

SCHEME OF EXAMINATIONS – B. COM INTERNATIONAL BUSINESS

(With effect from 2019-2022 Batch)

Part	Subject Code	Title	Ins.Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – I								
I	19UTL101/ 19UHN101	Tamil / Hindi / French Paper – I	6	3	25	75	100	3
II	19UEN101	English for Enrichment – I	5	3	25	75	100	3
III	19UIB101	CORE I : Financial Accounting	6	3	25	75	100	4
	19UIB102	CORE II : Modern Marketing	6	3	25	75	100	3
	19UIB1A1	ALLIED I : Management Concept for International Business	5	3	25	75	100	4
IV	19UHR101	Human Rights in India	1	2	-	50	50	2
	19HEC101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V		Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	150	450	600	20
Semester – II								
I	19UTL202/ 19UHN202	Tamil / Hindi / French Paper – II	6	3	25	75	100	3
II	19UEN202	English for Enrichment – II	5	3	25	75	100	3
III	19UIB203	CORE III : Higher Financial Accounting	6	3	25	75	100	4
	19UIB204	CORE IV : Export Marketing	5	3	25	75	100	4
	19UIB2A2	ALLIED II : Statistics for Business	5	3	25	75	100	3
IV	19EVS201	Environmental Studies	2	2	-	50	50	2
	19HEC202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50	1
V		Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			30	-	150	450	600	20

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	19UIB1A1	Title	Batch	2019-2022
		Management Concept for International Business	Semester	I
Hrs/Week	5		Credits	4

Objective

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

Course Outcomes

K1	CO1	To remember the importance of management process in current scenario.
K2	CO2	To point of various levels of management in Multinational company.
K3	CO3	To implement the elements of management.
K4	CO4	To evaluate concept and theories of management.

Unit	Content	Hours
I	Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	13
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives– Policies – Procedures and Methods – Natures and Types of Policies – Decision making – <i>Process of Decision-making</i> – Types of Decision.	12
III	Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.	14
IV	Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.	11
V	Co-ordination – Need, Type and Techniques and Requisites for excellent Coordination – Controlling – Meaning and Importance – <i>Control Process</i> .	10

*** Italic denotes self-study topic

REFERENCE BOOK

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

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	L	M	H
CO2	H	M	H	H	H
CO3	L	H	M	M	M
CO4	M	L	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature: 	Signature: 	Signature: 	Signature: 

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International	
Course Code:	19UIB204	Title	Batch	2019-2022
		Export Marketing	Semester	II
Hrs/Week	5		Credits	4

Course objective

Develop a broader understanding of each component of export marketing mix and the drivers of international business and to synthesize knowledge gained into instruments of action as presented in an export business

Course outcome

K1	CO1	To keep in mind about export marketing.
K2	CO2	To understand the concept of international marketing while starting export business
K3	CO3	To apply export pricing in international marketing.
K4	CO4	To analyze the role of promotional organization in India

Unit	Content	Hours
I	Introduction to Export Marketing: Meaning and features of Export Marketing-Importance of Exports for a Nation and a Firm –Difference between Domestic Marketing and Export Marketing – Motivations for Export	13
II	International Marketing: Meaning, <i>Trade Barriers</i> – Tariffs and Non-Tariffs – WTO and its implications on International Marketing with reference to Agreements : TRIPs, TRIMs, GATS, Agreements on Agriculture and its implications on Developing Nations	12
III	Preliminaries for Starting Export Business: Overseas Market Research – Identifying Foreign Markets – Factors for Selecting Foreign Markets – Product Planning Strategies for Exports – New Product Development Process – International Products Life Cycle	13
IV	Export Pricing: Factors determining Export Price – Basic data required for Export Pricing decisions, Marginal Cost Pricing – <i>Export Pricing Strategies</i> – Main Export Pricing Quotations.	12
V	Export Marketing and Promotional Organisations in India: Export Marketing Organizations – Export Promotion Organisations – Export Promotion Councils – Commodity Boards	10

*** Italic denotes self-study topic

Case Analysis, Seminar, Quiz, Assignment

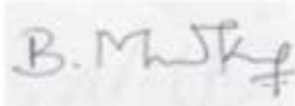
REFERENCE BOOK

1. International Marketing – S C Jain, Latest Edition
2. International Marketing – Philip Cateora, Latest Edition
3. International Marketing – Warren Keegan, Latest Edition
4. International Marketing – Czinkotia, Latest Edition
5. International Marketing – Vasudevan, Latest Edition

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	H	M
CO2	H	M	H	H	H
CO3	H	M	H	M	M
CO4	M	H	H	L	H

H-High; M-Medium; L-Low

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Signature: 	Signature: 	Signature: 	Signature: 