of logistics Information systems.	K4
CO5	To justify the knowledge on various logistics sourcing procedures.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	M	M	M	M		M	H
CO2	H	M	H	M	H	M	H		M	M
CO3	M	M	M	H	M	M	M		M	M
CO4	M	H	H	L	H	M	H		M	M
CO5	H	M	H	M	M	M	M		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB4N2			Title	Batch:	2022 – 2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Tour Operation Management	Semester:	IV
					Credits:	2

Course Objective

To equip the students with tour operation. To make aware the various places of tourism in worlds

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember basic knowledge of the tour operation industry.	K1
CO2	To understanding legal aspects in tour and travel operations.	K2
CO3	To apply the travel related procedure and activities.	K3
CO4	To analyze the travel transfer and accommodation planning	K4
CO5	To evaluate stakeholders and variables in event management	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	L		H	H
CO2	H	M	H	H	H	M	M		M	M
CO3	M	H	M	M	M	M	M		M	L
CO4	H	H	M	L	H	H	H		L	M
CO5	H	L	H	H	L	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB4S1			Title	Batch:	2022 - 2025
				WAREHOUSE AUTOMATION	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To familiarize the student with the basic concept of the most common automations from light to heavy and supply chain including Logistics, warehousing, IT as well as distribution and planning.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Recognize the Knowledge of the common and latest automation solutions for ware- housing	K1
CO2	Understand and Recognize the costs and pre-requisites for each automation solution and the expected benefits of the different solutions	K2
CO3	Able to complete the analysis and to select the most appropriate solution for ware- house automation	K3
CO4	To Understand the realistic Problems and solutions helps to learn the practical knowledge.	K4
CO5	To analyze the various types of automation followed in warehouse Management	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	L		H	H
CO2	H	M	H	H	H	M	M		M	M
CO3	M	H	M	M	M	M	M		M	L
CO4	H	H	M	L	H	H	H		L	M
CO5	H	L	H	H	L	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	22UIB4S2			Title	Batch:	2022 – 2025
				OPERATIONS MANAGEMENT	Semester :	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To understand the input–process–output framework, the extensions of it, and apply them to a wide range of operations

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To apply the concept of operation management in manufacturing and service sector.	K1
CO2	Able to Plan and schedule the requirements of Materials and Machine for production.	K2
CO3	To understand and identify the methods of work measurement.	K3
CO4	To apply the concepts of purchase, stores and inventory management.	K4
CO5	To evaluate and analyze the material requirement decisions.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	H	M	L		H	H
CO2	H	M	H	H	H	M	M		M	M
CO3	M	H	M	M	M	M	M		M	L
CO4	H	H	M	L	H	H	H		L	M
CO5	H	L	H	H	L	M	H		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	20UIB513			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Logistics Management	Semester:	V
					Credits:	3

Course Objective

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about role of logistics within the firm as well as between organization.	K1
CO2	To understand the elements of logistics management.	K2
CO3	To apply the logistics strategy on order processing and Inventory management in an organization.	K3
CO4	To analyze the importance of Packaging and Transportation in logistics Management.	K4
CO5	To evaluate the modes of transportation in logistics.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	M	H	H	L	M		H	H
CO2	H	H	L	M	L	H	H		H	H
CO3	M	M	H	M	L	H	L		M	H
CO4	L	H	H	L	M	H	M		L	H
CO5	H	M	H	M	H	M	H		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB514			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Organisation Behaviour	Semester:	V
					Credits:	3

Course Objective

To enlighten the student's on the development of managerial skills

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Demonstrate knowledge and understanding of organizational behavior.	K1
CO2	To Intended to develop a greater awareness of the problems and opportunities in managing human resource in organizations.	K2
CO3	To Understand the steps managers can take to effectively manage diversity	K3
CO4	To Understand theories about how managers should behave to motivate and control employees	K4
CO5	To Understand conflict management strategies that managers can use to resolve organizational conflict effectively	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	H	H	M	M		M	M
CO2	H	M	M	M	M	H	H		M	H
CO3	H	H	H	M	M	M	M		H	M
CO4	H	M	M	H	H	M	M		M	M
CO5	H	H	M	M	M	M	H		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB515			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Export Import Management	Semester:	V
					Credits:	3

Course Objective

This paper aims to equip students with a broad based knowledge of export and import management practices followed in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the fundamentals of export and import policy.	K1
CO2	To picture the overview of export and import procedure.	K2
CO3	To implement payment methodology followed in international settlements.	K3
CO4	To figure out the custom clearance procedure and agencies in Exim business.	K4
CO5	To select the importance of Freights Forwarders.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	H	H	H	M	M		H	M
CO2	H	L	H	M	H	H	M		M	H
CO3	H	H	M	M	H	M	H		M	L
CO4	M	H	L	H	H	H	M		M	M
CO5	M	M	H	M	H	M	L		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB516			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	4	Tutorial Hrs./Sem.	-	Fundamentals of Supply Chain	Semester:	V
					Credits:	3

Course Objective

To educate students on stages of supply chain management and new opportunities in SCM

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of supply chain in international scenario	K1
CO2	To understand fundamental supply chain management concepts	K2
CO3	To apply knowledge to evaluate and manage an effective supply chain	K3
CO4	To analyze and improve supply chain processes.	K4
CO5	To evaluate the supply chain management in global market.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	M	M	H	H		M	H
CO2	M	H	M	L	H	M	M		M	H
CO3	L	H	H	M	M	L	M		L	M
CO4	L	H	M	M	L	H	M		H	M
CO5	M	L	H	H	H	H	H		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB517			Title:	Batch:	2021 - 2024
					Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Exim Documentation -I	Credits:	5

Course Objective

It aims to provide basic practical knowledge about export documentation and procedure followed in India

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the steps, procedure and formalities in export business and its applications.	K1
CO2	To observe the basic registration forms and export documents.	K2
CO3	To predict the transport documents needed for exports.	K3
CO4	To illustrate the shipping documents in trade	K4
CO5	To justify the overall documents for exporting importing purpose	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	L	M	M	M	H	M		L	M
CO2	M	M	L	H	M	L	M		M	M
CO3	M	M	M	M	M	M	H		H	M
CO4	H	H	L	H	H	L	M		M	H
CO5	H	M	H	M	M	M	H		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB518			Title	Batch:	2021 - 2024
				Internship	Semester:	V
Lecture Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	3

Course Objective

To train the students with the practical exposure in industry.

To develop entrepreneurship among students.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To outline the companies profile	K1
CO2	To explain the details about the company	K2
CO3	To illustrate with the industry-academia interface	K3
CO4	To criticize the work carried out in the industry	K4
CO5	To evaluate the internship report with elements of industry	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	L	L	M	M	L		M	L
CO2	M	L	H	H	L	M	L		M	M
CO3	H	H	H	H	H	H	H		H	H
CO4	L	H	H	H	H	H	H		H	H
CO5	H	M	H	M	M	H	M		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5E1			Title	Batch:	2021 – 2024
				Information Security & Executive Communication	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

After the successful completion of the course the student must be able to communicate clearly in the day-to-day business world.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To recollect and respond the communication difference effectively.	K1
CO2	To understand opportunities in the field of communication	K2
CO3	To apply communication theories	K3
CO4	To analyze the current technology related to the communication field	K4
CO5	To evaluate the communication management in business	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	H	M	L	H		M	H
CO2	H	M	M	H	L	M	M		M	M
CO3	H	M	H	M	H	L	M		L	M
CO4	H	H	L	L	M	H	H		M	H
CO5	H	L	H	H	H	H	H		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5E2			Title	Batch:	2021 - 2024
				Transportation and Freight Management	Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.			Credits:	3

Course Objective

The purpose of this paper is know the important of transport system and the main activities of warehousing and freight structure and related concepts for under – graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about role of Transportation within the firm as well as between organization	K1
CO2	To Understand the transportation strategy on order processing and warehouse management in an organization	K2
CO3	To Apply and know the important of Freight management.	K3
CO4	To analyze the importance of warehousing and Transportation in Freight Management.	K4
CO5	To evaluate the Freight management system in organization	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	H	H	H	L		L	M
CO2	M	H	L	M	L	M	M		M	M
CO3	H	L	M	H	H	H	M		H	L
CO4	L	H	M	L	M	M	H		L	H
CO5	M	M	H	M	M	M	M		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5E3			Title	Batch:	2021 - 2024
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Company Law & Secretarial Practices	Semester:	V
					Credits:	5

Course Objective

To expose the students with the knowledge on the companies act & practices of company secretary
To develop the understanding of regulations of registered companies among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concept of company, memorandum of association and articles of association, shares and debentures	K1
CO2	To discuss the qualifications, powers and duties of a director	K2
CO3	To determine the actual happenings of the Secretaries in any Company	K3
CO4	To enumerate the kinds of meetings and drafting for various correspondences	K4
CO5	To evaluate finally the meeting and winding up procedures	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	M	M		H	H
CO2	H	M	H	M	H	M	H		M	M
CO3	H	H	H	M	H	H	L		M	L
CO4	H	H	H	H	H	H	H		H	H
CO5	H	H	M	H	H	H	M		L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5AL			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week				Basics of Stock Market	Semester:	V
	-	Tutorial Hrs./Sem.	-		Credits:	1

Course Objective

To provide students with a conceptual framework of stock market and its operations in Business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Portray the list of Recognized Stock Exchanges in India	K1
CO2	To Disseminate the role of Governing body of Stock Exchange	K2
CO3	To Provide scope for Enlisting in NSDL and CSDL	K3
CO4	To show the different avenues of risk and return	K4
CO5	To Knowing and measuring the risk returns in stock market.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	H	H	H	H	M		H	L
CO2	H	M	H	M	M	H	M		M	M
CO3	H	H	M	M	H	H	H		M	H
CO4	M	M	M	H	M	H	M		H	H
CO5	H	H	M	M	L	H	M		M	M

H – High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5VA – Value Added Course			Title	Batch:	2021 - 2024
				Skills on Sourcing Management	Semester:	V
Lecture Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	Grade

Course Objective

To make students more proficient on the concepts of inventory management
To inculcate the techniques used in sourcing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts, ideas, methods and techniques underlying the sourcing practices.	K1
CO2	To get the idea for inventory in accordance with generally accepted commercial market.	K2
CO3	To apply skills in critical-thinking and problem-solving on selecting the appropriate supplier	K3
CO4	To evaluate conceptual knowledge of the sourcing various kinds of business transactions.	K4
CO5	To design the perfect sourcing model that will suit future business	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	H	M	H	H		H	H
CO2	H	M	L	H	L	M	M		M	M
CO3	L	M	M	M	M	L	H		L	M
CO4	M	H	L	L	H	H	H		H	H
CO5	H	L	H	H	H	H	M		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5S1			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.		Personality Building	Semester:	V
					Credits:	3

Course Objective

To impart the students with the knowledge, build productive teams, enhance performance and attain goals. Trait secrets, traits, important traits

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the importance of personality building	K1
CO2	To get the idea on body language and public speaking.	K2
CO3	To execute the business etiquette.	K3
CO4	To interpret the communication skills with organizations	K4
CO5	To analyze the business skills in individuals	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	M	H	M	H	M		H	L
CO2	H	M	H	M	L	H	L		M	M
CO3	L	L	H	M	H	H	H		H	L
CO4	H	H	M	H	H	H	H		H	H
CO5	H	M	H	M	M	H	H		H	M

H – High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB5S2			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	3	Tutorial Hrs./Sem.		Garment Costing	Semester:	V
					Credits:	2

Course Objective

To equip the students with costing terminologies
To make aware the various dynamics in Garment Industry

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the cost related to garment industry.	K1
CO2	To get the idea about pattern in apparel industry costing.	K2
CO3	To apply apparel marketing cost analysis for garment costing.	K3
CO4	To analyze the budgeting process for apparel industry.	K4
CO5	To Develop knowledge in various apparel costing prices.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	L	H	M	M	M	M		M	M
CO2	H	H	H	M	L	M	M		M	H
CO3	H	H	L	M	M	M	M		H	M
CO4	M	H	H	L	H	H	L		M	M
CO5	M	M	M	L	H	H	H		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB619			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	International Sales Promotion & Branding	Semester:	VI
					Credits:	3

Course Objective

The objective of this course is to enable the students to understand the basic concepts of sales promotion and in-depth knowledge on advertising and its importance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts and importance of sales promotion.	K1
CO2	To understand and analyze the concepts and value of branding.	K2
CO3	To know the in-depth knowledge on advertising and communication.	K3
CO4	To learn the various tools and techniques used in advertising media.	K4
CO5	To Gained knowledge about Advertising agency and their role.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	H	H	M	M	H		M	H
CO2	M	M	H	M	H	M	H		H	M
CO3	H	H	M	M	M	M	M		H	M
CO4	H	H	M	H	M	M	H		M	M
CO5	M	M	H	M	H	M	M		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB620			Title:	Batch:	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	International Finance	Credits:	4

Course Objective

After the successful completion of the course the student should have a thorough knowledge on the international finance for international business.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the types of finance available for exports.	K1
CO2	To recollect the terms of payment in International trade.	K2
CO3	To understand the source of finance available in global trade.	K3
CO4	To figure out the importance of packing credit in exports.	K4
CO5	To analyze the role of EXIM Bank in international trade.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	L	M	L	H	M		L	M
CO2	L	H	H	M	M	M	L		H	M
CO3	M	H	L	L	H	H	M		M	H
CO4	H	M	M	H	M	H	M		H	H
CO5	M	H	H	M	H	M	H		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB621			Title:	Batch:	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Exim Documentation -II	Credits:	4

Course Objective

It aims to provide basic practical knowledge about regulatory documents transport documents and procedure followed in India

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic regulatory documents need for custom clearance.	K1
CO2	To implement and identify sources of information on export restrictions and documentation associated with foreign countries.	K2
CO3	To predict the shipping documents for sea/Air	K3
CO4	To illustrate the entry documents in international trade	K4
CO5	To compose the role of INCOTERMS in international trade.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	M	L	L	L		M	M
CO2	H	M		L	M	L	M		M	L
CO3	H	M	M	H	H	M	H		H	M
CO4	M	L	H	H	H	M	M		M	H
CO5	H	M	H	M	M	M	L		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB622			Title:	Batch:	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	5	Comprehensive Subject Viva	Credits:	2

Course Objective

To equip the students with Subjects skills required for conducting international business.
To make aware the various dynamics in corporate and business houses.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO3	To know the basic terminologies in International Business.	K3
CO4	To review the elements needed for Logistics and Supply Chain.	K4
CO5	To know the recent trends in industry interface.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO3	M	H	H	M	M	M	H		M	H
CO4	L	M	H	L	M	L	M		M	M
CO5	H	L	H	H	H	M	M		H	L

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6E1			Title	Batch:	2021 - 2024
				Institution to Industry	Semester:	VI
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To expose the students with the basic knowledge on industry expectations

To develop the students with the base etiquette and self-confidence needed to step into the industry

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the Industry Expectations	K1
CO2	To understand the importance of etiquette in organization culture	K2
CO3	To inculcate the level of self-confidence to face interviews	K3
CO4	To demonstrate good command in responding to queries	K4
CO5	To achieve the desired result through proper evaluation of competencies creatively	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	H	L	M	M		M	H
CO2	H	M	H	M	M	M	H		H	M
CO3	H	M	L	M	H	H	L		H	L
CO4	H	H	H	H	M	H	H		H	H
CO5	H	M	M	H	H	H	M		L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6E2			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Air Cargo Management	Semester:	VI
					Credits:	4

Course Objective

To equip the students with various importance of cargo.

To make aware the various documentations in handling a cargo

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the customers changing needs in air transport business.	K1
CO2	To understand the optimum levels of customers service without increasing your cost.	K2
CO3	To implement competitive performance by acquiring exceptional management tools.	K3
CO4	To analyze changes within cargo industry and its stakeholders	K4
CO5	To Understand the documentation involved in it.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	H	M	M	H	H	M		M	H
CO2	H	M	M	M	H	H	H		M	H
CO3	M	H	M	M	M	H	M		M	H
CO4	H	H	H	H	M	H	H		M	H
CO5	M	H	H	M	M	H	M		M	H

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB 6E3			Title	Batch:	2021 - 2024
				Industrial Relations and Labour Law	Semester:	VI
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To expose the students with the knowledge on Industrial Relations, Trade Unions & Factories Act
 To develop the understanding of industrial disputes act, payment of wages act among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concept of industrial relations and its impact in India	K1
CO2	To develop the skills in negotiation with union and conflict resolution	K2
CO3	To inculcate the actual happenings to handle the grievances	K3
CO4	To enumerate the skills required for collective bargaining	K4
CO5	To explore Industrial Dispute Act 1947 & Employee State Insurance Act 1948	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	M	M		H	H
CO2	H	M	H	M	H	M	H		M	M
CO3	H	H	H	M	H	H	L		M	L
CO4	H	H	H	H	H	H	H		H	H
CO5	H	H	M	H	H	H	M		L	M

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6E4			Title	Batch:	2021 - 2024
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Soft Skills for International Business	Semester:	VI
					Credits:	4

Course Objective

To expose the students with the various entry level skills requirements
To develop the students to demonstrate good command in work

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the various organizational entry level skill requirements	K1
CO2	To understand the need for different skill requirement in different occasions	K2
CO3	To respond appropriately depending upon the situation during recruitment & selection	K3
CO4	To demonstrate good command in responding to queries and command in work place	K4
CO5	To achieve the desired result of good employability	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	M	H	L	M	M		L	M
CO2	H	M	H	M	M	M	H		M	M
CO3	H	H	L	M	H	H	L		H	H
CO4	H	H	H	H	M	H	H		M	H
CO5	H	H	M	H	H	H	M		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6E5			Title	Batch:	2021 - 2024
				Shipping and Ocean Freight Management	Semester:	VI
Lecture Hrs./Week	6	Tutorial Hrs./Sem	-		Credits:	4

Course Objective

To equip the students with skills required for logistics in global trade

To make aware the various dynamics in managing logistics

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of shipping industry in International business.	K1
CO2	To understand the shipping management with international maritime environment in which they operate and how they are managed.	K2
CO3	To execute the basic types of operations and advanced scientific shipment planning.	K3
CO4	To analyze the basic documentation used in the shipping industry.	K4
CO5	To evaluate the documents which is used in international business	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	L	M	M	H	M		M	H
CO2	M	L	H	H	M	H	H		M	M
CO3	L	H	L	M	H	M	L		M	H
CO4	L	M	M	L	M	H	H		M	M
CO5	M	H	M	M	H	M	M		H	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6E6			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.		Business Law	Semester:	VI
					Credits:	4

Course Objective

To make the students to understand the fundamentals of Commercial Laws.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember rules and regulations relating to the commerce.	K1
CO2	To understand the fundamentals of commercial law.	K2
CO3	To apply the knowledge and skills in the elective area of the business law.	K3
CO4	To evaluate the principles and legal techniques to resolve practical problems legally.	K4
CO5	To Familiarize the concept of Agency	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	H	M	M	M	M		M	H
CO2	H	M	H	M	M	M	M		H	H
CO3	H	H	H	H	H	H	H		H	H
CO4	H	M	H	M	M	M	M		M	H
CO5	H	H	H	H	H	H	H		H	H

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6AL			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	-	Tutorial Hrs./Sem.	-	Basics of Brand Management	Semester :	VI
					Credits:	Grade

Course Objective

To learn the importance of brand and its impacts among the customers
To gain knowledge of Brand Rejuvenation and Brand Strategies

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the concepts and process in branding decisions.	K1
CO2	Outline the brand associations and its functions.	K2
CO3	Analyze the impact of branding on buyers, competitors & the relationship with manufacturers	K3
CO4	Examine & monitor the brand performance over the product lifecycle.	K4
CO5	Inculcate knowledge on global branding strategies	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	M	M	M	M	M	M		M	M
CO2	M	M	M	M	M	M	M		M	M
CO3	M	M	M	M	M	M	M		M	M
CO4	M	M	M	M	M	M	M		M	M
CO5	M	M	M	M	M	M	M		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com. IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6VA – Value Added Course			Title	Batch:	2021 - 2024
Lecture Hrs./Week	-	Tutorial Hrs./Sem.	-	Basic Skills on Procurement	Semester:	VI
					Credits:	Grade

Course Objective

To make students more talented on the concepts of procuring mechanism
To instill the students on the procedure to be used in procurement

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To study the basic concepts, ideas, methods and techniques underlying the procurement practices.	K1
CO2	To defend the idea for collective bargaining in accordance with generally accepted commercial market.	K2
CO3	To apply skills in critical-thinking and problem-solving on raising the appropriate purchase order	K3
CO4	To analyze conceptual knowledge of the procurement in business transactions.	K4
CO5	To design the exact procurement model that will sustain business	K6

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	M	H	M	H	H		H	H
CO2	H	M	L	H	L	M	M		M	M
CO3	L	M	M	M	M	L	H		L	M
CO4	M	H	L	L	H	H	H		H	H
CO5	H	L	H	H	H	H	M		M	M

H-High; M-Medium; L-Low

Programme Code:	B.Com, IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6S1			Title	Batch:	2021 - 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Intellectual Property Rights	Semester:	VI
					Credits:	2

Course Objective

It aims to provide basic knowledge about intellectual property rights followed in our country

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember differentiating different types of intellectual property and their roles in contributing to organization	K1
CO2	To understand the framework of strategic management of intellectual property.	K2
CO3	To execute derive value from intellectual property and leverage its value in new product.	K3
CO4	To evaluate the legal management of intellectual property and understanding of real life practice.	K4
CO5	To criticize the trademarks of intellectual property and how to design in to practically	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	M	H	L	H	H	M	L		H	M
CO2	H	H	H	H	H	H	H		H	L
CO3	L	M	M	M	H	M	H		H	M
CO4	M	L	M	L	H	L	M		H	M
CO5	H	M	H	M	M	H	H		H	L

H-High; M-Medium; L-Low

Programme Code:	B.Com IB – International Business			Programme Title:	Bachelor of Commerce with International Business	
Course Code:	21UIB6S2			Title:	Batch:	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Garment Merchandising	Credits:	2

Course Objective

To equip the students with language skills required for conducting international business. To make aware the various dynamics in corporate cultures and business etiquette.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the fundamentals of merchandising in garment industry.	K1
CO2	To understand production methods appropriate to product quality and cost.	K2
CO3	To implement the standardization concept and quality in apparel industry.	K3
CO4	To review the elements of visual merchandizing.	K4
CO5	To justify the role of garment merchandising in international trade.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO1	H	M	L	M	L	M	H		H	M
CO2	M	H	M	M	H	M	M		M	L
CO3	M	H	H	M	M	M	H		M	H
CO4	L	M	H	L	M	L	M		M	M
CO5	H	L	H	H	H	M	M		H	L


HoD

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