

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

527	M.Sc Computer Science	Non major Elective-1:Multimedia packages Lab	21PCS1N1	2021
528	M.Sc Computer Science	Non major Elective-1:Desktop publishing Lab	21PCS1N2	2021
529	M.Sc Computer Science	Cloud computing	21PCS207	2021
530	M.Sc Computer Science	Big data Analytics	21PCS208	2021
531	M.Sc Computer Science	Core Elective II:Software Project Management	21PCS 2E1	2021
532	M.Sc Computer Science	Core Elective II:Software engineering and Testing	21PCS 2E2	2021
533	M.Sc Computer Science	Non major Elective-II:Webdesigning Lab	21PCS2N1	2021
534	M.Sc Computer Science	Non major Elective-II:Advanced Internet	21PCS2N2	2021
535	M.Sc Computer Science	Core Elective III:Artificial Inteligence and Machine learning	21PCS 3E1	2021
536	M.Sc Computer Science	Core Elective III:Data Science	21PCS 3E2	2021
537	M.Sc Computer Science	Core Elective III:Robotics process Automation	21PCS 3E3	2021
538	M.Sc Computer Science	Non major Elective-III:Visual Basic Lab	21PCS3N1	2021
539	M.Sc Computer Science	Non major Elective-III:2D Animation Lab	21PCS3N2	2021
540	M.Com IB	Social Media Marketing	21PIB1E2	2021
541	M.Com IB	International Logistics Management	21PIB205	2021
542	M.Com IB	International Supply Chain management	21PIB2E21	2021
543	M.Com IB	World Economic Resources	21PIB2E22	2021
544	M.Com IB	Trends in E - Commerce	21PIB3E32	2021
545	M.Com IB	International Strategic Management	21PIB4E42	2021
546	MSW	Introduction to Social Work Profession	21PSW101	2021
547	B.A. History	History of Education in India	22UHY3N2	2022
548	B.A. History	Constitution of India	22UHY4N4	2022
549	B.A. English	Language and Technology Embeded Creation	22UEL306	2022
550	B.A. English	Drama II	22UEL407	2022
551	B.A. English	Elective I : English for Media	22UEL5E11	2022
552	B.A.Economics	Core III: Disaster Management	22UEO2A2	2022

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Metric : 1.2.1



New Course Introduced

Dr. R. MUTHUKUMARAN,
 M.A.,M.Phil.,B.Ed.,Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Colimbatore District

PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

POLLACHI - 642001



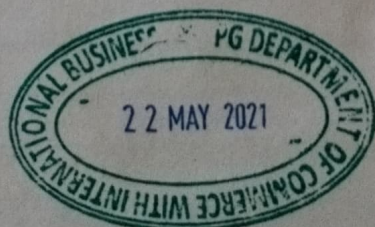
16th Board of Studies Meeting in the PG Department of

Commerce with International Business

Date & Time: 22 May 2021 & 11 .30 am

Agenda

BoS / PI 12.1	:	Welcome address and Opening Remarks by Dr. G. Vignesh Chairman, Board of Studies in the PG Department of Commerce with International Business.
BoS / PI 12.2	:	Confirmation of the Minutes of the 15th / Previous meeting of Board of studies in the PG Department of Commerce with International Business 22 FEB 2020 and Action taken report of 15 th meeting of Board of studies
BoS / PI 12.3	:	12.3.1 Syllabus of I M.Com. IB under Regulation 2021 -2022
		12.3.2 Syllabus of II M.Com. IB under Regulation 2022 -2023
		Any other Discussions if any – Scheme Matched with Rubrics
BoS / PI 12.4	:	Suggestion given by BOS Members
BoS / PI 12.5	:	Any other items - OBES, CBCS and Mapping



BoS/ PI 12.1 WELCOME ADDRESS AND OPENING REMARKS BY CHAIRMAN, BOARD OF STUDIES IN THE PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS.

The Chairman, BoS of the PG Department of Commerce with International Business welcomed and introduced the members of 16th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/PI 12.2 TO CONFIRM THE MINUTES OF 15th BOS MEETING held on 22 FEB 2020.

The minutes of the **15th BOS MEETING** held on 22 FEB 2020 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the **PREVIOUS ACADEMIC MEETING ITEM NO XXI** of Academic council.

~ Action Taken Report (Enclosed in Annexure 1)

BoS/PI 12.3

BoS/PI 12.3.1 - I M.Com IB, I & II SEMESTER

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

a. The following papers from M.Com IB course were accepted by the experts fully, without further suggestions:

- 21PIB101 & Management & Marketing - International Perspective
- 21PIB102 & Accounting for Decision Making
- 21PIB103 & Cyber Security & Business Communication
- 21PIB104 & Innovation and Entrepreneurship
- 21PIB 1E11 & International Business Relations
- 21PIB207 & Shipping and Air Cargo Management
- 21PIB208 & Map Reading and Documentation Filing
- 21PIB2N22 & Introduction to Financial Report Analysis

b. The following courses were revised with minor modifications

- 21PIB206 & Foreign Trade Procedure and Documentation (to add Insurance topic in Unit III)



c. New Courses added

The following New Courses are added in M.Com IB course and the same were accepted by the experts fully, without further suggestions:

- 21PIB1E12 & Social Media Marketing
- 21PIB1N11 & Introduction to International Business
- 21PIB1N12 & Fundamentals of Sourcing & Procurement
- 21VPI101 & Basics of Logistics Support Services
- 21PIB205 & International Logistics Management
- 21PIB2E21 & International Supply Chain Management
- 21PIB2E22 & World Economic Resources
- 21PIB2N21 & Introduction to International Marketing
- 21VPI202 & Business Etiquette Skill Sets

BoS/PI 12.3.2 - II M.Com IB, III & IV SEMESTER

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

a. The following papers from M.Com IB course were accepted by the experts fully, without further suggestions:

- 21PIB309 & Research Methodology
- 21PIB311 & Export Import Finance
- 21PIB312 & Foreign Exchange Management
- 21PIB3E31 & International Economics
- 21PIB3IN1 & Internship / Institutional Training (EXIM, Manufacturing Concerns)
- 21PIB2N32 & Fundamentals of Global Business
- 21PIB413 & Global Risk Management and Insurance
- 21PIB414 & Customs Law and Practices
- 21PIB4E41 & International Human Resource Management
- 21PIB4MP1 & Major Research Project

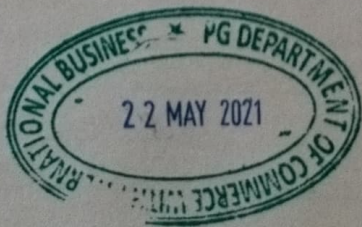
b. The following courses were revised with minor modifications

- 21PIB310 & Global Financial Management (to include Bretton Woods System Unit 1)

c. New Courses added

The following New Courses are added in M.Com IB course and the same were accepted by the experts fully, without further suggestions:

- 21PIB3E32 & Trends in E- Commerce



- 21PIB3N31 & Fundamentals of Logistics Management
- 21PIB4E42 & International Strategic Management

These changes have been made effect for the students admitted in 2021 to 2023 with I to IV Semesters accordingly.

BoS/PI 12.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

The members of the board had a brainstorming discussion on all the courses and interaction among themselves. Since the syllabi of discussion are sent two weeks in advance, it was easy for discussion and fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi as below.

12.4.1: The University Nominee, Dr. T. Balamurugan suggested to add Bretton Woods System in Unit – I of the Course Global Financial Management.

12.4.2: The Academic Auditor, Dr. M. Bose is on the opinion to add Insurance topic in Unit III of the Course Foreign Trade Procedure and Documentation

12.4.3: The Subject Expert, Dr. G. Thamizhchelvan has stated that the syllabus is well defined. His concern was on the entry level papers. Very Basic Papers are kept in the First Semester that will help all the different discipline students to go through the Course International Business in the PG level without much difficulty.

12.4.4: The Industrial Expert, Mr. M. Valluvan disclosed to teach the basics of mailing in the PG level (importance of MS Outlook Mailing features) as it is most required for the students to generate EXIM orders in industry. He also suggested instructing students to be very brief in mailing (to the point) on the communication concepts.

12.4.5: The Alumni Member, Mr. S. Arunkumar thanked the board for inviting him and he suggested to give ideas about insurance documents in the current syllabus wherever suitable as it is to be known by the upcoming graduates.

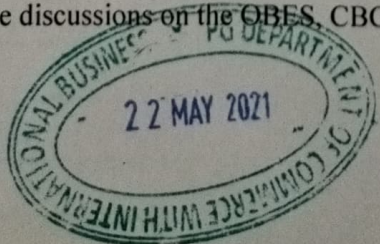
12.4.6: The student member, Mr. A. Mohammed Imran is on the opinion that the introduction of Non Major Elective Courses in all the Three Semesters will definitely fetch additional extraneous knowledge for the future students.

Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

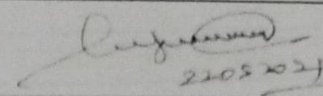
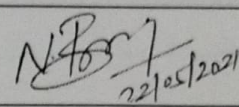
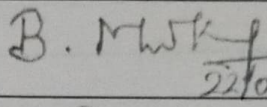
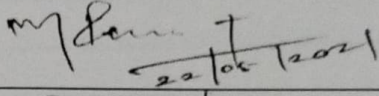
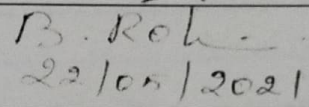
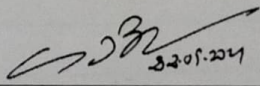
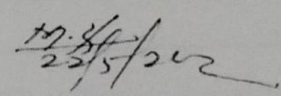
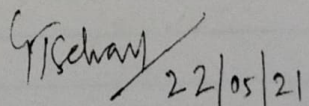
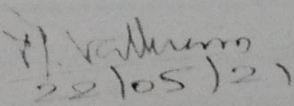
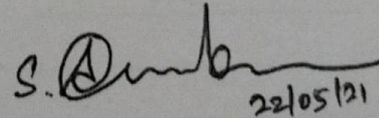
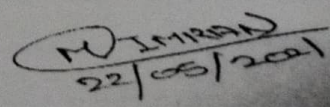
- a) The syllabus of First Year M.Com IB under Regulation BOS/PI 12.3.1
- b) The syllabus of Second Year M.Com IB under Regulation BOS/PI 12.3.2

BoS/PI 12.5 ANY OTHER ITEMS – OBES, CBCS AND MAPPING

The discussions on the OBES, CBCS and Mapping prescribed by the CDC are accepted by the Board



Members Present:

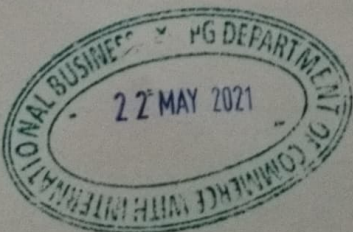
Chairman	Signature
Dr. G. Vignesh Associate Professor & Head – PG & UG Dept. of Commerce IB, Chairman - BoS	 22/05/2021
Internal Members	
Dr. N. Bhuvaneshkumar CDC Member, Assistant Professor - PG & UG Dept. of Commerce IB	 22/05/2021
Mr. B. Madhankumar ERP Coordinator, Assistant Professor – PG & UG Dept. of Commerce IB	 22/05/21
Mr. M. Prem Module Coordinator – UG, Assistant Professor – PG & UG Dept. of Commerce IB,	 22/05/2021
Dr. B. Rohini Module Coordinator – PG, Assistant Professor – PG & UG Dept. of Commerce IB,	 22/05/2021
University Nominee	
Dr. T. Balamurugan Head - PG Dept of Commerce With International Business, PSG College of Arts and Science, Coimbatore	 22/05/2021
Academic Auditor & Subject Expert	
Dr. M. Bose Head - PG & UG Department of Commerce Muthayammal College of Arts and Science Rasipuram, Namakkal District	 22/05/2021
Dr. G. Thamizhchelvan Associate Professor, Department of Commerce Government Arts College, Cuddalore	 22/05/21
Industrial Experts	
Mr. M. Valluvan Managing Director, NIMA Merchandising Services. 112 A Paatatharasi Amman Koil Street, Singanallur. Coimbatore	 22/05/21
Alumnus nominated by HoD	
Mr. S. Arun Kumar Executive-Documentation, Lakshmi Card Clothing, Manufacturing Private Limited. 1089, Lakshmi Plaza, Avinashi Road, Coimbatore-037	 22/05/21
Student Member	
Mr. A. Mohammed Imran - 20 PI 09 PG Dept. of Commerce IB Nallamuthu Gounder Mahalingam College, Pollachi	 22/05/2021

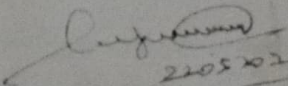


ANNEXURE I

Minutes of the 15th Previous Meeting – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1.	Six new papers have been introduced; the codes were 20PIB105, 20PIB208, 20PIB209, 20PIB314, 20PIB3RB & 20PIB4RB.	Reviewed and Implemented
2.	Subject Expert suggested to add MEIS,SEIS and Functions of Export House along with Status Holder in 20PIB207, and he advised to remove the following: (a) APP – 7, APP- 23 from 20PIB210, (b) Order Processing, Sourcing and Supply Management from 20PIB2N1 (c) Import of personnel baggage from 20PIB4E3	Implemented
3.	University nominee reframed code 20PIB312 and following additions were made: (a) FCNR in 20PIB313, (b) the term authorised dealers in 20PIB3E2, (c) differences between personnel management, factors affecting HR Planning in 20PIB416	Implemented
4.	The Industrial Expert suggested to add CGST,IGST,SGST and UGST with its calculation after the removal of baggage , dutiable goods, bill of lading etc.	Implemented
5.	Concepts related to Life insurance were converted to General insurance and Risk Management firms were removed from the code 20PIB415 by the suggestions of Alumni.	Implemented




22.05.2021
HoD

Dr. G. VIGNESH
M.B., M.Phil., Ph.D., M.B.A., PGDHRM., PGDCA.,
Asst. Professor & Head
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NGM College, Pollachi - 642 001.

List of Courses having focus on Local, National, Regional and Global developmental needs
offered by the PG Department of Commerce with International Business

PG Department of Commerce with International Business						
Programme: M. Com IB						Year: 2021 - 2023
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21PIB101	Management & Marketing - International Perspective		✓	✓	✓	World Perspectives on Management and Marketing defined
21PIB102	Accounting for Decision Making	✓	✓			Accounting Decision Making concepts Structured
21PIB103	Cyber Security and Business Communication	✓	✓	✓	✓	Cyber Law related Communication
21PIB104	Innovation and Entrepreneurship	✓	✓	✓	✓	Creating Traits of Entrepreneurs through Innovation
21PIB1E11	International Business Relations	✓	✓	✓	✓	Business Relations in Global Level
21PIB1E12	Social Media Marketing	✓	✓	✓	✓	Advent of Social Media in Marketing
21PIB1N11	Introduction to International Business	✓	✓	✓	✓	Birds view of International Business
21PIB1N12	Fundamentals of Sourcing & Procurement	✓	✓	✓	✓	Essentials of Sourcing & Procuring
21VPI101	Basics of Logistics Support Services.	✓	✓	✓		Logistics Support – Baseline (Value Added)
21PIB205	International Logistics Management	✓	✓	✓	✓	Concept of Logistics Worldwide
21PIB206	Foreign Trade Procedures & Documentation	✓	✓	✓	✓	Foreign Trade and its Documentation
21PIB207	Shipping and Air Cargo Management	✓	✓	✓	✓	Cargo Shipment on Air and Sea
21PIB208	Map Reading & Documentation Filing	✓	✓	✓	✓	Reading World Maps & Filling EXIM Documents
21PIB2E21	International Supply Chain Management	✓	✓	✓	✓	Supply Chain Link of Global Business
21PIB2E22	World Economic Resources	✓	✓	✓	✓	Global Resources to develop Economy
21PIB2N21	Introduction to International Marketing		✓	✓	✓	Insight to Market International
21PIB2N22	Introduction to Financial Report Analysis	✓	✓	✓	✓	Judging a Finance Report



21VPI202	Business Etiquette Skill Sets.	✓	✓	✓	✓	Skilled Mannerism in Business
21PIB309	Research Methodology	✓	✓	✓	✓	Basics of Research Ideology
21PIB310	Global Financial Management		✓	✓	✓	Global level of managing the finance
21PIB311	Export Import Finance	✓	✓	✓	✓	Financial Concepts in EXIM Trade
21PIB312	Foreign Exchange Management	✓	✓	✓	✓	Foreign Exchange Dealings of India
21PIB3E31	International Economics		✓	✓	✓	Economically International Concepts
21PIB3E32	Trends in E- Commerce	✓	✓	✓	✓	Global trends of Digital commerce
21PIB3IN1	Internship / Institutional Training (EXIM, Manufacturing Concerns)	✓	✓	✓	✓	Skill Based Training and Internship
21PIB2N31	Fundamentals of Logistics Management	✓	✓	✓	✓	Basics to Manage Logistics
21PIB2N32	Fundamentals of Global Business	✓	✓	✓	✓	Basics to do Global Business
21PIB413	Global Risk Management and Insurance	✓	✓	✓	✓	International Risk and its Coverage
21PIB414	Customs Law and Practices	✓	✓	✓	✓	Basics intervention Law of Customs
21PIB4E41	International Human Resource Management	✓	✓	✓	✓	Global HR and its applications
21PIB4E42	International Strategic Management	✓	✓	✓	✓	Global level strategic management
21PIB4MP1	Major Research Project	✓	✓	✓	✓	Project Work to train students as Researchers

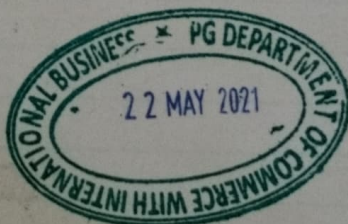
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HoD

PRINCIPAL

Dr. G. VIGNESH

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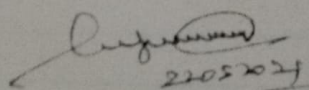


List of Courses having focus on Employability/ Entrepreneurship/ Skill Development offered by
the PG Department of Commerce with International Business

PG Department of Commerce with International Business						
Programme: M.Com IB					Year: 2021 -2023	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
21PIB101	Management & Marketing - International Perspective		✓	✓	EN	2019
21PIB102	Accounting for Decision Making	✓			EM	2017
21PIB103	Cyber Security and Business Communication			✓	SD	2018
21PIB104	Innovation and Entrepreneurship	✓	✓	✓	EN	2020
21PIB1E11	International Business Relations	✓	✓	✓	EN	2019
21PIB1E12	Social Media Marketing	✓	✓	✓	SD	2021
21PIB1N11	Introduction to International Business	✓	✓		EM	2021
21PIB1N12	Fundamentals of Sourcing & Procurement	✓	✓		EN	2021
21VPI101	Basics of Logistics Support Services.	✓	✓	✓	SD	2020
21PIB205	International Logistics Management	✓		✓	EM	2021
21PIB206	Foreign Trade Procedures & Documentation	✓		✓	SD	2018
21PIB207	Shipping and Air Cargo Management	✓			EM	2019
21PIB208	Map Reading & Documentation Filing	✓		✓	SD	2019
21PIB2E21	International Supply Chain Management	✓	✓		EM	2021
21PIB2E22	World Economic Resources		✓	✓	SD	2021

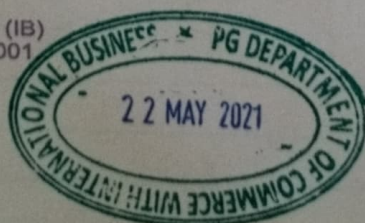


21PIB2N21	Introduction to International Marketing		✓	✓	EN	2021
21PIB2N22	Introduction to Financial Report Analysis	✓			EM	2018
21VPI202	Business Etiquette Skill Sets.	✓	✓	✓	SD	2021
21PIB309	Research Methodology	✓			EM	2018
21PIB310	Global Financial Management	✓	✓	✓	SD	2017
21PIB311	Export Import Finance	✓	✓	✓	SD	2017
21PIB312	Foreign Exchange Management	✓	✓	✓	SD	2018
21PIB3E31	International Economics	✓			EM	2017
21PIB3E32	Trends in E-Commerce	✓	✓	✓	SD	2021
21PIB3IN1	Internship / Institutional Training (EXIM, Manufacturing Concerns)	✓	✓	✓	EM	2018
21PIB2N31	Fundamentals of Logistics Management	✓	✓		EM	2021
21PIB2N32	Fundamentals of Global Business	✓	✓		EM	2017
21PIB413	Global Risk Management and Insurance	✓	✓	✓	EM	2018
21PIB414	Customs Law and Practices	✓	✓	✓	SD	2017
21PIB4E41	International Human Resource Management	✓	✓		EN	2018
21PIB4E42	International Strategic Management	✓	✓		EN	2021
21PIB4MP1	Major Research Project	✓	✓	✓	SD	2018


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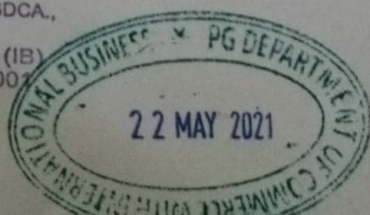
Percentage of Revision of M.Com. IB Syllabus under Regulation 2021 -2023

PG Department of Commerce with International Business							
S. No.	Course Code	Course Title	Change Details	Percent of Changes	Content Deleted	Content Updated	Reason for Change
							Subject Expert / Course Teacher / Alumni Opinion
1	21PIB206	Foreign Trade Procedure and Documentation	Introduced the topic Insurance	5%	-	Insurance topic added in Unit III	Subject Expert
2	21PIB310	Global Financial Management	Included the topic Bretton Woods System	10%	-	Bretton Woods System added in Unit I	Subject Expert
3	21PIB1E12	Social Media Marketing	Elective Introduced in First Semester	100%	-	New Paper Introduced	Course Teacher
4	21PIB205	International Logistics Management	Paper Replaced for Advanced Logistics Management	100%	-	New Paper Introduced	Course Teacher
5	21PIB2E21	International Supply Chain Management	Paper Replaced for ISCM and changed as Elective	100%	-	New Paper Introduced	Course Teacher
6	21PIB2E22	World Economic Resources	Elective Introduced in Second Semester	100%	-	New Paper Introduced	Course Teacher
7	21PIB3E32	Trends in E- Commerce	Elective Introduced in Third Semester	100%	-	New Paper Introduced	Course Teacher
8	21PIB4E42	International Strategic Management	Elective Introduced in Fourth Semester	100%	-	New Paper Introduced	Course Teacher

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N.G.M College - Curriculum Development Cell
Scheme of Examination For PG (2021 – 2023)
Choice Based Credit System & OBES

Commerce with International Business – M. Com IB

Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
I	21PIB101	Management & Marketing - International Perspective	6	-	-	3	50	50	100	5
	21PIB102	Accounting for Decision Making	6	-	-	3	50	50	100	3
	21PIB103	Cyber Security and Business Communication	6	-	-	3	50	50	100	5
	21PIB104	Innovation and Entrepreneurship	6	-	5	-	50	50	100	3
	21PIB1E1/ 21PIB1E2	Major Elective – I: International Business Relations Major Elective – II: Social Media Marketing	6	-	-	3	50	50	100	4
Total			30	-	5	-	250	250	500	20

M.Com IB – Batch 2021 – 2023

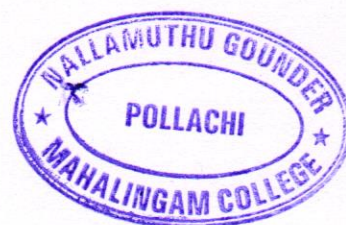

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Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
II	21PIB205	International Logistics Management	6	-	-	3	50	50	100	5
	21PIB206	Foreign Trade Procedures & Documentation	6	-	-	3	50	50	100	5
	21PIB207	Shipping and Air Cargo Management	5	-	-	3	50	50	100	4
	21PIB208	Map Reading & Documentation Filing	5	-	5	-	50	50	100	4
	21PIB2E3/ 21PIB2E4	Major Elective – II: International Supply Chain Management Major Elective – II: World Economic Resources	6	-	-	3	50	50	100	5
	21PIB2N1 / 21PIB2N2	Non Major Elective – I: Introduction to International Business Non Major Elective - II : Fundamentals of Global Business	2	-	-	2	50	50	100	2
Total			30	-	5	-	300	300	600	25


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M.Com IB – Batch 2021 – 2023



Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	21PIB309	Research Methodology	6	-	-	3	50	50	100	4
	21PIB310	Global Financial Management	6	-	-	3	50	50	100	4
	21PIB311	Export Import Finance	5	-	-	3	50	50	100	4
	21PIB312	Foreign Exchange Management	6	-	5	3	50	50	100	5
	21PIB3E5/ 21PIB3E6	Major Elective – III: International Economics Major Elective – III: Trends in E- Commerce	5	-	-	3	50	50	100	5
	21PIB3IN1	Internship / Institutional Training (EXIM, Manufacturing Concerns)	2	-	-	-	50	50	100	2
Total			30	-	5	-	300	300	600	24
IV	21PIB413	Global Risk Management and Insurance	6	-	-	3	50	50	100	4
	21PIB414	Customs Law and Practices	6	-	-	3	50	50	100	4
	21PIB4E7/ 21PIB4E8	Major Elective – IV: International Human Resource Management Major Elective – IV: International Strategic Management	6	-	-	3	50	50	100	5
	21PIB4MP1	Major Research Project	12	-	8	-	100	100	200	8
Total			30	-	8	-	250	250	500	21
Grand Total									2200	90


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M.Com IB – Batch 2021 – 2023



Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB1E2			Title	Batch:	2021 - 2023
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Social Media Marketing	Semester:	I
					Credits:	4

Course Objective

To Educate the students, various social media platforms.

To Impart knowledge to the students on the avenues of business through social media platforms

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect Social Media Platforms like Face book, , Twitter, Instagram, YouTube, LinkedIn, etc. for the organic promotion of any business or service	K1
CO2	To identify the niche areas where you can become an influencer and incorporate widely used tools for the social media activities	K2
CO3	To promote own / ancestral business organically using Social Media	K3
CO4	To start as a freelancer of Social Media Platforms	K4
CO5	To prioritize in achieving social media goals with a variety of powerful measurement tools, services, and metrics.	K5

Mapping

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

H-High; M-Medium; L-Low

Social Media Marketing -21PIB1E2

Units	Content	Hrs
Unit I	An overview of Social Media Marketing - What is Social Media and the broadening scope of Social Media - Twitter - Overview of Twitter - What a Good Profile Looks like - Setting up your Profile in less than five minutes - Advanced Profile Optimization - Composing A Tweet - Using Hashtags - What is a Tweet - Deleting, Pinning and Sharing Tweets - <u>Creating a list of Twitter Users</u> - Creating your first 100 Followers	18
Unit II	Face book: Setup an Account in Face book - The Face book Marketing Strategy - What Makes your Face book Page Awesome - Orientation to Face book Brand Pages – Face book business page setup - Types of Face book Business pages – Face book: Post Types and its Dimensions - All You Need to know the Best Time to Post on Face book – Face book Audience Insights & Analytics – Face book Competitor Analysis – Face book Groups – Face book Live - Successful Case Studies on Face book - A Successful Study on How to Make Money Through Face book	17
Unit III	Introduction to Instagram Marketing - Starter Session on What is Instagram - How to Use Instagram to get the Best Results - Creating an Instagram Account to Skyrocket Conversion - Types of Instagram Account (Personal Account vs Professional Account) - Instagram Stories - Instagram Booster Strategy 1: A Successful Case Study on Instagram - Instagram Booster Strategy 2: <u>How to Make Money Through Instagram Marketing</u>	19
Unit IV	YouTube Overview - Advantages in YouTube - Build and Optimize your YouTube Account - YouTube Interface - YouTube Settings - How to Upload a Video on YouTube - Things to know about YouTube Creator Studio - Channel Creation on YouTube - How to Increase your Subscriptions? - YouTube Reports & Analytics - YouTube Booster Session 1: How to identify the best and niche areas for starting your own channel? - YouTube Booster Session 2: Killer Success Topic about how to become an Influencer on YouTube - YouTube Booster Session 3: How to make Money Through YouTube	21
Unit V	LinkedIn Marketing - An Overview on LinkedIn - Benefits of LinkedIn Network- Create LinkedIn Profile - Optimize LinkedIn Profile - What kind of Profile Photo you should Use - What kind of Background Image you should Use - Create a Memorable Headline - Craft an Amazing Summary for your LinkedIn - Recommendations in LinkedIn - <u>Creating New Connections</u> - Posting Content in Profile - LinkedIn Groups - How to Create an Awesome Company Page - LinkedIn Page Postings	15
Total Contact Hrs		90

*** Concepts Underlined and Italicised are self study**

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

Power Point Presentations, Assignment, Experience Discussion
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Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Nargundkar & Romi Sainy	Digital Marketing: Cases from India	Notion Press, Inc Third Revised Edition	2019
2	Damian Ryan	Understanding Digital Marketing Marketing Strategies for Engaging the Digital Generation	Kogan Page Publisher First Edition	2017
3	Philip Kotler	Marketing 4.0: Moving from Traditional to Digital	Wiley Publishers Third Edition	2018

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Seema Gupta	Digital Marketing	McGraw Hill Education, First Edition	2008
2	Punit Singh Bhatia	Fundamentals of Digital Marketing	Pearson Education, Second Edition	2015

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB205			Title	Batch:	2021 - 2023
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Logistics Management	Semester:	II
					Credits:	5

Course Objective

The objective of this course is facilitating an understanding of international logistics operations in students and imparts knowledge for effective management of international logistics operations.

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 framework of international logistics management.	K1
CO2	To relate the concepts learned in terms outsourcing ,3PL and 4PL	K2
CO3	To examine the role and importance of customer service in logistics.	K3
CO4	To analyze role of transportation system in International Trade	K4
CO5	To describe the importance warehousing and material Handling.	K5

Mapping

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

International Logistics Management - 21PIB205

Units	Content	Hrs
Unit I	Overview of International Logistics: International Business Logistics Management: Introduction, Concepts, Scope and Significance Components. Framework of Logistics & SCM, Domestic and International Logistics, <u>Recent Trends and development</u> , Outsourcing, 3PLs, 4PLs, Reverse logistics, Green logistics, E sourcing and Global purchasing, Supply chain decisions-strategic/design, planning, and operational.	18
Unit II	Customer Service: Introduction, nature, concept, components, customer service costs, effective customer service strategy, logistics efficiency and responsiveness. Logistical information system, Information system issues within network. Role of various information systems in logistics network.	17
Unit III	Inventory Management, Ware housing and Material Handling: Introduction, concept types, functions of inventory in logistics. Elements of Inventory costs, Just in time system, Quick response system, Warehousing Counts, Types, Functions, costs, Warehousing strategy & design, Material Handling, Packages functions, costs, <u>package design</u> , Materials Containerization.	18
Unit IV	Transportation and Logistic Network Design: Designing and operating a transportation network, trade-offs in designing transportation network, Transportation and inventory costs in the design of transportation networks. Problems while making transportation decisions. Mode/service selection and freight consolidation. International issues in global logistics network design, framework for facility location decisions - multi-plant, multi-warehouse network to supply a large and diverse customer base.	18
Unit V	Transportation and Shipping: International Transport: Domestic and international transportation, Different modes of Transport: Road, Rail, Water, Air, <u>Multi-Modal Transports etc.</u> , and their performance characteristics, World Seaborne Trade and World Shipping, World Shipping Terms, Overview of Indian Shipping Industry. International freighting practices – Liner Freighting Practices and Tramp Chartering Practices, Legal aspects of contract of carriage.	19
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S. K. Nandi, S. L. Ganapathi.	Logistics Management	Oxford University Press	2015
2	By Reza Farahani, Shabnam Rezapour	Logistics Operations and Management Concepts and Models	Elsevier Science	2011
3	İhsan Sabuncuoğlu, Bopaya Bidanda, Bahar Y. Kara	Global logistics Management.	Taylor & Francis	2014

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philippe Wieser	Essentials of Logistics and Management	EPFL Press	2012
2	Pienaar Wessel	Business Logistics Management	Oxford University Press Southern Africa	2017
3	Long, D.	International Logistics: Global Supply Chain Management.	Kluwer Academic Publisher	2013

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

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB2E3			Title	Batch:	2021 – 2023
				International Supply Chain Management	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To link all the supply chain partners and to connect the global business To create awareness about supply chain management software

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To read and understand the advanced concepts of Supply chain Management and to identify various research problems in the area	K1
CO2	To match and design sustainable supply chain management strategies to solve the management problems in the said area.	K2
CO3	To compare the measurement tools for analyzing the driving forces for understanding customer demand and managing supply	K3
CO4	To familiarize the learners with concepts and techniques of supply chain score cards and to develop scale of economies	K4
CO5	To evaluate the supply chain management with new software	K5

Mapping

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

H-High; M-Medium; L-Low

International Supply Chain Management - 21PIB2E3		
Units	Content	Hrs
Unit I	Supply Chain – Introduction - SCM – importance – definitions – historical perspectives – SCM types – SCM network – SCM constitutes – SCM activities – supply chain organizations – implementation of supply chain management - <u>Green SCM</u> – Benefits and Improvements of green supply chain management.	18
Unit II	Inventory Orientation With SCM –Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC, MRP, DRP, JIT – Order processing – elements of order processing cost – material handling – purchasing and sourcing management.	18
Unit III	Importance of IT on SCM -IT ON SCM: BPR, ERP, EDI, internet, Ecommerce, SCM Software, E purchasing, E Sourcing, E Procurement, outsourcing in SCM, 7 Myths of SCM outsourcing- CRM AND SCM: Introduction – supply chain vs. demand chain vs. value chain – <u>CRM integrated with SCM</u>	20
Unit IV	Innovation & Excellence in SCM -Companywide innovation – logistics innovation – manufacturers innovation – product innovation – service innovation-Dimensions of supply chain excellence – types of SCM (emotional, physical, financial, political, legal, and cultural, technological, economic) check list to achieve excellence	19
Unit V	Case studies from above context	15
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task,GD, Roll Play, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.K.Agarwall	Logistics & Supply Chain Management	Macmillan Publishers India Ltd, Fourth Edition	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sarika Kulkarni	Supply Chain Management	Ashok Sharma, First Edition, Tata Mcgraw- Hill	2004
2	Peter Meindl, Sunil Chopra, D.V.Kalra)	Supply Chain Management	Pearson 6 th Edition	2016
3	Sanders Nada R	Supply Chain Management	Wiley india Pvt. Ltd	2017

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB2E4			Title	Batch:	2021 - 2023
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	World Economic Resources	Semester:	II
					Credits:	5

Course Objective

To instill the students with the topography and resources available in the world
To impart knowledge to the students on the multifaceted resources of our Country

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the understanding on geography of resources in the global context	K1
CO2	To get the idea for on the segments of world geography	K2
CO3	To apply skills on energy resources and manufacturing industries	K3
CO4	To evaluate the conceptual knowledge on the natural regions and various kinds of business transactions	K4
CO5	To design new ways for mapping the most prominent resources	K5

Mapping

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

H-High; M-Medium; L-Low

World Economic Resources -21PIB2E4

Units	Content	Hrs
Unit I	Resources: Concept and importance in development- Dynamic character of world resources- Natural resources and Human resources- <u>usefulness of the study of the resources</u> - Interlink between resources and trade.	18
Unit II	Geographical Environment- Physical environment: landforms, coastline, rivers, climate, soils, and natural vegetation. Human environment- Growth and distribution of population- races- Economic and cultural organization of societies- entrepreneurial and managerial resources.	17
Unit III	Natural regions: Wet equatorial regions- Monsoon regions – Mediterranean regions - cool temperature region- Green lands- Polar regions. Agriculture and allied resources: Factors affecting agriculture- types of farming- food crops, industrial crops- cash crops- animal resources- fishery resources- <u>forest resources</u> - direct and indirect benefits of forests- types and distribution of world forests- types and distribution of world forests- world trade in agricultural and allied products.	19
Unit IV	Energy Resources: Types of energy- energy and economic development- coal, petroleum, natural gas, electric power and atomic energy- need for conventional energy - energy conservation and alternatives- MNC's in energy project in developing countries. Mineral Resources: Importance of minerals- classification- world distribution and trade in important minerals- Iron ore, Manganese, Copper, Aluminum, Mica.	19
Unit V	Manufacturing Industries: Factors of location- Theories of industrial location distribution of cotton textile, iron and steel, automobile , ship building, aircraft, and electronics industries, software industry- <u>General idea of world trade in manufactured goods.</u>	17
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanna K K & Gupta V K	Economic and commercial geography	Sultan & Chand Publications, Third Revised Edition	1973
2	Erich Walter Zimmermen	World Resources and Industries	Joanna Cotler Books, First Edition	1972
3	Manmohan Aggarwall	Economics of G20 – World Scientific Reference	Whalley Publications, First Edition	2020

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Arunendhu Das Gupta	Economic and Commercial Geography: A Study of the World's Economic Resources and Their Utilisation and Trade	Mukherjee A,Pvt Ltd, First Edition	1968
2	Guneaa	Economic Geography- A Resource Approach	Pearson India Limited,, Eleventh Edition	2012

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB3E6			Title	Batch:	2021 - 2023
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Trends in E-Commerce	Semester:	III
					Credits:	5

Course Objective

To educate the students, on concept of e-commerce and different e-transactions

To impart knowledge to the students on the issues of e-Business and internet marketing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect e-commerce and various e-transactions in business	K1
CO2	To identify the transactions security in e-business activities	K2
CO3	To start identifying and use the electronic payment system	K3
CO4	To evaluate the issues in the e-business and internet marketing	K4
CO5	To create new business segments through the trends available in e-commerce	K5

Mapping

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

H-High; M-Medium; L-Low

Trends in E-Commerce - 21PIB3E6

Units	Content	Hrs
Unit I	E-commerce and its Technological Aspects Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, <u>Electronic Data Interchange</u> , Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.	15
Unit II	Consumer Oriented E Commerce E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce	15
Unit III	Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, <u>EDI Agreements</u> , EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.	20
Unit IV	Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server	10
Unit V	Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, <u>The Concept of Privacy</u> , Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.	15
Total Contact Hrs		75

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

Seminars, Group Task, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias. M. Awad	Electronic Commerce	Prentice-Hall of India Pvt Ltd. Third Revised Edition	2019
2	RaviKalakota, Andrew B. Whinston	Electronic Commerce - A Manager's guide	Addison-Wesley First Edition	2017
3	Efraim Turban, Jae Lee, David King, H.Michael Chung	Electronic Commerce – A Managerial Perspective	Addison-Wesley Third Edition	2018

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias M Award	Electronic Commerce from Vision to Fulfillment	Print House of India, Third Edition	2008
2	Judy Strauss , Adel El-Ansary, Raymond Frost	E-Marketing	Pearson Education, Third Edition	2015

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB4E8			Title	Batch:	2021 - 2023
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Strategic Management	Semester:	IV
					Credits:	5

Course Objective

To educate the students, various available strategies that can be adhered in International Trade
To impart knowledge to the students on the solutions after implementation of the strategy

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the understanding on strategies available in the global context	K1
CO2	To get the idea for on the competitive advantage of various strategies	K2
CO3	To apply the strategies in business and arrive at possible solutions	K3
CO4	To evaluate the conceptual knowledge on the best strategy adaptation	K4
CO5	To design new ways in business after implementation of the strategies	K5

Mapping

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

H-High; M-Medium; L-Low

International Strategic Management - 21PIB4E8

Units	Content	Hrs
Unit I	Strategy and Its Process : Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - <u>Corporate Governance and Social responsibility</u> .	18
Unit II	Competitive Advantage: External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution - Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage.	17
Unit III	International Strategies : The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - <u>SWOT Analysis</u> - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card.	21
Unit IV	Strategy Implementation & Evaluation : The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change- <u>Politics-Power and Conflict</u> -Techniques of strategic evaluation & control.	19
Unit V	Other Strategic Issues: Managing Technology and Innovation- Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy .	15
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas L. Wheelen, J. David Hunger and Krish Rangarajan	Strategic Management and Business policy	Pearson Education, Third Revised Edition	2016
2	Charles W.L.Hill & Gareth R.Jones	Strategic Management Theory, An Integrated approach	Biztantra, Wiley India, First Edition	2007
3	Azhar Kazmi	Strategic Management & Business Policy	Tata McGraw Hill Third Edition	2018

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Fred.R.David	Strategic Management and cases	PHI Learning, First Edition	2008
2	Arnoldo C.Hax and Nicholas S. Majluf	The Strategy Concept and Process – A Pragmatic Approach	Pearson Education, Second Edition	2015

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