

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

676	BSW	Methods of Social Work	22USW203	2022
677	BSW	Human Growth and Development	22USW204	2022
678	BSW	Women and Development	22USW2A2	2022
679	M.A Tamil	IKKALA ILAKKIYAM	22PTM101	2022
680	M.A Tamil	KONGU NAATIAL	22PTM1E1	2022
681	M.A Tamil	BAKTHI ILAKKIYAMUM SITRILAKKIYAMUM	22PTM205	2022
682	M.A Tamil	ILAKKIY MANUDAVIYAL	22PTM208	2022
683	M.A Tamil	Tamilar panpadu	22PTM2N1	2022
684	M.A Tamil	KAAPPIYANGAL	22PTM310	2022
685	M.A Tamil	TAMILAGA THOLLIYAL	22PTM312	2022
686	M.A Tamil	PENNIYAM	22PTM313	2022
687	M.A Tamil	THONAMI ILAKKIYAM	22PTM414	2022
688	M.Sc. Botany	Ethno Botany	22PBY1E2	2022
689	M.Sc. Botany	Plants in Tamil Culture	22PBY2N2	2022
690	M.Sc Computer Science	Data Mining using R	22PCS102	2022
691	M.Sc Computer Science	Full Stack Web Development	22PCS312	2022
692	M.Sc Computer Science	Elective III:Natural Language Processing and Text Analytics	22PCS3E2	2022
693	M.Com IB	Innovation and Entrepreneurship	22PIB104	2022
694	M.Com IB	International Logistics Management	22PIB205	2022
695	M.Com IB	Foreign Trade Procedure and Documentation	22PIB206	2022
696	M.Com IB	Map Reading and Route Tracing	22PIB208	2022
697	MA English	Shakespeare	22PEL103	2022
698	MA English	World Drama	22PEL414	2022
699	MA English	World Fiction	22PEL415	2022

Click Here
for BOS
Highlighted



New Course Introduced

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

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI

PG Department of Commerce with International Business



MINUTES OF BOS MEETING

The 17th Meeting of the Board of Studies of the PG Department of Commerce with International Business

was held on 4 May 2022 at 11.30 a.m.

The following members were present:

1	Dr. G. Vignesh Associate Professor & Head – PG & UG Dept. of Commerce IB	Chairman
2	Dr. N. Bhuvaneshkumar CDC Member , Assistant Professor - PG & UG Dept. of Commerce IB	Internal Members
3	Mr. B. Madhankumar ERP Coordinator, Assistant Professor – PG & UG Dept. of Commerce IB	
4	Mr. M. Prem Module Coordinator – UG , Assistant Professor – PG & UG Dept. of Commerce IB,	
5	Dr. B. Rohini Module Coordinator – PG , Assistant Professor – PG & UG Dept. of Commerce IB,	
6	Dr.R.Gayathri IQAC Consolidator, Associate Professor - PG & UG Dept. of Commerce IB,	University Nominee
7	Dr. T. Balamurugan Head - PG Dept of Commerce with International Business, PSG College of Arts and Science,Coimbatore.	
8	Dr. M. Bose Assistant Professor - Department of Commerce Ayya Nadar Janakiammal College, Sivakasi	Academic Auditor & Subject Expert
9	Dr. N. Bharathi Assistant Professor , Department of Commerce Alagappa Government Arts College, Karaikudi	Subject Expert
10	Mr. D. Shanmugasundaram, Assistant Manager, Nippon Express India Pvt ltd, Coimbatore.	Industrial Expert
11	Mr. V. Jeevan Despatch In-charge, MBS Hatcheries, Pollachi.	Alumnus nominated by HoD
12	Mr. K. Ponaraj- 20 PI 15 PG Dept. of Commerce IB	Student Member

HoD

CDC Co-ordinator

COE

PRINCIPAL

PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI - 642001



17th Board of Studies Meeting in the PG Department of
Commerce with International Business

Date & Time: 4 June 2022 & 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 16th / Previous meeting of Board of studies in the PG Department of Commerce with International Business 22 May 2021 and Action taken report of 16 th meeting of Board of studies
BoS / PI 12.3	:	12.3.1 Syllabus of I M.Com. IB under Regulation 2022 -2023
		12.3.2 Syllabus of II M.Com. IB under Regulation 2023 -2024
		12.3.3 Ratification of Syllabus 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 17th 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 16th BOS MEETING held on 22 May 2021.

The minutes of the **16th BOS MEETING** held on 22 May 2021 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 XX** 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:

- 22PIB101 & Management & Marketing - International Perspective
- 22PIB102 & Accounting for Decision Making
- 22PIB103 & Cyber Security & Business Communication
- 22PIB 1E1 & International Business Relations
- 22PIB1E2 & Social Media Marketing
- 22PIB207 & Shipping and Air Cargo Management
- 22PIB2E3 & International Supply Chain Management
- 22PIB2E4 & World Economic Resources
- 22PIB2N1 & Introduction to International Business
- 22PIB2N2 & Fundamentals of Global Business

b. The following courses were revised with minor modifications

- 22PIB104 & Innovation and Entrepreneurship
- 22PIB205 & International Logistics Management
- 22PIB206 & Foreign Trade Procedure and Documentation
- 22PIB208 & Map Reading and Route Tracing

c. New Courses added – Not applicable

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:

- 22PIB310 & Export Import Finance
- 22PIB311 & Foreign Exchange Management
- 22PIB3E5 & International Economics
- 22PIB3E6 & Trends in E- Commerce
- 22PIB413 & Global Risk Management and Insurance
- 22PIB414 & Customs Law and Practices
- 22PIB415 & Global Financial Management
- 22PIB4E7 & International Human Resource Management
- 22PIB4E8 & International Strategic Management

b. The following courses were revised with minor modifications

- 22PIB309 & Research Methodology

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:

- 22PIB312 & System Application for International Business
- 22PIB416 & Customs Compliance for Managers
- 22PIB4FP1 & Field Research Project

These changes have been made effect for the students admitted in 2022 to 2024 with I to IV Semesters accordingly.

BoS/PI 12.3.3 - Ratification of II M.Com IB, III & IV SEMESTER (Batch 2022 - 23)

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 ratified with necessary suggestions by the board and its insisted to follow the same for the betterment of the students immediately in their second year of Batch 2022 - 23:

- 21PIB309 & Research Methodology
- 21PIB310 & Export Import Finance
- 21PIB311 & Foreign Exchange Management
- 21PIB312 & System Application for International Business
- 21PIB3E5 & International Economics
- 21PIB3E6 & Trends in E- Commerce
- 21PIB413 & Global Risk Management and Insurance
- 21PIB414 & Customs Law and Practices
- 21PIB415 & Global Financial Management
- 21PIB416 & Customs Compliance for Managers
- 21PIB4E7 & International Human Resource Management
- 21PIB4E8 & International Strategic Management
- 21PIB4FP1 & Field Research Project

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 syllabus of discussion are sent two weeks in advance, it was easy for discussion and fruitful suggestions were incorporated appropriately in the Curriculum and Syllabus as below.

12.4.1: The University Nominee, Dr. T. Balamurugan suggested the following in the Course Innovation and Entrepreneurship - 22PIB104 : To add Executive Summary, Vision, Mission statement, Business Description, Business Environment Analysis, SWOT or SGOC analysis, Industry Background, Competitor analysis, Operation plan, Financial plan, Achievements and Milestone, Management summary, Feedback and Presentation in Unit III.

12.4.2: The Academic Auditor, Dr. M. Bose have changed the title of Map Reading and Documentation Filing- 21PIB208 as Map reading and Route tracing - 22PIB208. He also advised to add the following in Unit II, Locating major Ports and Business Ports, Importance of flag, Flag and their properties and to Change the word countries to Continent (nearby to European).

12.4.3: The Subject Expert, Dr. N. Bharathi suggested the following in the course Research Methodology 22PIB309 - To remove ANOVA in Unit III, To remove any online course supporting Research or Research problem drafting in Unit V and To introduce the Pilot Study Preparation and Presentation in Tutorial Hours.

12.4.4: The Industrial Expert, Mr. D. Shanmuga Sundaram suggested the following in the course Foreign Trade Procedure and Documentation - 22PIB206 - To add Dutiable, Duty free Drawback, Prohibited and Restricted in Unit 1, Highlights of FTP in Unit III and Ice Gate, Importance of Ice gate in Unit V.

12.4.5: The Alumni Member, Mr. V. Jeevan has suggested the following in the course International Logistics Management - 22PIB205 - To remove E sourcing, Global purchasing and Supply Chain Decisions from Unit 1, Material handling is removed from Unit 3, Unit 4 and Unit 5 have been altered with Material handling and Order Processing and Protective Packing and Transportation Respectively.

12.4.6: The student member, Mr. K. Ponraj has suggested completing MOOC course offered by DGFT for the better placement.

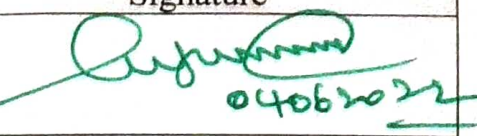
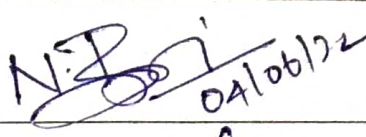
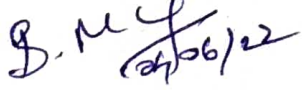
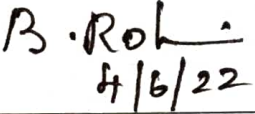
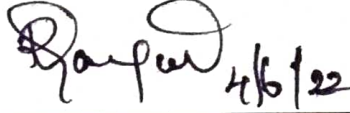
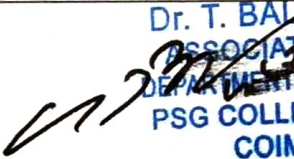
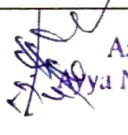
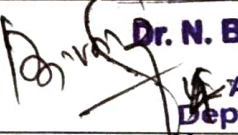
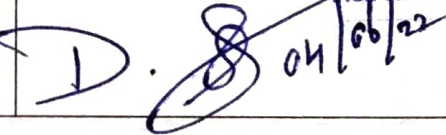
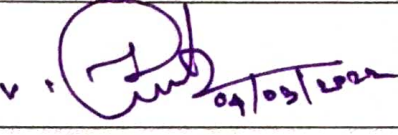
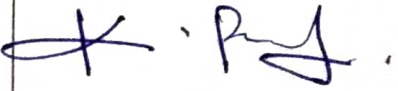
Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- 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
- c) The Ratification on Syllabus of II M. Com IB under Regulation BOS/PI 12.3.3

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

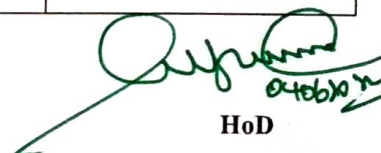
Members Present:

Chairman	Signature
Dr. G. Vignesh Associate Professor & Head – PG & UG Dept. of Commerce IB, Chairman - BoS	 04/06/22
Internal Members	
Dr. N. Bhuvaneshkumar CDC Member , Assistant Professor - PG & UG Dept. of Commerce IB	 04/06/22
Mr. B. Madhankumar ERP Coordinator, Assistant Professor – PG & UG Dept. of Commerce IB	 04/06/22
Mr. M. Prem Module Coordinator – UG , Assistant Professor – PG & UG Dept. of Commerce IB,	 04/06/22
Dr. B. Rohini Module Coordinator – PG , Assistant Professor – PG & UG Dept. of Commerce IB,	 4/6/22
Dr. R. Gayathri IQAC Consolidator, Associate Professor – PG & UG Dept. of Commerce IB	 4/6/22
University Nominee	
Dr. T. Balamurugan Head - PG Dept of Commerce With International Business, PSG College of Arts and Science, Coimbatore	 Dr. T. BALAMURUGAN, MIB, Ph.D. ASSOCIATE PROFESSOR & HEAD DEPARTMENT OF INTERNATIONAL BUSINESS PSG COLLEGE OF ARTS & SCIENCE COIMBATORE - 641 014.
Academic Auditor & Subject Expert	
Dr. M. Bose Assistant Professor - Department of Commerce Ayya Nadar Janakiammal College, Sivakasi.	 Dr. M. BOSE, Ph.D., Assistant Professor in Commerce (SF), Ayya Nadar Janaki Ammal College (Autonomous) Sivakasi 626 124
Dr. N. Bharathi Asst. Professor of International Business, Alagappa Govt. Arts College, Karaikudi	 Dr. N. BHARATHI, M.Com., MBA, M.Com M.Phil., Ph.D., PGD Assistant Professor Department of Commerce Alagappa Govt. Arts College Karaikudi - 630 003
Industrial Experts	
Mr. D. Shanmugasundaram, Assistant Manager, Nippon Express India Pvt. Limited. Coimbatore	 04/06/22
Alumnus nominated by HoD	
Mr. V. Jeevan, Dispatch In-Charge, MBS Hatcheries , Pollachi	 04/06/22
Student Member	
Mr. K. Ponraj, – PG Dept of Commerce IB Nallamuthu Gounder Mahalingam College, Pollachi	

ANNEXURE I

Minutes of the 16th / Previous Meeting – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1.	Academic Auditor suggested to add Insurance topic in Unit IV in Foreign Trade Procedure and Documentation 21PIB206	Implemented
2.	University nominee to add Bretton Woods System in Unit 1 of Global Financial Management 21PIB310	Implemented
3.	The Industrial Expert suggested to add importance of MS Outlook mailing features in the overall course tenure	Implemented
4.	Alumni has suggested to add insurance documents wherever required in current syllabus	Implemented


HoD

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: 2022 - 2024
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
22PIB101	Management & Marketing - International Perspective		✓	✓	✓	World Perspectives on Management and Marketing defined
22PIB102	Accounting for Decision Making	✓	✓			Accounting Decision Making concepts Structured
22PIB103	Cyber Security and Business Communication	✓	✓	✓	✓	Cyber Law related Communication
22PIB104	Innovation and Entrepreneurship	✓	✓	✓	✓	Creating Traits of Entrepreneurs through Innovation
22PIB1E1	International Business Relations	✓	✓	✓	✓	Business Relations in Global Level
22PIB1E2	Social Media Marketing	✓	✓	✓	✓	Advent of Social Media in Marketing
22PIB205	International Logistics Management	✓	✓	✓	✓	Concept of Logistics Worldwide
22PIB206	Foreign Trade Procedures & Documentation	✓	✓	✓	✓	Foreign Trade and its Documentation
22PIB207	Shipping and Air Cargo Management	✓	✓	✓	✓	Cargo Shipment on Air and Sea
22PIB208	Map Reading & Route Tracing	✓	✓	✓	✓	Reading World Maps & travel in varied routes
22PIB2E3	International Supply Chain Management	✓	✓	✓	✓	Supply Chain Link of Global Business
22PIB2E4	World Economic Resources	✓	✓	✓	✓	Global Resources to develop Economy
22PIB2N1	Introduction to International Business	✓	✓	✓	✓	Insight to Market International
22PIB2N2	Fundamental of Global Business	✓	✓	✓	✓	Judging a Finance Report
22PIB309	Research Methodology	✓	✓	✓	✓	Basics of Research Ideology
22PIB310	Export Import Finance	✓	✓	✓	✓	Financial Concepts in EXIM Trade
22PIB311	Foreign Exchange Management	✓	✓	✓	✓	Foreign Exchange Dealings of India
22PIB312	System Application for International Business	✓	✓	✓	✓	Knowledge on literacy with System Application
22PIB3E5	International Economics	✓	✓	✓	✓	Economically International Concepts
22PIB3E6	Trends in E- Commerce	✓	✓	✓	✓	Global trends of Digital commerce
22PIB413	Global Risk Management and Insurance	✓	✓	✓	✓	International Risk and its Coverage
22PIB414	Customs Law and Practices	✓	✓	✓	✓	Basics intervention Law of Customs
22PIB415	Global Financial Management	✓	✓	✓	✓	Global level of managing the finance
22PIB416	Customs Compliance for Managers	✓	✓	✓	✓	Practicalities of Customs Compliance
22PIB4E7	International Human Resource Management	✓	✓	✓	✓	Global HR and its applications
22PIB4E8	International Strategic Management	✓	✓	✓	✓	Global level strategic management
22PIB4FP1	Field Research Project	✓	✓	✓	✓	Project Work to train students in Field Research

HOD

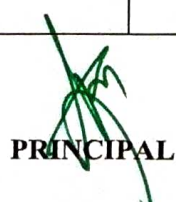
04/06/2024

PRINCIPAL

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: 2022 -2024	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
22PIB101	Management & Marketing - International Perspective		✓	✓	EN	2019
22PIB102	Accounting for Decision Making	✓			EM	2017
22PIB103	Cyber Security and Business Communication			✓	SD	2018
22PIB104	Innovation and Entrepreneurship	✓	✓	✓	EN	2020
22PIB1E1	International Business Relations	✓	✓	✓	EN	2019
22PIB1E2	Social Media Marketing	✓	✓	✓	SD	2021
22PIB205	International Logistics Management	✓		✓	EM	2021
22PIB206	Foreign Trade Procedures & Documentation	✓		✓	SD	2018
22PIB207	Shipping and Air Cargo Management	✓			EM	2019
22PIB208	Map Reading & Route Tracing	✓		✓	SD	2022
22PIB2E3	International Supply Chain Management	✓	✓		EM	2021
22PIB2E4	World Economic Resources		✓	✓	SD	2021
22PIB2N1	Introduction to International Marketing		✓	✓	EN	2021
22PIB2N2	Fundamental of Global Business	✓	✓	✓	EM	2018
22PIB309	Research Methodology	✓			EM	2018
22PIB310	Export Import Finance	✓	✓	✓	SD	2018
22PIB311	Foreign Exchange Management	✓	✓	✓	EM	2022
22PIB312	System Application for International Business	✓	✓	✓	EM	2022
22PIB3E5	International Economics	✓			EM	2017
22PIB3E6	Trends in E- Commerce	✓	✓	✓	SD	2021
22PIB413	Global Risk Management and Insurance	✓	✓	✓	SD	2017
22PIB414	Customs Law and Practices	✓	✓	✓	SD	2017
22PIB415	Global Financial Management	✓	✓	✓	SD	2017
22PIB416	Customs Compliance for Managers	✓	✓	✓	SD	2022
22PIB4E7	International Human Resource Management	✓	✓	✓	EM	2022
22PIB4E8	International Strategic Management	✓	✓		EN	2018
22PIB4FP1	Field Research Project	✓	✓		EN	2022


HoD


PRINCIPAL

Percentage of Revision of M.Com. IB Syllabus under Regulation 2022 -2024

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	22PIB104	Innovation and Entrepreneurship	Added	20 %		Executive summary, Vision, Mission statement, Business Description, Business Environment Analysis, SWOT or SGOC analysis, Industry Background, Competitor analysis, Operation plan, Financial plan, Achievements and Milestone, Management summary, Feedback and Presentation in Unit III	University Nominee and Course Teacher
2	22PIB205	International Logistics Management	Added	40 %	E sourcing, Global purchasing and Supply Chain Decisions from Unit I Material Handling from Unit III	Unit 4 and Unit 5 have been altered with Material handling and Order Processing and Protective Packing and Transportation Respectively	Alumni and Course Teacher
3	22PIB206	Foreign Trade Procedure and Documentation	Added	20%		Dutiable, Duty free Drawback, Prohibited and Restricted in Unit I, Highlights of FTP in Unit III, Ice gate, Importance of Ice gate in Unit V	Industrial Expert and Course Teacher
4	22PIB208	Map Reading & Route Tracing	Added	20 %		Importance of flag, Flag and their properties and European Continent instead of countries	Academic Auditor and Course Teacher
5	22PIB309	Research Methodology	Added	5%	ANOVA in Unit III and Any online course supporting Research in Unit V	Pilot Study Preparation and Presentation in Tutorial Hours.	Course Teacher and Subject Expert


HoD


PRINCIPAL

N.G.M College - Curriculum Development Cell
Scheme of Examination For PG (2022 – 2024)
Choice Based Credit System & OBES

Commerce with International Business – M. Com IB

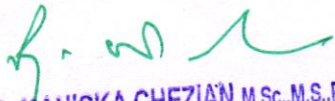
Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
I	22PIB101	Management & Marketing - International Perspective	6	-	-	3	50	50	100	5
	22PIB102	Accounting for Decision Making	6	-	-	3	50	50	100	3
	22PIB103	Cyber Security and Business Communication	6	-	-	3	50	50	100	5
	22PIB104	Innovation and Entrepreneurship	6	-	5	-	50	50	100	3
	22PIB1E1/ 22PIB1E2	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 2022 – 2024


Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
 PRINCIPAL i/c
 Nallamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.



Sem.	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	22PIB309	Research Methodology	6	-	-	3	50	50	100	4
	22PIB310	Global Financial Management	6	-	-	3	50	50	100	4
	22PIB311	Export Import Finance	5	-	-	3	50	50	100	4
	22PIB312	Foreign Exchange Management	6	-	5	3	50	50	100	5
	22PIB3E5/ 22PIB3E6	Major Elective – III: International Economics Major Elective – III: Trends in E- Commerce	5	-	-	3	50	50	100	5
	22PIB3IN1	Internship / Institutional Training (EXIM, Manufacturing Concerns)	2	-	-	-	50	50	100	2
Total			30	-	5	-	300	300	600	24
IV	22PIB413	Global Risk Management and Insurance	6	-	-	3	50	50	100	4
	22PIB414	Customs Law and Practices	6	-	-	3	50	50	100	4
	22PIB4E7/ 22PIB4E8	Major Elective – IV: International Human Resource Management Major Elective – IV: International Strategic Management	6	-	-	3	50	50	100	5
	22PIB4MP1	Major Research Project	12	-	8	-	100	100	200	8
Total			30	-	8	-	250	250	500	21
Grand Total									2200	90


Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
 PRINCIPAL i/c
 Nallamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.

M.Com IB – Batch 2022 – 2024



Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
II	22PIB205	International Logistics Management	6	-	-	3	50	50	100	5
	22PIB206	Foreign Trade Procedures & Documentation	6	-	-	3	50	50	100	5
	22PIB207	Shipping and Air Cargo Management	5	-	-	3	50	50	100	4
	22PIB208	Map Reading and Route Tracing	5	-	5	-	50	50	100	4
	22PIB2E3/ 22PIB2E4	Major Elective – II: International Supply Chain Management Major Elective – II: World Economic Resources	6	-	-	3	50	50	100	5
	22PIB2N1 / 22PIB2N2	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


Dr. R. MANICKA CHEZIAN M.Sc., M.S., Ph.D.,
 PRINCIPAL i/c
 Nallamuthu Gounder Mahalingam College
 Pollachi - 642 001, Coimbatore District.

M.Com IB – Batch 2022 – 2024



Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	22PIB104			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Innovation and Entrepreneurship	Semester:	I
					Credits:	3

Course Objective

To elevate the students as entrepreneurs that the industry enquires.
To know the new avenues of marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To define the role of entrepreneurship	K1
CO2	To outline the generation of new ideas for products	K2
CO3	To evaluate the originality of the product launched	K3
CO4	To portray & predict the merits and shortcomings in the product to be launched	K4
CO5	To choose new ways for the effective entrepreneurship	K5

Mapping

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

H-High; M-Medium; L-Low

Innovation and Entrepreneurship -22PIB104

Units	Content	Hrs
Unit I	Entrepreneur – Introduction & Definition – Characteristics of a Successful Entrepreneur – Successful Entrepreneurs of India – Intrapreneurial Traits – <u>Differences between Entrepreneur & Intrapreneur</u>	18
Unit II	Innovation in Business – Types of Innovation – Creating and Identifying Opportunities – Technological Innovation Process – <u>New Venture Creation</u> – Identifying new opportunities for new venture creation – Generation of New Ideas for products and services – Creating – Shaping – Recognizing – Seizing and Screening of Opportunities	20
Unit III	Business Plan - Preparation – Benefits – Elements – Developing a Business Plan – Guidelines for Preparing a Business Plan – Format – Executive Summary – Vision – Mission Statement – Business Description – Business Environment Analysis – SWOT or SGOC Analysis – Industry Background – Competitor Analysis – Operation Plan – Financial Plan – Achievements & Milestones – Management Summary – Feedback and Presentation.	24
Unit IV	Importance of Logo – slogan and caption words and letter head- importance of packaging – content on the package – price fixation – bar code tracer – sealing mechanisms – product life cycle - Its role in the present business scenario – positioning- Segmentation - product diffusion and new product development – Branding – Brand Image – Corporate social responsiveness – Validation of a product – New markets – Customers gaining and retention mechanisms.	23
Tutorial Hours	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college. Model Launch - For each group	5
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

Assessment Methods

Seminar, Power Point Presentation, Assignments, Group Task.

Assessment Methodology:

CIA: 20Marks - Observation – 5 M; Launch Sessions – 10M; Record –5M.

CE: 80Marks - Report – 20 M; Test Marketing – 20 M; Launch Sessions – 20M

Viva Voce –20M

M.Com IB - Batch 2022 - 2024

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	William. M. Luther	The Marketing Plan: How to Prepare and Implement It	Amacom Publishers Fourth Edition	2011
2	Alexander Chernev	The Marketing Plan Handbook	Cerebellum Press Sixth Edition	2020
3	Steve Mariotti, Caroline Glackin	Entrepreneurship and Small Business Management	Amacom Publishers Fourth Edition	2020

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sharon Rowe	The Magic of Tiny Business: You Don't Have to Go Big to Make a Great Living	Berrett-Koehler Publishers First Edition	2018
2	Peri Pakroo. J. D.	Women's Small Business Start-Up Kit, The: A Step-by-Step Legal Guide	Nolo Publisher First Edition	2018
3	Allan Cohen, Pramodita Sharma	Entrepreneurs in Every Generation: How Successful Family Businesses Develop Their Next Leaders	Berrett-Koehler Publishers First Edition	2016

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:	22PIB205			Title	Batch:	2022 - 2024
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 - 22PIB205

Units	Content	Hrs
Unit I	Overview of International Logistics: Introduction, Concepts, Scope and Components. Framework of Logistics & SCM, Domestic and International Logistics, <u>Recent Trends and development</u> . Outsourcing, 3PLs, 4PLs, Reverse logistics, Green logistics.	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 and Ware Housing: Introduction, concept types, functions of inventory in logistics. Elements of Inventory costs, Just in time system, Warehousing Concepts, Types, Functions, Costs, Warehousing Strategy & Design, Operating Mechanism.	18
Unit IV	Material Handling and Order Processing : Material Handling Concepts and objectives, Principles, Equipments and Handling Considerations, Order Processing concepts, functions Elements of order processing cost and Significance.	18
Unit V	Productive Packing and Transportation: Protective Packages Concepts, functions, costs, Functions, Forms and Packaging problems, International Transport: Domestic and international transportation, Different modes of Transport: Road, Rail, Water, Air, <u>Multi-Modal Transports etc</u> , Containerization and Selection of Transportation Mode.	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	D K Agrawal	Text Book of Logistics and Supply Chain Management	MacMillan	2003
2	Vinod V.Sople	Logistics Management	Pearson	2012
3	S. K. Nandi, S. L. Ganapathi.	Logistics Management	Oxford University Press	2015

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:	22PIB206			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Foreign Trade Procedures and Documentation	Semester:	II
					Credits:	5

Course Objective

The objective of this course is to give practical exposure to trade practices, procedures and documentation of international trade (Industry Perspective) to the students.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the legal framework governing international trade	K1
CO2	To apply the concepts learned in terms of delivery and international trade pricing to actual transactions	K2
CO3	To examine the role and importance of export-import documentation framework	K3
CO4	To analyze the nuances of import and export clearance procedures	K4
CO5	To describe the export incentives and promotional schemes	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

Foreign Trade Procedures and Documentation -22PIB206

Units	Content	Hrs
Unit I	Legal framework and Policy Overview: -Facilities and restrictions and getting started in export viz IEC, <u>GST</u> , RCMC and Custom registration etc.; Giving practical exposure for identifying the items with regard to importability and exportability of products, Dutiable , Duty Free Drawback, Prohibited and Restricted, ITC (HS Code).	17
Unit II	Terms of delivery:- INCOTERMS purpose and objective & salient features of each term. Methods of payment: Features of payment terms, applicability & explanation viz. Advance payment, open account, documentary collections, and documentary letters of credit.	18
Unit III	Foreign Trade Policy - Development of Foreign Trade policy - Foreign Trade policy 2022-2026 – basics – General provision regarding Imports and Exports - Export Incentive and Promotional Schemes - <u>EPCG</u> , Duty drawback, duty exemption and remission schemes, star exporter's scheme, RODTEP Scheme/SEIS etc – Highlights of FTP	17
Unit IV	Export-Import documentation framework:- Role and importance of documents; Category of documents; Commercial & regulatory documents; Documents for claiming Export incentives; Insurance; Documents required by foreign buyers& customs etc.; Features of various document.	18
Unit V	Import and Export clearance procedures: -Types of duties, legal Framework, <u>EDI clearance</u> , understanding the role of shipping bill/Bill of export and custom procedure: Import Management – Types of bills of entry, EDI procedure for import clearance, duties & applications – Ice gate – Importance of Ice gate.	20
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk

Assessment Methods

Seminar, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reddy, P. V., & Mamatha, P.	Export Made Easy.	Commercial law Publishers (India) Pvt. Ltd.	2015
2	Donna L. Bade	Export/Import Procedures and Documentation	Amacom	2015
3	C.Rama Gopal	Export Import Procedures - Documentation And Logistics	New Age International (P) Limited	2006

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.I.Mahajan	A Guide on Export Policy, Procedure & Documentation.	Snow white publications pvt. Ltd	2017
2	Kenneth D.Weiss	Building an Import/Export Business	John Wiley & Sons, Inc.	2016
3	Hinkelman, E. G.	International trade documentation.	World trade press.	2009

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:	22PIB208			Title	Batch:	2022 - 2024
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Map Reading and Route Tracing	Semester:	II
					Credits:	4

Course Objective

To train the students with the practical exposure on trade procedures

To give the input on mapping knowledge through routing and tracing map.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the Capital, Currency and Language of Countries in Continents	K1
CO2	To apply the idea of Map Coloring and Capital Plotting	K2
CO3	To get the idea of practical documentation in overseas trade	K3
CO4	To categorize the countries profile through route tracing & their specific identification	K4
CO5	To evaluate the record on map reading and documentation	K5

Mapping

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

H-High; M-Medium; L-Low

Map Reading and Route Tracing -22PIB208

Units	Content	Hrs
Countries and their Prospects	Countries, Capital, Currency and Languages to be identified in different Continents (a) Africa (b) Asia (c) Australia (d) Europe (e) North America (f) South America	17
Map Reading and Plotting	Reading and Plotting the details of Countries and Capital to be traced in the World Map (i) Asian (ii) African (iii) Australian (iv) North American (v) South American (vi) European Continents, Locating the major ports and also the business ports, Importance of Flag, Flag and their properties	18
Country Analysis & Expansions	A country will be given to each individual and it is to be reciprocated in amidst of the students – Class Discussion Session. INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	17
Route Tracing	<u>Popular Sector Wise Sea Routes</u> Australia / New Zealand Sector ; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ; U.S. North America Sector ; South America Sector (Only the eight traditional routes) <u>Canal Oriented Sea Routes</u> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	18
Tutorial Hours	Group Task I - Objective Questions in Map Reading and Plotting Individual Task I - Subjective Questions with Maps, Sea Routes and INCO Terms	5
Total Contact Hrs		75

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

Assessment Methods

Seminar, Power Point Presentation, Assignments, Group Task.

Assessment Methodology:

CIA: 20Marks – Country Presentation – 5 M; Group Task with Record – 15M;
CE: 80Marks - Report – 25 M; Country Presentation – 25M; Viva Voce –30M

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dona. L. Bade	Export/Import Procedures and Documentation	Amacom Publishers Fifth Edition	2015
2	Global Negotiator	INCOTERMS 2020: Obligations, Cost & Risks	International Chamber of Commerce, First Edition	2020
3	John Capela	Import / Export Kit	For Dummies,a Weily Brand Third Edition	2015

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Thomas A Cook	Mastering Import and Export Management	Amacom Publishers Revised Edition	2004
2	Karl Nelson.	Import/Export: How to Take Your Business Across Borders	Nolo Publisher Fourth Edition	2019
3	Mahajan. M. I	A Guide on Export Policy, Procedure and Documentation	Snow White Publications Twenty Fifth Edition	2019

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