

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

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	

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			
	21PIB4MPI1	Major Research Project	12	-	8	-	100	100	200	8			
	Total		30	-	8	-	250	250	500	21			
		Grand Total										2200	90

Programme Code:	M.Com. IB – International Business		Programme Title:	Master of Commerce with International Business	
Course Code:	21PIB309		Title	Batch:	2021 - 2023
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	Research Methodology Credits: 4		

Course Objective

To acquaint the students with the tools and techniques of international research
To scrutinize the research problem by applying various analysis

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the types of research	K1
CO2	To get the idea about data collection and sampling	K2
CO3	To execute the statistical inference for the collected data through interpretation	K3
CO4	To evaluate interpretation and report writing mechanism	K4
CO5	To decide new ways for doing effective research	K5

Mapping

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

H-High; M-Medium; L-Low

Research Methodology - 21PIB309		
Units	Content	Hrs
Unit I	Research & Problem - Research – meaning – purpose - types – research problem – <i>identification of the research problem</i> – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	18
Unit II	Data & Sampling -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – <i>sampling errors</i> – Non-sampling Errors.	17
Unit III	Tools and Analysis -Questionnaire preparation – Calculation using Tally Bars-editing– coding–tabulation–processing data with diagrams & charts – Percentage Conversions – Chi-Square Test – ANNOVA- Trend analysis.	18
Unit IV	Interpretation and Report writing - Interpretation – Meaning, techniques and precaution measures - <i>report writing</i> – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	20
Unit V	Any Online course supporting Research or Research Problem Drafting – Research Design Writing – Questionnaire Preparation – Pilot Study – Case Discussion	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	C.R. Kothari	Research Methodology	New Age International P Ltd Revised Edition	2018
2	S. P. Gupta	Statistical Methods	Sultan Chand and Sons Sixth Edition	2019
3	C.R. Kothari and Ravilochanan	Research Methodology	Pearson Publications Fourth Edition	2018

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Geoffrey Marczyk, David DeMatteo	Essentials of Research Design and Methodology	Wiley Publishers Founding Edition	2005
2	Louis Cohen, Lawrence Manion, Keith Morrisson	Research Methods in Education	Routledge Publisher Eighth Edition	2018
3	Michael Quinn Patton.	Qualitative Research and Evaluative Methods	Sage Publications Third 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:	21 PIB 4MP1		Title	Batch:	2021 - 2023
Lecture Hrs./Week Or Practical Hrs./Week	12	Tutorial Hrs./Sem.	Major Research Project		Semester: IV
		8			Credits: 8

Course Objectives

<i>To seek the students capacity and to make him as a complete researcher</i>
<i>To develop students compatibility in research work</i>

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To relate chosen project with the existing scenario	K1
CO2	Lay the outline for the chosen projects	K2
CO3	To figure out objectives, methodology and statistical tools to be applied	K3
CO4	To evaluate the genuineness of research project work through publications	K4
CO5	To design the research report at par with the society framework	K5

Mapping

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

H-High; M-Medium; L-Low

Major Research Project - 21 PIB 4MP1		
Unit	Content	Hours
Research Work	☐ Candidates should undergo research or institutional project work in any of the functional area of their choice with core theme of international business, ☐ Project is to be done with the combination of Primary & Secondary Data or with stand alone Secondary Data. ☐ Candidates will be allocated with Specific Guides to do their project ☐ Candidates should meet their respective guides at frequent intervals and submit the valid requisites of the project for the valuation of the project report. ☐ Moreover the finalization will be done joint evaluation by internal and external examiner. ☐ Students can publish their research papers from their project in UGC Care List.	In the Post Lunch Session, Students will be let out to do their project work
Conditional Clause	It is mandatory for every student to complete four industrial visits* & one Internship* to carry out the project work.	
Total Contact Hrs		180

*Subject to prior approval

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring System

Assessment Methods

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

Viva Voce : Distribution of Marks – CA: 40, CE: 160

Please Note: Students Project book is the base report with which fine tuning is made and Project Record is created after their Publications and Viva Voce will be held. The assessment component for project is also in the guidelines (annexed with the syllabus) and the same may be followed.

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