

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
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Principles of Accounting	Semester:	I
					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

PRINCIPLES OF ACCOUNTING - 23UIB101		
Units	Content	Hrs
I	Meaning of Book-Keeping – Definition of Accounting - Accounting cycle – Objectives of Accounting – Functions of Accounting – Advantages of Accounting - Limitations of Accounting – Branches of Accounting – Basic Concepts and Conventions of Accounting.	12
II	Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Bills Receivable Book – Bills Payable Book	15
III	Ledger- Division of ledger - Rules regarding posting - Trial Balance – Meaning – Methods - Preparation of Trial Balance – Petty Cash Book.	15
IV	Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)	23
V	Depreciation – Meaning – Definition – Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Installment Method – Diminishing Balance Method - Annuity Method.	20
	Tutorial Hrs	5
	Total Contact Hrs	90

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	T.S. Reddy & Murthy	Financial Accounting	Margham Publications	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	V.K.Gupta R.L.Gupta	Financial Accounting	Sultan Chand and sons	2016
2	N.Vinayagan, K.L.Mani and K.L.Natarajan	Principles of Accountancy	S.Chand & Co	2010
3	R L Gupta and Radhaswamy	Advanced Accounting	Sultan Chand and sons	2014

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. R. Gayathri	Ms. S. Pratheepa	Dr. N. Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

INTERNATIONAL MARKETING - 23UIB102		
Units	Content	Hrs
I	Marketing Management: Concept. Marketing Mix; Definition, Importance & Factors Determining Marketing Mix. Meaning &, Nature of Product, Concept of Product Mix. Product Planning and New Product Development. Product Life Cycle. Product Packaging: Definition, Functions And Requisites Of Good Packaging , Branding & Labeling.	17
II	Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies & Strategies. Types of Pricing Decisions - Methods of Pricing.	19
III	Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels . Logistics: Meaning, Importance, Objectives, Marketing Logistics Task.	19
IV	Introduction to Export Marketing: Meaning and features of Export Marketing- Importance of Exports for a Nation and a Firm – Difference between Domestic Marketing and Export Marketing – Motivations for Export	20
V	International Marketing: Meaning, <i>Trade Barriers</i> – Tariffs and Non-Tariffs – Features of International Marketing - WTO – Objectives – Functions of WTO – Implications of WTO Agreements.	15
	Total Contact Hrs	90

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.S.N Pillai & Bagavathi	Marketing Management	Sultan Chand	2020
2	S. Yuvaraj	International Marketing	Vrinda Publications Pvt. Ltd. Delhi.	2009

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.B Gupta & Rajan Nair	Marketing Management	Sultan Chand	2011
2	Jayasankar. K	Marketing	Margaham	2016
3	Philip Kolter	Principles of Marketing	Pearson Education	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Ms. S. Pratheepa	Ms. S. Pratheepa	Dr. N. Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

BUSINESS ORGANIZATION AND MANAGEMENT - 23UIB1A1

Units	Content	Hrs
I	Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	18
II	Planning: Nature – Importance – Forms – Types – <i>Steps in Planning</i> – Objectives– Policies – Procedures and Methods – Natures and Types of Policies – Decision making – Process of Decision-making – Types of Decision- Factors Affecting Decision Making.	20
III	Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalization – <i>Formal and Informal Organization.</i>	20
IV	Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility– Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.	20
V	Co-ordination – Need, Type and Techniques and Requisites for excellent Coordination – Controlling – Meaning and Importance – Control Process.	12
	Total Contact Hrs	90

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. S.C. Saksena	Principles of Business Management	Sahitya Bhawan Publications	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Koontz and O'Donald	Principles of Management	12 th Edition	2019
2	Dinkar - Pagare	Business Management	Sultan Chand & Sons	2018
3	R N Gupta	Principles of Management	S.Chand (G/L) & Company Ltd	2010
4	Gupta C.B	Business Management	Sultan Chand & Sons	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mrs.P.Sudha	Ms. S. Pratheepa	Dr. N. Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

PRINCIPLES OF MANAGEMENT- 23UIB1A2		
Unit	Content	Hours
I	Management -Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Henry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.	18
II	Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.	16
III	Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart - Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and staff	18
IV	Motivation – Need – Determinants of behaviour – Maslow’s Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception	19
V	Communication in Management – Co-Ordination – Need and Techniques – Control – Nature-process of Control – Techniques of Control.	19
	Total Hours	90

*** Italic denotes self-study topic

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

REFERENCE BOOK

1. Principles of Management - Koontz and O'Donald
2. Business Management - Dinkar - Pagare
3. The Principles of Management - Rustom S. Davan
4. Business Organization and Management - Y. K. Bhushan
5. Business Management - Chatterjee

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mrs.P.Sudha	Ms. S. Pratheepa	Dr. N.Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	COST ACCOUNTING - 23UIB203	
Units	Content	Hrs
I	Cost Accounting - Objectives – Advantages and Disadvantages -Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet.	15
II	Materials: Meaning - Direct and Indirect – Objectives of Material control – Organization of Material control – Inventory control, Economic ordering quantity, ABC analysis - Purchase Procedure - Issue of Materials - Pricing of Issues (LIFO, FIFO.)	18
III	Labour: Meaning – Types – labour turnover - Methods of Wage Payment -Time Rate – Piece rate- Straight, Differential piece rate)-Taylor differential piece rate- Merrick Multiple piece rate; Bonus Plans-Halsey Plan-Rowan Plan.	16
IV	Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads – Primary distribution summary- Secondary distribution summary: Repeated distribution method – Step ladder method –Trial and error method - Calculation of Machine Hour Rate	20
V	Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km	16
	Tutorial Hrs	5
	Total Contact Hrs	90

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain and Narang	Advanced Cost Accounting	Kalyani Publication	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2015
2	Mamta Shah	Management Accounting for Decision Making	Ane Books	2009
3	Gupta Shashi K., Sharma R.K., Gupta Neeti	Management Accounting- Principles and Practice	Kalyani	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. R.Gayathri	Ms. S. Pratheepa	Dr. N. Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

GOODS AND SERVICE TAX - 23UIB204		
Units	Content	Hrs
I	Indirect Taxes- Meaning and Nature- Special features of Indirect Taxes - Types -Objectives- Direct Taxes Vs. Indirect Taxes -Contribution to Government Revenues- Taxation under the Constitution - Advantages and Disadvantages of Indirect Taxes.	15
II	Introduction and Scope of Customs Law in India-The Customs Act 1962- Types-Levy and Collection from Customs duty- <i>Exemption from Customs duty</i> - Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost , Destroyed or Abandoned Goods- Customs Duty Draw Back.	15
III	Goods and Service Tax-Introduction-Meaning-Need for GST-Features of GST- Advantages and Disadvantages of GST- Structure of GST in India - Dual Concepts-SGST-CGST-IGST-UTGST- Types of rates under GST- Taxes subsumed under State Goods and Services Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.	17
IV	Levy and Collection under SGST/CGST Act- Meaning of Important Term: Goods, Services, Supplier, Business, Manufacture, Casual Taxable person, Aggregate Turnover. Input Tax and Output Tax. Concept of Supply - Composite and Mixed Supplies- Composition Levy- Time of Supply of Goods and Services- Value of Taxable Supply- . Input Tax Credit- Eligibility and Conditions for taking Input Credit- <i>Registration procedure under GST</i> - Filing of Returns	13
V	Levy and Collection under the Integrated Goods and Service Tax - Meaning of Important Terms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services , Output Tax. Levy and Collection of Tax-Determination of Nature of supply- Inter-State Supply and Intra-State Supply- Place of Supply of Goods or Services- Zero-Rated Supply.	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Datey, V.S.	Indirect Taxes	Mumbai, Taxmann Publications Private Limited	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balachandran, V.	Indirect Taxation	Sultan Chand and Sons	2017
2	RadhaKrishnan, R	Indirect Taxation	Kalyani Publishers	2017
3	Sethurajan	Indirect Taxation including Wealth Tax	Speed Publications	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. R. Gayathri	Ms. S. Pratheepa	Dr. N. Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

GLOBAL BUSINESS ENVIRONMENT - 23UIB2A1		
Units	Content	Hrs
I	Introduction to Global Business Environment – Meaning – Nature – Concept – Scope of Global Business – Modes of Entry into International Business – Internationalization Process - Globalization – Concepts – Levels – Causes – Issues and Concerns.	16
II	International Business Environment – STEPIN factors – Social & Cultural – Technology – Economic – Political & Legal – Natural factors – Framework for analyzing International Business Environment.	15
III	Balance of Payment Account: Concepts and Significance of Balance of Payment account – Current and Capital account components – Accounting system – Balance of Payment deficits and correction policies.	16
IV	International Economic institution and agreements – WTO, WTO and Developing countries – IMF – World Bank (IBRD) – UNCTAD – <i>International commodity trading and agreement</i>	15
V	Regional Integration – European Union – <i>NAFTA – SAFTA – LAFTA – SAARC – ASEAN – BRICS</i> - Recent Trends.	13
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	K. Aswathappa	Essentials of Business Environment	Himalaya Publishing House	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shaika Saleem	Business Environment	Pearson Education\Fourth Edition	2020
2	Dr. V. Sinha	Business Environment	SPBD Publishing House	2020
3	Francis Cherunilam	Business Environment	Himalaya Publishing House	2019

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvanesh Kumar	Ms. S. Pratheepa	Dr. N. Bhuvanesh Kumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

ENTREPRENEURSHIP DEVELOPMENT- 23UIB 2S2		
Units	Content	Hrs
I	Entrepreneurship – Definition – Characteristics - Reasons for Growth of Entrepreneurship in a Country - Functions of An Entrepreneur - Types of Entrepreneurs - Entrepreneurship Success and Failure (with reference to India and the World) -..	6
II	New Business Idea - Meaning and Applicability - Sources of Business Idea - Business Idea Evaluation – Preference of Location - - Business Plan - Uses - Kinds - Process of Writing A Business Plan - New Product Development and Business Incubation.	6
III	Starting up of a Business – Project Identification and formulation – Assessment of feasibility – Legal considerations – Basic Start up Problems	6
IV	Financing of Business -Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical Aspects Only).	6
V	Self Help Group - Opportunities In Various Sectors – Problems and Prospects. Skill Development Activities	6
	Total Contact Hrs	30

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book**23UIB 2S1**

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanka, S.S.	Entrepreneurial Development	1st edition, S.chand publishing.	2006

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta C.B and Gupta S.P	Entrepreneurial Development	1st edition, , S.chand and sons.	2013
2	B.L.Gupta and Anil Kumar	Entrepreneurial Development	Revised Edition, Mahayana, New Delhi.	2009

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Ms. S. Pratheepa	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

HUMAN RESOURCE DEVELOPMENT - 22UIB305		
Units	Content	Hrs
I	HRM: Meaning – Definition- HRD in HRM – HRD Meaning - Need - Concept - System - Approaches to HRD - Human Development and HRD - HRD at Macro and Micro Climate.	15
II	Human Resource Development System: HRD Mechanisms – Influences of <i>Employee Behaviour</i> – Model of Employee Behavior – External and Internal Factors Influencing Employee Behaviour.	14
III	Developing Human Capacity: Aptitude - Knowledge - Values - Skills of Human Relations - Responsiveness - Loyalty and Commitment - Transparency - Leadership Development. Evaluating HRD: Human Resource Accounting - HR Audit and Benchmarking - Impact Assessment of HRD initiatives on the bottom-line of an organization.	17
IV	Training and Development: Meaning and Scope of training - education and development; Training need analysis - Types of training Internal and external - Outbound Training - Attitudinal training - <i>Principles Involved in Selection of Training Method</i> – Techniques of Training Different Levels - Training Effectiveness.	17
V	Career Planning and Succession Planning: Recent Trends in HRD: Training for trainers and HRD professionals - Promoting Research in HRD.	12
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gibba.S	Human Resource Development: Foundations, Process, Context	3rdEdition,Palgrave Macmillan	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Haldar, U.K	Human Resource Development	Oxford University Press India,	2009
2	Mankin, D	Human Resource Development	Oxford University Press USA	2009
3	McGuire, D. and Jorgensen, K	Human Resource Development	Sage South Asia	2011

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. R. Gayathri	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

BANKING LAW & FOREIGN EXCHANGE - 22UIB306		
Units	Content	Hrs
I	Definition of banker and customer- general relationship- Special relationship- Evolution of commercial banks – functions of modern commercial banks – branch banking – CRM in banking – <i>Multinational banking</i> – customer service.	15
II	Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits - special type of customers- Minor- Lunatic-drunkards- joint account- partnership account- Public limited company- Closure of accounts.	18
III	Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials. Promissory note- essentials- Cheques- Essentials - <i>Endorsement</i> - Crossing of Cheques - Marking of Cheques.	12
IV	Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading - <i>Money market</i> -funding of Vostro, Nostro and Loroaccount- swap deals.	15
V	Exchange management by banks- Dealing position- exchange position- cash position. Accounting and reporting- Foreign exchange risk management - Measuring of Value At Risk (VAR). .	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon and Natarajan	Banking theory law and practice	Himalaya Publishing House	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C. Jeevanandham	Foreign exchange and risk management	Sultan Chand	2011
2	P.N Varshney	Banking Law and Practice	Sultan Chand	2020
3	C. Jeevanandham	Finance of Foreign Trade & Procedure	Premier	1994

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mrs. P. Sudha	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

COMPUTING SKILLS FOR INTERNATIONAL BUSINESS - 22UIB307		
Units	Content	Hrs
I	Microsoft Word: Changing Font and Text Size, Borders and Shadings, Text box, Formatting, Creating Tables, Mail Merge - Creating the Main Document– Creating data source, Adding fields, removing fields – Merging Documents - Macros – Inserting Headers and Footer – Recording macros.	18
II	Microsoft Excel : Selecting Cells, Entering and Editing Text, Entering Numbers and Formulas – Alignments – Menus, Commands, Toolbars and their Icons-Spreadsheet Overview – Creating Worksheet – Creating Charts – Creating Form Templates – Sharing Data Between Applications	18
III	Microsoft PowerPoint: Adding Visual Elements –Charts and Tables – Drawing – Clipart – Sounds – Animation – Apply Time Transitions to Slides - Working with PowerPoint: Slide Sorter – Date and Time – Symbol – Slide Layout – Font – Slide Colour Schema – Macros – Custom Animation.	18
IV	Microsoft Access: Database Overview- Creating Database – Creating database through Table Wizard – Modifying Table - Creating a Table – Rename Columns – Saving the Database – Relationships - Forms.	20
V	Filtering and Querying Tables – Crating Reports and Mailing Labels – Sharing Information between Applications.	16
	Total Contact Hrs	90

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments
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Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bittu Kumar	Mastering MS Office	V&S Publishers	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SatishJain / M.Geeta /Kratika	MS-Office 2010 Training Guide	BPB Publications	2017
2	Lokesh Lalwani	Excel 2019 All-in-One	BPB Publications	2019
3	Ken Bluttman	Excel Formulas & Functions	For Dummies	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	BUSINESS STATISTICS - 22UIB3A3	
Units	Content	Hrs
I	Introduction – definition of statistics – statistics as numerical method – functions of statistics – scope of statistics – limitations of statistics - Methods of collecting data – difference between primary and secondary data	13
II	Classification and tabulation of statistical data – characteristics of a good classification – types of classification - tabulation – components of a good table -difference between Classification and tabulation - Diagrammatic and graphical representation of data.	18
III	Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness. (Basic Simple Problems only)	18
IV	Correlation - Karl Pearson Coefficient of Correlation - Spearman Rank Correlation - Regression Lines and Coefficients. (Basic Simple Problems only)	18
V	Time Series – Utility of Time Series Analysis - Component of time series – Measurement of trend – Measurement of <i>Seasonal Variation</i> . (Basic Simple Problems only)	18
	Tutorial Hrs	5
	Total Contact Hrs	90

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.C Gupta	Business Statistics	Himalaya Publishing House	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.P. Gupta	Statistical Methods	Sultan Chand	2012
2	S. P. Rajagopalan	Business Statistics	Tata Mc Graw – Hill Education Pvt.Ltd	2010
3	Hira and Gupta, S. Chand	Operations Research	S.CHAND PUBLISHER	2010

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvanesh Kumar	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

INTRODUCTION TO INTERNATIONAL BUSINESS - 22UIB3N1		
Units	Content	Hrs
I	Introduction To International Business: Evolution of international business, <u>nature of international business</u> , need & importance of International Business, <i>stages of internationalization</i> .	3
II	Modes Of Entering International Business: International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Joint ventures- <u>Mergers and Acquisitions</u> .	4
III	Globalization: Meaning- Definition and Features-Globalization, -Advantages and Disadvantages, <u>GATT and WTO</u> .	2
IV	MNCs And International Business: Definition, Distinction among Domestic Companies, <u>International company</u> , MNC, Global Company and TNC, Merits and Demerits, <u>MNCs and India</u> .	3
V	Export Import Documentation: Important Trade Terms in International Trade: Introduction: CIF, F.O.B, F.O.B Contract with additional services, F.O.B Contract FAS, EX SHIP & <u>Arrival Contracts</u> .	3
	Total Contact Hrs	15

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SumatiVarma	International Business	Pearson	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Charles Hill	International Business	Text & Cases, Tata McGraw Hill	2011
2	Warren J. Keegan.	Global Marketing Management	Prentice Hall of India	2010
3	Daniel and Radebaugh	International Business	Pearson Education	2010

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mrs. P. Sudha	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

TOURISM MARKETING - 22UIB3N2		
Units	Content	Hrs
I	Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.	3
II	Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. <u>Market segmentation and positioning (STP)</u>	3
III	Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. Product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.	3
IV	Planning marketing programs: Product and product strategies; Product line, Product mix Branding and packaging. <u>Pricing considerations.</u> Approaches and strategies. Distribution channels and strategies.	3
V	Tourism Marketing: Service characteristics of tourism, Unique features of tourist demand and tourist product, Tourism Marketing Mix. Marketing of Tourism, Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services – Challenges and Strategies	3
	Total Contact Hrs	15

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kotler, Philip	Marketing For Hospitality & Tourism Marketing	Pearson Education	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kotler, Philip	Marketing For Hospitality & Tourism Marketing	Pearson Education	2017
2	<u>Dr. S.M. Jha</u>	Tourism marketing	Himalaya Publishing House	2013
3	<u>Prasanna Kumar</u>	Marketing For Hospitality & Tourism Marketing	McGraw Hill Education	2017

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Ms. S. Pratheepa	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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 globaleconomy	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

ECONOMIC ANALYSIS - 22UIB408		
Units	Content	Hrs
I	Scope of Methodology: Definition of Economics – Nature and Scope of Economics – Utility analysis – Law of diminishing utility – Law of Equilibrium...Marginal utility – Indifference curve – Approaches of Economic Analysis – Methodology of Economics maximization and other objectives – Marshall's utility Analysis – Law of Diminishing Marginal Utility – Social Responsibilities .	15
II	Theory of Consumer Behaviour: Demand Analysis – Demand Schedule –Law of Demand – Demand Curves – Elasticity of Demand – Consumer's surplus – Analysis Schedule .	15
III	Production – Factors of Production – Law of diminishing Returns – Law of variable proportions – Returns to scale – scale of production – Law of supply – Cost and Revenue– concepts and Curves – THEORY OF PRODUCTION : Production Function – <i>Factors of Production</i> – Enterprise as a Factor .	15
IV	Product Pricing : Market Definition – Types – Equilibrium under perfect competition of Firm and Industry – Pricing – Pricing under perfect competition, Monopoly – Price Discrimination – Pricing under Monopolistic competition – Pricing under Oligopoly .	15
V	Factor Pricing – Marginal Productivity theory – Theories of wages, rent, interest and profit.	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D M Mithani	International Economics	Himalaya	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	H.S Agarwal	Economics analysis	ANE Books	2009
2	M. L. Jhingan.	Macroeconomic Theory	Vrinda Publications (P), Limited	2003
3	Alfred W. Stonier, Douglas C. Hagu	Economics Theory	Pearson	2003

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Ms. S. Pratheepa Course Teacher	Ms. S. Pratheepa Module Coordinator	Dr. N. Bhuvaneshkumar Head of the Department	Mr. K. Srinivasan CDC Coordinator	Dr. R. ManickaChezian Controller of Examinations

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

LOGISTICS MANAGEMENT - 22UIB409		
Units	Content	Hrs
I	Logistics- Definition - History and Evolution- Objectives-Functions -Elements- activities importance- The work of logistics -Logistics interface with marketing- Emerging concept in logistics	15
II	Order processing and Inventory – Concept – Functions – Elements of order processing – Significance of Order Processing. Introduction to inventory- Concepts – Types – Functions - Elements of Inventory Cost.	15
III	Warehouse Management -Meaning– concept-design and layout – Functions - <i>Warehouse benefits</i> – Service benefits of warehouse – Warehouse design- Types of warehouse – Private warehouse and Public ware house – Functions of Public warehouse – Documents used in public Warehouse	15
IV	Packaging and Transportation – Protective packaging – Concepts – <i>logistical functions</i> – Forms of Protective packaging – Protective packaging problems. Transportation – Position of Transportation in logistics – Elements of Transportation Cost – Selection of Modes of Transportation – Multimodal Transportation – Principles for good routing and scheduling.	15
V	Customer Service- Elements of Customer service-Dimensions of Customer services – Various measures ensuring availability of stock- Measuring service quality-Value added service Vs basic customer service capability.	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.K. Agrawal	Logistics and Supplychain management	Macmillan Publishers India Limited	2003

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. L. Natarajan	Logistics and Supply chain Management	Margham Publication	2019
2	Bowersox& David J.	Logistical Management,	Tata McGraw Hill Publishing Co. Ltd,	2004
3	KrishnaveniMuthi ah	Logistics Management & World Sea borne Trade	Himalaya Publishing House,	1999

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

CASE ANALYSIS -22UIB410		
Unit	Content	Hours
I	Case Study – meaning – purpose – preparation required for cases – SWOT, SWOT Method – types of cases – role of cases in the current business scenario	12
II	Case Studies in the field of business – concept of business according to laymen view – practical business and theoretical cases – justifying business Techniques.	15
III	Case studies in field of Marketing – Concepts and theories of Marketing – Cases on International Marketing.	14
IV	Case studies in field of logistics - concept of logistics according to laymen view – practical logistics and theoretical cases – justifying logistics with practicing institutions	15
V	Case studies in field of supply chain - concept of supply chain according to laymen view – practical supply chain and theoretical cases – justifying supply chain with warehousing firms.	13
	Tutorial Hours	6
	Total Contact Hrs	75

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Work Book Review, Power Point Presentations, Experience Discussion

Assessment - Viva Voce - Distribution of marks – CA: 20, CE: 80

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	William Eilet	The Case Study, The Student Handbook Guide	Harward Business Publishing Education – Revised Edition	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Peter F Drucker	Management Cases	Harper Business Publishing, Revised Edition	2008
2	Marc P Cosentino	Case in Point	Wall Street Journal, 11 th Edition	2020
3	Victor Cheno	Case Interview Secrets	Bain and Company, Recent Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

BANKING PRACTICE FOR INTERNATIONAL BUSINESS - 22UIB4A4		
Units	Content	Hrs
I	Introduction to Accounts Filing: Account opening – Savings Account – Current Account – Recurring deposit – Fixed deposit – Term deposit – ATM Application form – Know your customer form.	15
II	Negotiable Forms: Payment – Paying Slip – Cash – Cheque – Demand Draft – Bankers cheque	13
III	Negotiable Forms: Cash Withdrawal Form – Cheque – DD Application Form – Account transfer fund	12
IV	Fund Support: Loan – Housing Loan – Vehicle Loan – Jewel Loan – Agri Loan – Pledge – Mortgage – Forfeiting of Property – Termination of Loan	15
V	Know your Currency: RBI - Types of Currency – Currency Size – Particular in currency – Secrecy terminology – Coins – Shape and Size	15
	Tutorial Hrs	5
	Total Contact Hrs	75

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods:

Test, Seminar, Form filling, Assignments

Assessment Methodology: **CIA:** 20 Marks: Test 20 M; Record 10 M; Observation 10 M
CE: 80 Marks: Record 20 M; Form Test 30 M; Viva Voce 30 M

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. R. Gayathri	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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	1	Tutorial Hrs./Sem.	-	Global Logistics	Semester:	IV
					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

	GLOBAL LOGISTICS - 22UIB4N1	
Units	Content	Hrs
I	Introduction to Business Logistics: Business Logistics: Origin, meaning and definition, Importance of logistics in modern business and foreign trade, Objectives of business logistics , Logistics- Strategy & Planning	3
II	Transportation Management: Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance, Service choices and their characteristics, <i>Transport Service Selection</i> , Vehicle Routing & Scheduling: meaning and importance.	3
III	Inventory Management & Control: Inventory: Meaning, definition, types and role, Appraisal of inventories , Inventory Objectives, Storage & handling decisions, Inventory control.	3
IV	Warehousing & Location Management: Warehouse: Meaning, definition, types and importance. Location/Facility Management: Meaning and importance , <i>Ware house layout</i> .	3
V	Purchasing and Sourcing Management: Introduction, nature and scope, importance of purchasing, purchasing process, trends for improved productivity.	3
	Total Contact Hrs	15

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ronal H. Ballou& SamirSrivastava: Pearson	Business Logistics/Supply Chain Management	Pearson Education	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Coyle,Bardi,Langley	Management of Business Logistics - A supply Chain Perspective	South-Western; 7th edition	2002
2	D.K.Agrawal	Text book ofLogistics and Supply Chain Management	Macmillan	2003
3	Dr.L.Natarajan	Logistics and Supply Chain Management	Margham	2019

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr.R. Gayathri	Ms. S. Pratheepa	Dr. N. Bhuvaneshkumar	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

TOUR OPERATION MANAGEMENT - 22UIB4N2		
Units	Content	Hrs
I	Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telex & Fax, special Handling of business correspondence, Method of Taking Care of Customers.	3
II	Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation ; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Anyother	3
III	International Travel Counter; Services provided by International Counter ; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges	3
IV	Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or bysurface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.	3
V	Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/ Rules regarding the foreign exchange transactions.	3
	Total Contact Hrs	15

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R G Menon	Travel Agency Management	Arise Publishers & Distributors	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	<u>Dr. Apsara Saleth Mary</u>	The Principles of Travel Agency and Tour Operation Management	White Falcon Publishing\First edition	2021
2	<u>A.K Bhatia</u>	The Business of Travel Agency and Tour Operations Management	Sterling Publishers (P) Ltd	2013
3	<u>Barkat A.M.A</u>	Travel and Tourism Management	Prentice Hall India Learning Private Limited	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mrs. P.Sudha Course Teacher	Ms. S. Pratheepa Module Coordinator	Dr. N. Bhuvaneshkumar Head of the Department	Mr. K. Srinivasan CDC Coordinator	Dr. R. ManickaChezian Controller of Examinations

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

WAREHOUSE AUTOMATION -22UIB4S1		
Units	Content	Hrs
I	Overview of the Traditional Warehouse Operations -Warehouse Automation Systems: Over-view, Applications, Costs, Benefits, ROI – Receiving Automation: Pallet Inverter -Palletizers	6
II	Material Flow Automation -Conveyors -Lifts -Automated Guided Vehicles - Monorail	6
III	Picking/Outbound Automation : Pick / Put To Light -A Frame -Automated Order Selection – Pick-N-Go - Outbound Sorters -Automatic Truck Loading	6
IV	Types of warehouse automation – Manual warehouse – Partial Automated Warehouse-Fully Automated Warehouse	6
V	Case study with relevant above units	6
	Total Contact Hrs	30

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, DigitalPresentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gerardus Blokduk	Warehouse automation a complete guide	5 Star cooks-2021	16-december-2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Prof.Dr.Michael ten hompel Dr.Ing Thorsten Schmidt	Warehouse Management	Springer Science and Business Media	2006
2	Balaji R.Kannappan Hari shankar tripathy Vinay Krishna	Warehouse Management with SAP	Rheinwerk Publisher	2016
3	David E Mulcahy Joachim Sydow	A supply chain logistic Programme for Warehouse management	SAP press	2008

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar Course Teacher	Ms. S. Pratheepa Module Coordinator	Dr. N. Bhuvaneshkumar Head of the Department	Mr. K. Srinivasan CDC Coordinator	Dr. R. ManickaChezian Controller of Examinations

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

LOGISTICS MANAGEMENT - 21UIB513		
Units	Content	Hrs
I	Logistics- Definition - History and Evolution- Objectives-Functions -Elements- activities importance- The work of logistics-Logistics interface with marketing- Emerging concept in logistics	12
II	Customer Service- Elements of Customer service-Dimensions of Customer services – Various measures ensuring availability of stock- Measuring service quality- Value added service Vs basic customer service capability.	12
III	Order processing and Inventory – Concept – Functions – Elements of order processing – Significance of Order Processing. Introduction to inventory- Concepts – Types – Functions - Elements of Inventory Cost.	12
IV	Warehouse Management- Storage functionality and principles – concept- Strategic storage – Functions - <i>Warehouse benefits</i> – Service benefits of warehouse – Warehouse design- Types of warehouse – Private warehouse and Public ware house – Functions of Public warehouse – Documents used in public warehouse	12
V	Packaging and Transportation – Protective packaging – Concepts – <i>logistical functions</i> – Forms of Protective packaging – Protective packaging problems. Transportation – Position of Transportation in logistics – Elements of Transportation Cost – Selection of Modes of Transportation – Multimodal Transportation – Principles for good routing and scheduling.	12
	Total Contact Hrs	60

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.K. Agrawal	Logistics and Supply chain management	Macmillan Publishers India Limited	2003

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. L. Natarajan	Logistics and Supply chain Management	Margham Publication	2019
2	Bowersox& David J.	Logistical Management,	Tata McGraw Hill Publishing Co. Ltd,	2004
3	KrishnaveniMuthi ah	Logistics Management & World Sea borne Trade	Himalaya Publishing House,	1999

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M. Prem	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

ORGANISATION BEHAVIOUR - 21UIB514		
Units	Content	Hrs
I	Introduction to Organizational Behaviour: Historical background of OB - Relevance of OB to management functions – Contributing disciplines – Challenges Personality: Determinants – Assessment – Trait Theories – Psychoanalytical social learning – Personality-Job fit. Perception: Process – Distortions – Factors influencing perception.	12
II	Learning: Classical, Operant and Social Cognitive Approaches – Managerial implications. Emotions and Emotional Intelligence Attitudes and Values: Attitude- Behaviour Relationship – Sources of Attitude – <i>Work related Attitudes</i> . Motivation: Early Theories and Contemporary theories - Motivation at work – Designing Motivating Jobs.	12
III	Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development–Factors affecting Group and Team Performance - Group Decision making - Intergroup relations . Interpersonal Communication – <i>Communication Process</i> – Barriers to Communication – Guidelines for Effective Communication.	12
IV	Leadership – Trait, Behavioural and Contingency theories Power and Politics: Sources of Power – Political Behaviour in Organisations – Managing Politics. Conflict and Negotiation: Sources and Types of Conflict – Negotiation Strategies – Negotiation Process	12
V	Work Stress: Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress . Organisational Culture and Climate: Concept – Creating and Sustaining Culture – Types of Organisational Culture.	12
	Total Contact Hrs	60

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Blanchard, K.H., Hersey, P. and Johnson, D.E	Management of Organizational Behavior: Leading Human Resources	PHI Learning, 9th Edition	2008

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanka, S.S	Organisational Behaviour	S. Chand ,4th Edition,	2010
2	Luthans, F	Organizational Behavior	Tata McGraw Hill Education, 12th Edition	2011
3	McShane, S.L., Von Glinow, M.A., and Sharma,	Organizational Behavior	Tata McGraw-Hill Education Pvt. Ltd , 5 th Edition	2011

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. B. Rohini	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

EXPORT IMPORT MANAGEMENT - 21UIB515		
Units	Content	Hrs
I	FUNDAMENTALS OF EXPORT & IMPORT: Role of Import and Export Trade in an Economy - Institutional Framework for Foreign Trade in India - Role of Director General of Foreign Trade and Commerce	12
II	OVERVIEW OF EXPORT AND IMPORT Marketing for Exports - Negotiation and finalization of Export contract - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports - Export Houses / Trading Houses	12
III	DOCUMENTATION FRAMEWORK: Import for industrial use / trading -Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance	12
IV	CREDIT AND PAYMENTS Payment methods in Foreign Trade – Documentary Credit / Letter of Credit–UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.	12
V	CUSTOMS CLEARANCE AND AGENCIES Roles of Service providers in EXIM transactions –Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors.	12
	Total Contact Hrs	60

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Prem Kumar	Emport – Import Management basic of International Trade	khand Publishing House	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Justin Pauland Rajiv Aserkar	Export Import Management	Oxford University Press	2018
2	UshaKiranRai	Export - Import and Logistics Management	Second Edition, PHI Learning,	2016
3	Director General of Foreign Trade	Foreign Trade Policy and Handbook of Procedures	-	2016

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. M. Prem	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

FUNDAMENTALS OF SUPPLY CHAIN -21UIB516		
Units	Content	Hrs
I	SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents – Organization - Reverse Supply chain	10
II	Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM- Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence	13
III	Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces- Types of purchases -Purchasing partnerships- <u>Materials sourcing-Just-in-time purchasing</u>	13
IV	Outsourcing in SCM-Meaning need- <u>outsourcing risks</u> -outsourcing process outsourcing in SCM- New opportunities in SCM outsourcing -Myths of SCM outsourcing.	12
V	Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement -Measuring SCM- Supplier performance measurement-Parameters choosing suppliers.	12
	Total Contact Hrs	60

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sunil Chopra	Supply Chain Management	Pearson Education	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.J. Bowersox, D.J. Closs, O.K. Helferich	Logistical Management	Macmillan Pub Co; Subsequent edition	2012
2	Ronald H. Ballou	Business logistics Management	Prentice Hall College Div; 5th edition	2003
3	Janat <u>Shah</u>	Supply Chain Management	Pearson Education	2016

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B. Madhan Kumar	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	EXIM DOCUMENTATION -I - 21UIB517	
Units	Content	Hrs
I	Registration Forms for Exporter; 1. Permanent Account Number (PAN) 2. Import Export Code (IEC) 3. Registration Cum Membership Certificate (RCMC) 4. Bank Guarantee	20
II	Basic Export Documents; 1.Perform Invoice 2.Commercial Invoice 3.Consular Invoice 4.Customs Invoice	15
III	Basic Export Documents; 1.Packing List 2.Certificate of Insurance 3.Bill of Exchange 4. Shipment Advice	15
IV	Certificate of Origin 1.GSP Certificate 2.GSTP Certificate	10
V	Transportation Documents; 1. Bill of Lading / Mate Receipt 2. Airway Bill 3. Railway Receipt 4. Lorry Receipt Combined Transport Document(CTD)	15
	Tutorial Hrs.	5
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Assessment: Documentation Filing Test –1

Documentation Filing Test – 2

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shiva Chaudhari	Practical Guide on How to Start Export-Import Business	E – Books go Incorporated	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Khushpat S. Jain	Foreign Trade – Theory, Procedures, Practices and Documentation	Himalya publishing house	2017
2	Kenneth D.Weiss	Building an Import/ Export Business	John Wiley & Sons, Inc.	2016
3	Kishan Barai	Export Import Made Very Easy	Kindle Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

INTERNSHIP - 21UIB518		
Unit	Content	Hours
Internship Period	- Students should undergo Internship in any of the industries for the period of 20 working days - Valuation of the training report will be done through joint evaluation by internal and external examiner.	20 Working Days in the fourth Semester holidays
	Compilation of industry interface ground work	-
	Preparation of Internship Report & Viva Voce examination	-
Special Clause	Viva Voce to be kept in the fifth semester	
	Total Contact Hrs	-

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Workbook Review, Power Point Presentation, Assignments, Group Task.

Viva Voce: Distribution of Marks – CA: 20, CE: 80

Please Note: Students Internship Workbook is the base report with which fine tuning is made and Internship Record is created and Viva Voce will be held.

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

INFORMATION SECURITY & EXECUTIVE COMMUNICATION - 21UIB5E1		
Units	Content	Hrs
I	Components of communication system – transmission media- protocol definition-introduction to TCP/IP – wireless network-basics of internet- types of attack- information security goals-information security threats and vulnerability, spoofing identity, tampering with data , repudiation, information disclosure, denial of service, elevation of privilege.	15
II	Authentication-password management-e-commerce security-windows security -network security: network intrusion detection and prevention systems- firewalls-software security-web security: user authentication, authentication- secret and session management, cross site scripting, cross site forgery, SQL injection. Computer forensics- Steganography .	15
III	Business Communication: Meaning – Importance of Effective Business Communication- <u>Modern Communication Methods</u> – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters – Layout	15
IV	Trade Enquiries –Export and Import Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.	15
V	Application Letters – <i>Preparation of Resume</i> - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations .	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Pal Korahill	Essentials of Business Communication	Sultan Chand & Sons	2006

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, & C. C Pattanshetti	Business Communication	R.Chand&Co	2003
2	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2003
3	Rajendra Pal Korahill	Essentials of Business Communication	Sultan Chand & Sons	2006

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B. Madhan Kumar Course Teacher	Mr. M. Prem Module Coordinator	Dr. G. Vignesh Head of the Department	Mr. K. Srinivasan CDC Coordinator	Dr. R. ManickaChezian Controller of Examinations

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

	TRANSPORTATION AND FREIGHT MANAGEMENT - 21UIB5E2	
Units	Content	Hrs
I	Transportation: Definition-Objectives-Principles-role of transportation in logistics transport functionality & Principles - Mode Of Transport: surface (Rail, Road, Pipeline Ocean Air, Pipeline-their characteristics and their cost structure - <u>participants in Transportation Decisions.</u>	14
II	Intermodal Transport-: Definition-rationale-types-limitations-The carrier selection decision-determinants of carrier selection-legal classification of carriers-Role of couriers as carriers. -Containerization-piggyback ownership of transport- <u>own account transport and third party transport-choice of ownership factors to be considered.</u>	14
III	Surface Transportation: Introduction to Surface Transportation - Trucking/Highway Regulations– Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks -Heavy load haulage multi axle age multi truck - <u>Service Options for Truck Transport</u> - Shipping Dangerous Goods by Truck - LTL/FTL Shipments - <u>Trucking Rates and Tariffs A Checklist of Trucking Considerations</u>	14
IV	Air Transportation: Introduction - Documents - The Air Waybill (AWB) - Moving Goods by Air - Export Packaging- Air Cargo Handling, Delivery - The Role of IATA - Shipping Dangerous Goods by Air - <u>Glossary of Airfreight Terminology.</u>	17
V	Ocean Transportation: Freight rates-principles-contracts of freight-meaning- Sea freight Rates-types. Conference liner Tariffs-basic principles to determine liner freight rates-Liner Freight rebate system-operations-factors to be considered-determinants of freight rates-Freight rate indices-Tramp Freights-Tramp Trade-Tramp Market and Freight Rates-Time for Payment- <u>Types of Freight-Ship owners 'Lien for freight.</u>	16
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	David J. Bloomberg, Stephen LeMay	Logistics	Prentice-Hall of India Pvt Ltd	2003

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Donald J. Bowersox & David J. Closs	Logistical Management	Tata McGraw Hill Publishing Co. Ltd	2004
2	Donald Waters	Logistical Management,	Palgrave Macmillan,	2004
3	Sarika Kulkarni	Supply Chain Management	Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd.	2004

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
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Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

PERSONALITY BUILDING - 21UIB5S1		
Unit	Content	Hours
I	Communication Skills- importance of communication- development of communication - Communication in an organization	9
II	Public Speaking- Developing public speaking skills- Factors influencing in public speaking Do's and don'ts in public speaking.	10
III	Body Language- Importance- Gestures- facial expressions- hand shaking- Do's and Don'ts	8
IV	Group Discussion- Importance- Types- Role playing – points to be considered in group discussion	8
V	Business etiquette-objectives-table manners-Time Management- Barriers to time management- points to be considered to maintain time management	10
	Total Contact Hrs	45

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.C. Sharma & Krishna Mohan	Business Correspondence & Report Writing	Third Edition, Tata Mc Graw Hill Publication	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jacqueline A.Rankin	Body Language	First Publication, Master Mind Books Publication	2006
2	Mary Mitchell John	Etiquette	Third Edition \Dk Publication	2004
3	Dr Rituporna Raj	Personality Development	Pauline Publications	2011

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B. Madhan Kumar	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

GARMENT COSTING - 21UIB5S2		
Units	Content	Hrs
Unit I	Introduction to Cost Accounting : Responsibility accounting; uses of cost accounting, elements of cost, Direct material, Direct labour, factory overhead; cost of goods manufactured statements, cost behavior	5
Unit II	Patterns in the apparel industry-fixed variable, semi variable job order for process costing; Accounting for factory overhead: <i>Capacity level concepts</i> , production and service departments direct and indirect costs over and under applied overhead.	10
Unit III	Breakeven analysis: Contribution margin, Variable, cost ratio, marginal income.; sales mix by garment style, effect of volume change, price/column analysis .	10
Unit IV	Apparel Marketing cost Analysis: Marketing cost accounting, marketing cost standards, variance analysis for marketing cost, effective variance, price variance; Determining Pricing of apparel products: <i>Price elasticity of demand and supply</i> , sample costing- marginal revenue and marginal cost , cost plus pricing methods; Full cost pricing, conversion cost pricing differential cost pricing .variable cost pricing, direct cost pricing derivation of cost of apparel products-wovenknits	12
Unit V	The budgeting process: Budgeting principles for the apparel industry , fixed vs. variable budget ,master budget, laminations of budgets any justification effort	8
	Total Contact Hrs	45

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Krishnakumar	Apparel Costing, A functional Approach	Abishek Publications	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.P.Jain and KL. Narang	Cost Accounting	Kalyani Publishers	2005
2	R.S.N. Pillai and V. Bagavathi	Cost Accounting	S. Chand and Company	2004
3	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. B.Rohini	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	INTERNATIONAL SALES PROMOTION & BRANDING - 21UIB619	
Units	Content	Hrs
I	Introduction to sales promotion: Sales promotion – principles – types- consumer and trade promotions – objectives of SP – Types of SP – sales promotion strategies and practices – cross promotions – surrogate selling – measuring the effectiveness of sales promotions	12
II	Branding concepts: Brand concepts – Brand equity – Brand value – Brand loyalty – brand building strategies – brand building on the Web – online vs. off line brand building – global branding strategies.	13
III	Introduction to advertising: Meaning and definition of Advertisement – classifications of advertisements – <i>Types of advertisements</i> – Advertising vs. marketing mix – Difference between advertising and other promotional measures – social& Economical aspects of advertising – Ethics in advertisements.	17
IV	Advertising and communication: Marketing communications – <i>role of communications in marketing</i> – integrated marketing communications – advertising budget – designing ad message – advertising objectives – DAGMAR approach – media planning and strategy – media evaluation.	18
V	Advertising agency: Advertising agency – Ad agencies in India – its role – relationship between client and agency – constructions of effective advertisements – types of media – media for advertising – campaign planning - creativity in advertising.	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Keller	Strategic Brand Management	Pearson Education	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	George Belch & Michael Belch	Advertising & Sales Promotion	Tata McGraw Hill	2009
2	Kazmi & Batra	Advertising & sales promotion	Excel Books	2009
3	Jack Z Sissors	Advertising	McGraw Hill	2010

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. B.Rohini	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	INTERNATIONAL FINANCE - 21UIB620	
Units	Content	Hrs
I	Terms of Payment - Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis , <i>Import Trust Receipt</i> ; Deferred Payment Imports.	15
II	Sources of Finance - Short-term sources and Medium and long term sources of Finance (Factoring, Forfeiting , External Commercial Borrowing).	15
III	Pre-shipment Finance (Packing Credit) – Different types of Pre shipment Finance- Requirement for getting Pre-shipment Finance - <i>Procedures for Pre-shipment finance</i> - Scheme for Sub-suppliers, Scheme for deemed exports , PCFC.	15
IV	Post-shipment Finance in Indian Rupees - By a) Purchase of Export Bills b) Goods sent on consignment c) Indrawn balance d) Retention Money e) Claims of duty drawback, f) <i>Negotiation of Export Documents drawn under</i> L/C. g) Post shipment credit in Foreign Currency.	15
V	Import Finance- a) Sellers credit b) Trust receipt finance by commercial bank c) Bankers acceptance d) Discounting of trade drafts e) Buyers credit-short term loans from foreign banks - EXIM Bank	15
	Total Contact Hrs	75

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajiv Srivastava	International finance	Oxford University Press, India	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Steve Suranovic,	International Finance: Theory and Policy	Saylor Foundation	2017
2	Thummuluri Siddaiah	International Financial Management	Pearson Education India	2015
3	Daniel R. Kane	Principles of International Finance	Taylor & Francis	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

EXIM DOCUMENTATION – II - 21UIB621		
Units	Content	Hrs
I	Regulatory Documents; 1. Exchange Control Declaration Form – GR Form 2. PP Form 3. SOFTEX Form	15
II	Regulatory Documents (Online Submission) 1.SDF Form	5
III	Shipping Bill – (Sea/Air) 1. For export of goods Ex. Bond 2. For export duty free goods 3. For export of dutiable goods 4. For export of goods under claim of drawback 5. For export of goods under claim of DEPB	25
IV	Shipping Bill – (Land) 1. For export of goods Ex. Bond 2. For export duty free goods 3. For export of dutiable goods 4. For export of goods under claim of drawback For export of goods under claim of DEPB	15
V	Bill of Entry- Import Document 1. Bill of Entry for Home Consumption 2. Bill of Entry for Warehouse 3. Bill of Entry for Ex. Bond Clearance for Home Consumption EDI declaration Form for Import	15
	Tutorial Hrs	5
	Total Contact Hrs	75

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Assessment: Documentation Filing Test –1

Documentation Filing Test – 2

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shiva Chaudhari	Practical Guide on How to Start Export-Import Business	E Books go Incorporated	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Khushpat S. Jain	Foreign Trade – Theory, Procedures, Practices and Documentation	Himalya publishing house	2017
2	Kenneth D. Weiss	Building an Import/ Export Business	John Wiley & Sons, Inc.	2016
3	Kishan Barai	Export Import Made Very Easy:	Kindle Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

COMPREHENSIVE SUBJECT VIVA - 21UIB622		
Units	Content	Tut Hrs
Topics for Study (Core)	Internationalization process –Balance of Payments-Regional Integration. Human Resource development system-Developing Human Capacity and Leadership- Training and Development. Commercial Banks- Multinational Banking –CRM in Banking. Forex markets-Exchange Management by Bank Export Import policy and procedure –Incoterms- Basic Documents needed for Exports-Methods of Payment. Emerging concept in logistics management – Order processing –Inventory- Material Handling- Packaging- transportation. Supply Chain Management Activities- Supply chain integration-Outsourcing in SCM.	5
	Total Tutorial Hrs	05

Viva Voce 50 Marks (CE)

Assessment Methods:

Review, Group Task

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	AIR CARGO MANAGEMENT - 21UIB6E2	
Units	Content	Hrs
I	Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers – ULD - International Air Routes - Airports - codes – Consortium – <i>Hub & Spoke</i> – Process Flow	18
II	Introduction to Air Transport System – Functions – Customers –Standardization – Management – Airside - Terminal Area - Landside Operations – Civil Aviation Safety and Security – ICAO security manual - Training and awareness – Rescue and firefighting - Issues and challenges - Industry regulations - Future of the Industry.	20
III	Air Freight Exports and Imports: definition Sales & Marketing – Understanding Marketing, Environment, <i>Marketing Research</i> , Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control , Consignee controlled cargo .	20
IV	Advices – Booking - SLI – Labeling – Volume / Weight Ratio – Shipment Planning - TACT – Air Cargo Rates and Charges. - Cargo operations- Customs clearance	15
V	Air Freight Forwarding: Special Cargoes - Consolidation - Documentation – Air Way Bill (AWB) – Communication – Handling COD shipments – POD – Conditions of contract - Dangerous (DGR) or Hazardous goods	17
	Total Contact Hrs	90

***Concepts underlined and italicized are self-study

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	J. G. Wensveen	Air Transportation: A Management Perspective.	Ashgate Publishing, Ltd	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.S. Senguttuvan	Fundamentals of Air Transport Management	Excel Books	2012
2	Bijan Vasigh, Thomas Tacker, and Ken Fleming	Introduction to Air Transport Economics	Ashgate	2013

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. B. Rohini	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

SHIPPING AND OCEAN FREIGHT MANAGEMENT - 21UIB6E5		
Unit	Content	Hours
I	Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - superstructure - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo. (Packaging, utility or value). Trimming - Cleansing -Unitized cargo	18
II	Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services – Seaports – Vessel Operations – pilotage - Stevedoring - Dock Labour Boards - charges –Automated Container Handling - security at ports and harbours. Role of security agencies - lighterage services.	19
III	Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow -Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service	17
IV	Operations - Volume / Weight calculations - <i>Shipment Planning basics</i> – Preparing & loading containers– Types of container services - FCL - Consolidation –LCL - Advanced Scientific shipment planning – Container de-stuffing	18
V	Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD) - Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation - <i>Conditions of Contract</i> – Managing Key Accounts – Trade Lane Development – Consortium.	19
	Total Contact Hrs	90

***Concepts underlined and italicized are self-study

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael Robarts, Branch	Elements of Shipping	Ninth Edition, Routledge	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Peter Brodie	Commercial Shipping Handbook	Third Edition, Informa Law from Routledge	2014
2	-	Review of Maritime Transport	UNCTAD	2014

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

	INTELLECTUAL PROPERTY RIGHTS - 21UIB6S1	
Units	Content	Hrs
I	Overview of Intellectual Property: Zoographical Identification - Need for IPR – IPR in India and Abroad – Importance of IPR	6
II	Patents: Patent document– <i>Granting of patent</i> – Rights of patent – Drafting and filing of a patent.	6
III	Copy Right: Meaning – Coverage – Protection of Copy Right – Other Related Rights – Distinguish between related rights and copyright	6
IV	Trade Marks: Meaning – Rights – Kinds of signs – Types of trademark – Functions – <i>Well know marks</i>	6
V	Unfair Competition: Meaning – Relationship between unfair and intellectual property laws – Merits and Demerits of unfair Competition	6
	Total Contact Hrs	30

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.N. Cheremisin R.P. Ouellette	Biotechnology Applications and Research,	Technomic Publishing Co., Inc. USA,	1985

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	AjitParulekar and Sarita D' Souza	India Patents Law – Legal & Business Implications	Macmillan India ltd	2006
2	B.L. Wadehra	Law Relating to Patents, Trade Marks	Universal law Publishing Pvt. Ltd	2000
3	B.L. Wadehra	Copyright, Designs & Geographical Indications	Universal law Publishing Pvt. Ltd	2000

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

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

GARMENT MERCHANDISING - 21UIB6S2		
Units	Content	Hrs
I	Fundamentals of merchandising - Responsibilities of the merchandiser – Merchandise planning: target markets, market segmentations and marketing Research.	6
II	Planning and Controlling and control tools: marketing calendar, merchandise Calendar, sales forecast - Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption -Pricing: pricing strategies, <i>objectives, pricing formula</i> - Costing principles and strategies	6
III	Introduction to Standardization and Quality control in apparel industry- Importance of consumer perception of apparel quality- Managing apparel quality through inspection and sampling procedures.	6
IV	Sourcing strategies: objectives, global sourcing, the role of merchandiser in Sourcing, - sourcing options, - factors in sourcing options, factors in sourcing Decision- customer vendor relationship - Domestic and International sourcing Process	6
V	Fashion Visual Merchandising- <i>Functions of Visual Merchandising</i> - Elements of Visual Merchandising - Store exteriors, interiors& windows – image, atmosphere 7 theatrics - Display props, fixtures, mannequins, floral, signage & graphics.	6
	Total Contact Hrs	30

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R. Rathinamoorthy, R. Surjit	Apparel Merchandising	WPI India	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	By Jeremy A Rosenau, David L Wilson	Apparel Merchandising The Line Starts Here	Fairchild Books & Visuals	2014
2	By Evelyn Grace .	Introduction to Fashion Merchandising	Prentice-Hall	2011
3	By Rick Renner .	Merchandising the Anointing Developing Discernment for These Last Days	Rick Renner Ministries, Incorporated	2000


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