rtment of Commerce with International Business (UG)

Depa

B. Com. IB

Create a new generation of global players with sense of creativity, dignity and patriotism to meet theever-changing challenges to sustain the purity and cultural heritage of our great nation.

Mission

- To develop the students into confident individual's through role play in academics and extracurricular activities
- To ensure knowledge transfer by imparting high standards in curriculum through committed and dedicated faculty team
- To impart knowledge based output through academia industry enhancement
- To transform students into disciplined citizens by infusing ethical and cultural values

Program Educational Objectives:

PEO1	To inculcate the students with various categories of knowledge needed to compete internationally.
PEO2	To create physical interest to the students in crossing borders among management, documentation, banking, and transportation through literary workings
PEO3	To provide students, the necessary inputs on the macro (academic) environment and micro (practical) environment, in this current global scenario.
PEO4	To render knowledge to students on statistics, accounting, law and taxation with the proficiency in computer
PEO5	To develop the communicative skills of the students through industry and academia

Program Outcomes: (LOCF – UGC)

PO1	To Demonstrate the students, the extensive and coherent knowledge of commerce and its applications in real international business world
PO2	The student will get a first-hand understanding on various concepts and theories that will provide a strong academic foundation
PO3	Students will be demonstrated with educational skills in areas of International Business, Marketing, Accounting, HR, Logistics, Economics, Statistics & other branches of Commerce
PO4	It enables the students to acquire various soft skills (communication, organizing, and analytical) required to manage complete international business situation and life situations.
PO5	It fulfills students learning requirements by providing an insight of research in Commerce and interdisciplinary areas while seeking research pursuits
PO6	It provides students extreme and rigorous base for teaching, research, and allied business administrations.
PO7	It helps students in building a concrete footing for advanced studies in Commerce
PO8	It enables a student to prepare for further study, employment, and good citizenship.

Program Specific Outcomes:

PSO - 01	To internalize various categories in management, documentation, accounting, commercial and banking law, business taxation, statistical methods and transportation by showing the differences between the academic environment and practical environment
PSO - 02	To help students physically to work with computers, e-content and other literary work, which make them to communicate effectively through seminars and power point Presentations.

Programme Code:	B.Com IB– InternationalBusiness			Programme Title:	BachelorofCommercewith InternationalBusiness	
CourseCode:	22UIB101			Title	Batch:	2022-2025
				PrinciplesofA ccounting	Semester:	I
LectureHrs./Week or PracticalHrs./Week	6	TutorialHrs./Sem.	5		Credits:	3

Course Objective

To providebasicknowledgeoftheframeworkof financial accounting totheextent itisusefulformanagers

CourseOutcomes

Onthe successfulcompletionofthecourse,studentswillbe able to

CO Number	CO Statement	Knowledge Level
CO1	Torecollectthebasicconcepts,conventions,methodsandtechniquesunderlyingthe accountingpractices.	K1
CO2	Togettheidea forpreparingandpresentingfinancialstatementsinaccordance withgenerallyacceptedaccountingprinciples.	K2
CO3	Toapplyskills incritical-thinkingandproblem-solving	K3
CO4	Toevaluateconceptualknowledgeofthefinancialaccountingandtoimpartskillsf orrecordingvariouskindsofbusinesstransactions.	K4
CO5	ToDevelop anunderstandingonpreparationofaccountsintradingconcerns.	K5

Mapping

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

H-High;M-Medium;L-Low

PRINCIPLESOFACCOUNTING-22UIB101		
Units	**Content**	**Hrs**
I	Meaning of Book-Keeping – Definition of Accounting - Accounting cycle – Objectives ofAccounting–FunctionsofAccounting–AdvantagesofAccounting-LimitationsofAccounting –BranchesofAccounting– BasicConceptsand ConventionsofAccounting.	**12**
II	Basics principles of Double Entry System – Meaning of an Account – Types of Account – RulesofDebitandCredit–Journalizing–SubsidiaryBooks–PurchasesBook–PurchasesReturnsBook–SalesBook–SalesReturnsBook–CashBook–PettyCash Book–BillsReceivableBook–BillsPayableBook	**15**
III	Ledger-Divisionof ledger-Rulesregardingposting-TrialBalance–Meaning–Methods -PreparationofTrialBalance–PettyCashBook.	**15**
IV	Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses –Prepaid Expenses –Provision forBad and Doubtful Debts–Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goodssenton SaleorReturnbasis–Goodslostbyfire–InterestonCapitalandDrawings - PreparationofFinalAccounts(SoleTrader only)	**23**
V	Depreciation –Meaning–Definition–AccountingTreatmentofDepreciation–MethodsofDepreciation–FixedInstallmentMethod–DiminishingBalanceMethod-Annuity Method.	**20**
	TutorialHrs	**5**
	TotalContactHrs	**90**

Pedagogy:

DirectInstructions,DigitalPresentations,FlippedClassrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	T.S.Reddy& Murthy	FinancialAccounting	MarghamPublications	2019

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	V.K.Gupta R.L.Gupta	FinancialAccounting	SultanChandandsons	2016
2	N.Vinayagan, K.L.Maniand K.L.Natarajan	PrinciplesofAccountancy	S.Chand&Co	2010
3	RLGupta and Radhaswamy	AdvancedAccounting	SultanChandandsons	2014

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

ProgrammeCode:	B.Com IB– InternationalBusiness			Programme Title:	BachelorofCommercewith InternationalBusiness	
CourseCode:	22UIB102			Title	Batch:	2022-2025
				ModernMarketing	Semester:	I
LectureHrs./Week or PracticalHrs./Week	5	TutorialHrs./Sem.	-		Credits:	4

CourseObjective

Onsuccessfulcompletionofthiscourse, thestudentwillbewellversedintheprevailingact.

CourseOutcomes

Onthe successfulcompletionofthecourse,studentswillbe able to

CO Number	CO Statement	Knowledge Level
CO1	Toremembermarketingconceptanditschangingroleinsociety	K1
CO2	Tounderstand thekeyfeaturesofthemodern marketing environment	K2
CO3	Toapplytheroleofmodernmarketermanagersandtheirroleinamultiplestakeholdersenvironment	K3
CO4	Toanalysisbuyerbehaviorasabasic formarketsegmentation	K4
CO5	Toevaluatethemarketingstrategies ingloballevel	K5

Mapping

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

H-High;M-Medium;L-Low

MODERNMARKETING-22UIB102		
Units	**Content**	**Hrs**
I	MarketingManagement:Concept.MarketingMix;Definition,Importance& Factors Determining Marketing Mix. Meaning &, Nature of Product, Conceptof ProductMix. Product Planning and New Product Development. Product Life Cycle.Product Packaging: Definition, Functions And Requisites Of Good Packaging. Branding&Labeling.	**15**
II	Pricing:Concept,Objectives&FactorsAffectingPriceofAProduct,PricingPoliciesAndStrategies. Types ofPricingDecisions-Methods ofPricing.	**15**
III	Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods,Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels.Logistics: Meaning,Importance,Objectives,MarketingLogisticsTask.	**15**
IV	Promotion: Meaning, Nature & Importance. Types of Promotion. Concept of Promotion Mixand FactorsAffectingPromotionMix,EmergingTrendsinmarketing.	**15**
V	Market Segmentation: Concept, Importance, and Basis. Target Market Selection, MarketPositioning:Concept&Importance.MarketRepositioning.ProductDifferentiationVsMarketSegmentation.ContemporaryIssues InMarketing	**15**
	TotalContactHrs	**75**

*****Conceptsunderlinedanditalicizedareself-study**

Pedagogy:

DirectInstructions,DigitalPresentations,FlippedClassrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	R.S.N Pillai & Bagavathi	MarketingManagement	Sultan Chand	2020

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	C.B Gupta & Rajan Nair	MarketingManagement	Sultan Chand	2011
2	Jayasankar. K	Marketing	Margaham	2016
3	Philip Kolter	Principles of Marketing	PearsonEducation	2017

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

ProgrammeCode:	B.Com,IB–InternationalBusiness			**Programme Title:**	BachelorofCommercewith InternationalBusiness	
CourseCode:	22UIB1A1			**Title**	**Batch:**	2022-2025
				Management ConceptforInternational Business	**Semester:**	I
LectureHrs./Week or PracticalHrs./Week	6	**TutorialHrs./Sem.**	-		**Credits:**	4

CourseObjective

Onsuccessfulcompletionofthiscourse,thestudentswill getan opportunityto examineandapplyappropriate theories/concepts aboutmanaginginbusiness effectively.

CourseOutcomes

CO Number	CO Statement	Knowledge Level
CO1	Torememberthe importanceofmanagement processincurrentscenario.	K1
CO2	ToclarifyofvariouslevelsofmanagementinMultinationalcompany.	K2
CO3	To illustratethe elementsofmanagement.	K3
CO4	Tooutlinetheconceptandtheoriesofmanagement.	K4
CO5	Tocreateconceptofmanagement.	K6

Mapping

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

H-High;M-Medium;L-Low

MANAGEMENTCONCEPTFOR INTERNATIONALBUSINESS-22UIB1A1		
Units	**Content**	**Hrs**
I	**Management:** Importance – Definition – Nature and Scope of Management Process – RoleandFunctionsofaManager–LevelsofManagement–DevelopmentofScientificManagementandotherSchoolsofthoughtandapproaches.	**18**
II	**Planning**:Nature–Importance–Forms–Types–*StepsinPlanning*–Objectives–Policies –ProceduresandMethods–NaturesandTypesofPolicies–Decisionmaking–ProcessofDecision-making–TypesofDecision-FactorsAffectingDecisionMaking.	**20**
III	**Organizing:**TypesofOrganizations–OrganizationStructure–SpanofControlandCommittees – Departmentalization –*FormalandInformalOrganization*.	**20**
IV	**Authority** – Delegation – Decentralization – Difference between Authority and Power – Responsibility–Recruitment–Sources,Selection,Training–Direction–NatureandPurpose.	**20**
V	**Co-ordination**–Need,TypeandTechniquesandRequisitesforexcellentCoordination–Controlling–MeaningandImportance–ControlProcess.	**12**
	TotalContactHrs	**90**

*****Conceptsunderlinedanditalicizedareself-study**

Pedagogy:

DirectInstructions,DigitalPresentations,FlippedClassrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	Dr.S.C.Saksena	PrinciplesofBusinessManagement	SahityaBhawan Publications	2018

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	Koontzand O'Donald	PrinciplesofManagement	12th Edition	2019
2	Dinkar-Pagare	BusinessManagement	SultanChand &Sons	2018
3	RNGupta	PrinciplesofManagement	S.Chand (G/L) &CompanyLtd	2010
4	GuptaC.B	BusinessManagement	SultanChand &Sons	2018

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

ProgrammeCode:	B.Com IB– InternationalBusiness			Programme Title:	BachelorofCommercewith InternationalBusiness	
CourseCode:	22UIB203			Title	Batch:	2022-2025
				CostAccounting	Semester:	II
LectureHrs./Week orPracticalHrs./Week	6	TutorialHrs./Sem.	5		Credits:	3

CourseObjective

Tounderstandthebasicconceptsandprocessesusedtodetermineproductcost;

Togainknowledgeofpreparationofbudgets, standardcostsandvariancestatements;To

gaintheskillsrequiredforcostascertainmentanddecisionmaking.

CourseOutcomes

Onthe successfulcompletionofthecourse,studentswillbe able to

CO Number	CO Statement	Knowledge Level
CO1	To identify the costing system, cost management system and the concept oflabourandoverheadcost.	K1
CO2	Toclarifyskills inpreparingcostsheet	K2
CO3	Toillustrateproblems intheallocationsandapportionmentofoverheads.	K3
CO4	Toanalyzetheelementsofcostinvolvedinvariousprocesses.	K4
CO5	Toformulate baseforbudgetingand budgetarycontrol	K6

Mapping

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

H-High;M-Medium;L-Low

	COSTACCOUNTING-22UIB203	
Units	**Content**	**Hrs**
I	Cost Accounting - Objectives – Advantages and Disadvantages -Distinction between CostAccounting, Financial Accounting and ManagementAccounting- Methods of Costing,CostClassification–CostCenterandCostUnit-PreparationofCostSheet-Estimated Cost Sheet.	**15**
II	Materials: Meaning - Direct and Indirect – Objectives of Material control – Organization of Material control – Inventory control, Economic ordering quantity, ABC analysis -Purchase Procedure - Issue of Materials - PricingofIssues(LIFO,FIFO.)	**18**
III	Labour:Meaning–Types-Methodsof WagePayment-TimeRate – Piece rate- Straight, Differential piece rate).	**16**
IV	Overheads:Meaning–Classification-Allocation,ApportionmentandAbsorptionofOverheads-CalculationofMachineHourRate. .	**20**
V	OperatingCosting:Transportcosting- CalculationofCostPerKm.-CostPerPassengerKm	**16**
	TutorialHrs	**5**
	TotalContactHrs	**90**

Pedagogy:

DirectInstructions,DigitalPresentations,FlippedClassrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

Text Book

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	JainandNarang	AdvancedCostAccounting	KalyaniPublication	2013

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	T.S.Reddy, Y.HariPrasad Reddy	CostAccounting	Margham	2015
2	MamtaShah	ManagementAccountingfor DecisionMaking	Ane Books	2009
3	GuptaShashiK., Sharma R.K.,GuptaNeeti	ManagementAccounting-PrinciplesandPractice	Kalyani	2017

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

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.Com IB– InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewith InternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">22UIB204</td><td>Title</td><td>Batch:</td><td>2022-2025</td></tr>
<tr><td rowspan="2">ExportMa rketing</td><td>Semester:</td><td>II</td></tr>
<tr><td>LectureHrs./Week or PracticalHrs./Week</td><td>5</td><td>TutorialHrs./Sem.</td><td>-</td><td>Credits:</td><td>4</td></tr>
</table>

CourseObjective

Developabroaderunderstandingofeachcomponentofexportmarketingmixandthedriversofinternationalbusinessand to synthesizeknowledgegainedinto instrumentsofaction aspresentedinanexport business.

CourseOutcomes

Onthe successfulcompletionofthecourse,studentswillbe ableto

CO Number	CO Statement	Knowledge Level
CO1	Tokeepinmindaboutexportmarketing.	K1
CO2	Tounderstandtheconceptofinternationalmarketingwhilestartingexportbusiness.	K2
CO3	Toapplyexportpricingininternationalmarketing.	K3
CO4	Toanalyzetheroleofpromotionalorganization inIndia.	K4
CO5	ToEvaluateThePricingstrategyinexportinIndia.	K5

Mapping

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

H-High;M-Medium;L-Low

	EXPORTMARKETING-22UIB204	
Units	**Content**	**Hrs**
I	**IntroductiontoExportMarketing**:MeaningandfeaturesofExportMarketing-Importance of Exports for a Nation and aFirm–Difference between Domestic MarketingandExportMarketing–MotivationsforExport	**15**
II	**International Marketing**: Meaning, *Trade Barriers*– Tariffs and Non-Tariffs – Features ofInternational Marketing - WTO – Objectives – Functions of WTO – Implications of WTOAgreements.	**15**
III	**Preliminariesfor StartingExportBusiness**:OverseasMarketResearch–IdentifyingForeign Markets – Factors for Selecting Foreign Markets Product - Planning Strategies forExports–NewProduct DevelopmentProcess–InternationalProductsLifeCycle	**15**
IV	**Export Pricing**: Factors determining Export Price – Basic data required for Export Pricingdecisions,MarginalCostPricing–*ExportPricingStrategies*–MainExportPricingQuotations.	**15**
V	**ExportMarketingandPromotionalOrganisationsinIndia**:ExportMarketingOrganizations–ExportPromotionOrganisations–Export PromotionCouncils–CommodityBoards	**15**
	TotalContactHrs	**75**

*****Conceptsunderlinedanditalicizedareself-study**

Pedagogy:

DirectInstructions,DigitalPresentations,FlippedClassrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	S.Yuvaraj	InternationalMarketing	Vrinda PublicationsPvt.Ltd.Delhi.	2009

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	S CJain	InternationalMarketing	LatestEdition	2020
2	Philip Cateora	InternationalMarketing	LatestEdition	2019
3	WarrenKeegan	InternationalMarketing	Pearson;8thedition	2013

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

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.Com, IB– InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewith InternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">22UIB2A2</td><td>Title</td><td>Batch:</td><td>2022–2025</td></tr>
<tr><td rowspan="2">GlobalBusinessEnvironment</td><td>Semester:</td><td>II</td></tr>
<tr><td>LectureHrs./Week or PracticalHrs./Week</td><td>5</td><td>TutorialHrs./Sem.</td><td></td><td>Credits:</td><td>4</td></tr>
</table>

CourseObjective

Thecourseisdesignedtoprovideaninsightintotheimpactofbusinessenvironmentontheperformance and profitability of the firm. The course emphasizes the theme that the business prospectsmaybe enhancedby astronggraspofbusinessincludingsocioeconomic-politicalfactors.

CourseOutcomes

Onthe successfulcompletionofthecourse,studentswillbe able to

CO Number	CO Statement	Knowledge Level
CO1	Torecollecttheroleofenvironmentinglobalbusiness.	K1
CO2	TopicturetheFactorsaffectinginternationalenvironment.	K2
CO3	Toimplementtheenvironmentfactorstoregainthebalanceofpaymentdeficit.	K3
CO4	Toevaluatethevariousinstitutionandregionalintegrationtoovercomeenvironmentchanges.	K4
CO5	Tocreatethenewenvironmentintheglobalbusiness	K5

Mapping

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

H-High;M-Medium;L-Low

GLOBALBUSINESS ENVIRONMENT-22UIB2A2		
Units	**Content**	**Hrs**
I	IntroductiontoGlobalBusinessEnvironment–Meaning–Nature–Concept–ScopeofGlobalBusiness–Modesof EntryintoInternationalBusiness–InternationalizationProcess -Globalization–Concepts–Levels–Causes–Issuesand Concerns.	**16**
II	International Business Environment – STEPIN factors – Social & Cultural – Technology – Economic – Political & Legal – Natural factors – Framework for analyzing InternationalBusinessEnvironment.	**15**
III	Balance of Payment Account: Concepts and Significance of Balance of Payment account – CurrentandCapitalaccountcomponents–Accountingsystem–BalanceofPaymentdeficitsandcorrectionpolicies.	**16**
IV	InternationalEconomicinstitutionandagreements–WTO,WTOandDevelopingcountries –IMF–WorldBank(IBRD)–UNCTAD–*Internationalcommoditytradingandagreement*	**15**
V	RegionalIntegration–EuropeanUnion–*NAFTA–SAFTA*–LAFTA–SAARC–ASEAN–BRICS-RecentTrends.	**13**
	TotalContactHrs	**75**

*****Conceptsunderlinedanditalicizedareself-study**

Pedagogy:

DirectInstructions,DigitalPresentations,FlippedClassrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	K.Aswathappa	EssentialsofBusiness Environment	HimalayaPublishing House	2019

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	ShaikaSaleem	BusinessEnvironment	Pearson Education\Fourt hEdition	2020
2	Dr.V.Sinha	BusinessEnvironment	SPBDPublishingHouse	2020
3	FrancisC herunilam	BusinessEnvironment	HimalayaPublishingHouse	2019

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvanesh Kumar	Mr. M. Prem	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian

Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.Com,IB–InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewithInternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">21UIB305</td><td>Title</td><td>Batch:</td><td>2021-2024</td></tr>
<tr><td rowspan="2">HumanResourceDevelopment</td><td>Semester:</td><td>III</td></tr>
<tr><td>LectureHrs./Week or PracticalHrs./Week</td><td>5</td><td>TutorialHrs./Sem.</td><td>-</td><td>Credits:</td><td>4</td></tr>
</table>

Course Objective

Tofamiliarizethestudents,withthedifferentaspectsofmanagingHumanResourceintheOrganization.To equip the students with appropriate knowledge and skills required for acquisition, development andretentionofHuman Resources

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	Tokeepinmindthespecifichumanresourcecomponentoftheorganization’sbusiness	K1
CO2	To understand the specific features of recruitment, selection & retention processincompany.	K2
CO3	Topreparethe performanceappraisalmethodsforacompany.	K3
CO4	Toanalyzethefunctioning ofhumanresourcemanagement.	K4
CO5	TocriticizetheknowledgeinPlanningmethods.	K5

Mapping

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

H-High;M-Medium;L-Low

HUMANRESOURCEDEVELOPMENT-21UIB305		
Units	**Content**	**Hrs**
I	**HRM:**Meaning–Definition-HRDinHRM–HRDMeaning-Need-Concept-System-ApproachestoHRD-HumanDevelopmentandHRD-HRDatMacroandMicroClimate.	**15**
II	**Human Resource Development System:** HRD Mechanisms – Influences of*Employee Behaviour*– Model of Employee Behavior – External and InternalFactorsInfluencingEmployeeBehaviour.	**14**
III	**Developing Human Capacity:** Aptitude - Knowledge - Values - Skills ofHumanRelations-Responsiveness-LoyaltyandCommitment-Transparency-LeadershipDevelopment.EvaluatingHRD:HumanResource Accounting - HR Audit and Benchmarking - Impact Assessment of HRDinitiatives onthebottom-lineofanorganization.	**17**
IV	**Training and Development:** Meaning and Scope of training - education anddevelopment;Trainingneedanalysis-TypesoftrainingInternalandexternal - Outbound Training - Attitudinal training - *Principles Involved inSelection of Training Method* – Techniques of Training Different Levels -Training Effectiveness.	**17**
V	**CareerPlanningandSuccessionPlanning:**RecentTrendsinHRD:Trainingfortrainersand HRDprofessionals-Promoting ResearchinHRD.	**12**
	TotalContactHrs	**75**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	Gibba.S	Human ResourceDevelopment:Foundations, Process,Context	3rdEdition,Palgrave Macmillan	2011

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	Haldar,U.K	HumanResourceDevelopment	OxfordUniversityPressIndia,	2009
2	Mankin,D	HumanResourceDevelopment	OxfordUniversityPressUSA	2009
3	McGuire,D.and Jorgensen,K	HumanResourceDevelopment	SageSouthAsia	2011

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Dr.B.Rohini	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian

CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			**Programme Title:**	BachelorofCommercewithInternationalBusiness	
CourseCode:	21UIB306			**Title**	**Batch:**	2021–2024
				BankingLaw & ForeignExchange	**Semester:**	III
LectureHrs./Week or PracticalHrs./Week	6	**TutorialHrs./Sem.**	-		**Credits:**	5

CourseObjective

Toenrichthestudentswiththebasicsofbankinglawandpracticefollowedinourcountry

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeable to

CO Number	CO Statement	Knowledge Level
CO1	Tostudythebankingregulationactof1949	K1
CO2	Tocomputethe varioustypesofbanksanditsusage	K2
CO3	Toclassifytheprinciplesoflending, borrowingandnegotiationinstruments.	K3
CO4	TofigureouttheroleofRBIanditsfunctioninbankingindustry.	K4
CO5	Tojudgethemethodsadoptedinforeignexchange.	K5

Mapping

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

H-High;M-Medium;L-Low

BANKINGLAW&FOREIGN EXCHANGE-21UIB306		
Units	**Content**	**Hrs**
I	Definition of banker and customer- general relationship- Special relationship- Evolution of commercial banks – functions of modern commercial banks – branchbanking–CRMinbanking–*Multinationalbanking*–customerservice.	**15**
II	Opening of an new account- General precautions- Types of accounts- Fixeddeposits- savings account- Currentaccount- Recurring deposits-special typeof customers- Minor- Lunatic-drunkards- joint account- partnership account-Publiclimitedcompany-Closureofaccounts.	**20**
III	Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials. Promissory note- essentials- Cheques- Essentials- *Endorsement*-CrossingofCheques -MarkingofCheques. .	**17**
IV	Foreignexchangemarkets-Features-participants-Interbanktransactions-Interbankquotations-Interbankratesandarbitraging-Interbankdealings-coverdeals-trading-*Moneymarket*-fundingof Vostro,NostroandLoroaccount-swapdeals.	**20**
V	Exchange management by banks- Dealing position- exchange position-cashposition.Accountingandreporting-Foreignexchangeriskmanagement-MeasuringofValueAtRisk(VAR)..	**18**
	TotalContactHrs	**90**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	Gordon andNatara jan	Bankingtheorylawandp ractice	HimalayaPublishingHouse	2010

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	C. Jeevanandham	Foreignexchangeandrisk management	SultanChand	2010
2	NCMajumdar	Fundamentals of ModernBanking	New CentralBookAgency (P)Ltd,	2010
3	R. Ramachandran	Bankingtheoryand Practice	MJPPublishers	2019

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.B.MadhanKumar	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian

CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			Programme Title:	BachelorofCommercewithInternationalBusiness	
CourseCode:	20UIB307			Title	Batch:	2021-2024
				Business Statistics	Semester:	III
LectureHrs./Week or PracticalHrs./Week	6	TutorialHrs./Sem.	5		Credits:	4

Course Objective

Onsuccessful completionofthiscoursethestudentsshall enrichtosolvethestatisticalproblemsincommerce.

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	Toremembertheimportance ofstatisticsanditsroleinbusiness.	K1
CO2	Tounderstandvarioustechniquesandtoolsusedforstatisticscalculation.	K2
CO3	Toimplementstatisticalproblemincommerce.	K3
CO4	Toreviewvarioususageofstatisticsincurrentscenario.	K4
CO5	ToMeasuretheTrendwiththehelpofthestatisticaltools.	K5

Mapping

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

H-High;M-Medium;L-Low

	BUSINESSSTATISTICS- 21UIB307	
Units	**Content**	**Hrs**
I	Introduction–definitionofstatistics–statisticsasnumericalmethod–functionsofstatistics –scopeofstatistics–limitationsofstatistics-Methodsofcollectingdata–differencebetweenprimaryandsecondarydata	**13**
II	Classification and tabulation of statistical data – characteristics of a good classification – typesofclassification-tabulation–componentsofagoodtable-differencebetweenClassificationandtabulation-Diagrammatic and*graphicalrepresentation ofdata*.	**18**
III	Measures of Central tendency - Mean,median and mode - Dispersion, Range, Quartiledeviation, Mean Deviation, Standard Deviation - Measures of Skewness. (Basic SimpleProblems only)	**18**
IV	Correlation-KarlPearsonCoefficientofCorrelation-SpearmanRankCorrelation-RegressionLines andCoefficients.(Basic SimpleProblems only)	**18**
V	TimeSeries–UtilityofTimeSeriesAnalysis-Componentoftimeseries–Measurementoftrend – Measurementof*SeasonalVariation*.(Basic SimpleProblemsonly)	**18**
	TutorialHrs	**5**
	TotalContactHrs	**90**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	S.C Gupta	BusinessStatistics	HimalayaPublishingHouse	2013

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	S.P.Gupta	StatisticalMethods	SultanChand	2012
2	S.P.Rajagopalan	BusinessStatistics	TataMcGraw – HillEducationPvt.Ltd	2010
3	HiraandGupta,S.Chand	OperationsResearch	S.CHANDPUBLISHER	2010

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.M.Prem	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			**Programme Title:**	BachelorofCommercewithInternationalBusiness	
CourseCode:	21UIB308			**Title**	**Batch:**	2021-2024
				BankingPracticeforInternationalBusiness	**Semester:**	III
LectureHrs./Week or PracticalHrs./Week	5	**TutorialHrs./Sem.**	5		**Credits:**	4

CourseObjective

Toprovidepractical knowledgeon basicprocedurethatistobefollowedat banks.

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	Tounderstandthevarioustypesofaccountsanditsusage.	K2
CO2	Toexecutetheusageofnegotiation instruments	K3
CO3	Tofigureouttheimportanceofcurrencyintradeactivities	K4
CO4	Toillustratethenegotiableforms	K4
CO5	Toexplaintheloandetailsandpurpose	K5

Mapping

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

H-High;M-Medium;L-Low

BANKINGPRACTICEFOR INTERNATIONALBUSINESS-21UIB308		
Units	**Content**	**Hrs**
I	**Introduction to Accounts Filing:** Account opening – Savings Account – Current Account – Recurring deposit – Fixed deposit – Term deposit – ATM Application form – Know yourcustomerform.	**15**
II	**NegotiableForms:**Payment–PayingSlip–Cash–Cheque–DemandDraft –Bankerscheque	**13**
III	**Negotiable Forms:**CashWithdrawalForm– Cheque – DDApplicationForm –Accounttransferfund	**12**
IV	**Fund Support:**Loan– Housing Loan– VehicleLoan– JewelLoan– AgriLoan– Pledge– Mortgage–ForfeitingofProperty–TerminationofLoan	**15**
V	**KnowyourCurrency:**TypesofCurrency–CurrencySize–Particularincurrency– Secrecyterminology–Coins–ShapeandSize	**15**
	TutorialHrs	**5**
	TotalContactHrs	**75**

Pedagogy:

DirectInstruction,DigitalPresentation,FlippedClasses

AssessmentMethods:

Test,Seminar, Formfilling, Assignments

AssessmentMethodology: **CIA:**20Marks:Test20M;Record10M;Observation10M
CE:80Marks:Record20M;FormTest30M;VivaVoce30M

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.M.Prem	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.ComIB–InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewithInternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">21UIB3A3</td><td rowspan="2">Title:</td><td>Batch:</td><td>2021-2024</td></tr>
<tr><td>Semester:</td><td>III</td></tr>
<tr><td>LectureHrs./Week or PracticalHrs./Week</td><td>6</td><td>TutorialHrs./Sem.</td><td>-</td><td>ComputingSkillsforInternational Business</td><td>Credits:</td><td>3</td></tr>
</table>

CourseObjective

Thispaperwould makestudentslearnaboutthelatestversionMSWindowsoperatingsystem.

Theapplication softwarecovered underthispaperwouldincludeMSwordandexcel.

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	ToremememberingtheReportingand mailinglabels	K1
CO2	Tounderstandthedatabasesystems	K2
CO3	To express the role of business application software role in internationalbusiness.	K3
CO4	Tooutlinethemailmergeconceptbylinkingdocuments.	K4
CO5	To select the familiarity with the concepts and terminology used in thedevelopment,implementationandoperationofbusinesscomputerapplications	K5

Mapping

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

H-High;M-Medium;L-Low

COMPUTINGSKILLS FORINTERNATIONALBUSINESS-21UIB3A3		
Units	**Content**	**Hrs**
I	**Microsoft Word:** Changing Font and Text Size, Borders and Shadings, Text box,Formatting, Creating Tables, Mail Merge - Creating the Main Document– Creating datasource, Adding fields, removing fields – Merging Documents - Macros – InsertingHeadersandFooter–Recordingmacros.	**18**
II	**Microsoft Excel :**Selecting Cells, Entering and Editing Text, Entering Numbers andFormulas – Alignments – Menus, Commands, Toolbars and their Icons-SpreadsheetOverview–CreatingWorksheet–CreatingCharts–CreatingFormTemplates–Sharing DataBetweenApplications	**18**
III	**Microsoft PowerPoint:**Adding Visual Elements – Charts and Tables – Drawing – Clipart– Sounds – Animation – Apply TimeTransitions to Slides -Working withPowerPoint:SlideSorter–DateandTime–Symbol–SlideLayout–Font–Slide Colour Schema–Macros–CustomAnimation.	**18**
IV	**Microsoft Access**: Database Overview- Creating Database – Creating database throughTable Wizard – Modifying Table - Creating a Table – Rename Columns – Saving theDatabase –Relationships-Forms.	**20**
V	**FilteringandQueryingTables**–CratingReportsandMailing Labels–SharingInformationbetweenApplications.	**16**
	TotalContactHrs	**90**

PedagogyandAssessmentMethods:

Seminar,PowerPointPresentation,Chalkandtalk, Quiz,Assignments

AssessmentMethodology:

CIA:40 Marks: Test 20 M;Record10 M;Observation10 M

CE:60Marks:Record20M;FormTest20M;VivaVoce20M

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	BittuKumar	MasteringMSOffice	V&SPublishers	2017

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	SatishJain /M.Geeta/Kratika	MS-Office 2010 TrainingGuide	BPBPublications	2017
2	LokeshLalwani	Excel2019All-in-One	BPBPublications	2019
3	KenBluttman	ExcelFormulas&Functions	ForDummies	2018

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Dr.N.Bhuvaneshkumar	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.Com,IB–InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewith InternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">21UIB3N1</td><td>Title</td><td>Batch:</td><td>2021-2024</td></tr>
<tr><td rowspan="2">Introduction toInternationalBusiness</td><td>Semester:</td><td>I</td></tr>
<tr><td>LectureHrs./Week or PracticalHrs./Week</td><td>1</td><td>TutorialHrs./Sem.</td><td>-</td><td>Credits:</td><td>2</td></tr>
</table>

Course Objective

The Course is designed to impart sound knowledge about International Business operationsthroughlectures,seminars,casestudies&GroupDiscussionsetc.tomakelearningchallenging

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	Tokeepinmindabouttheevolutionofinternationalbusiness.	K1
CO2	Tounderstandthemodesofenteringinternationalbusiness	K2
CO3	ToapplythechangesofMNCsinglobalbusiness	K3
CO4	Toanalysisthevariousterminologyusedininternationalbusiness.	K4
CO5	ToDecidetheDocumentswhichisusedfor internationalbusiness	K5

Mapping

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

H-High;M-Medium;L-Low

INTRODUCTIONTOINTERNATIONALBUSINESS -21UIB3N1		
Units	**Content**	**Hrs**
I	**Introduction To International Business**: Evolution of international business, nature ofinternationalbusiness,need&importanceofInternational Business,*stagesofinternationalization*.	**3**
II	**Modes Of Entering International Business**: International business analysis- modes ofentry- exporting (direct and indirect) licensing, franchising, contract manufacturing,managementcontracts,turnkeyprojects,,Jointventures-MergersandAcquisitions.	**4**
III	**Globalization**:Meaning-DefinitionandFeatures-Globalization,-AdvantagesandDisadvantages,*GATTandWTO*.	**2**
IV	**MNCS And International Business:** Definition, Distinction among Domestic Companies,*Internationalcompany*,MNC,GlobalCompanyandTNC,MeritsandDemerits, MNCsandIndia.	**3**
V	**Export Import Documentation**: Important Trade Terms in International Trade:Introduction:CIF,F.O.B,F.O.BContractwithadditionalservices,F.O.BContractFAS,EX SHIP&ArrivalContracts.	**3**
	TotalContactHrs	**15**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	SumatiVarma	InternationalBusiness	Pearson	2013

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	CharlesHill	InternationalBusiness	Text & Cases, TataMcGraw Hill	2011
2	WarrenJ. Keegan.	GlobalMarketing Management	PrenticeHallofIndia	2010
3	Daniel andRadeba ugh	InternationalBusiness	PearsonEducation	2010

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.M.Prem	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			Programme Title:	BachelorofCommercewithInternationalBusiness	
CourseCode:	21UIB3N2			Title	Batch:	2021–2024
				Tourism Marketing	Semester:	III
LectureHrs./Week or PracticalHrs./Week	1	TutorialHrs./Sem.			Credits:	2

CourseObjective

Toequipthestudentswithlanguageskillsrequiredforconductinginternationalbusiness.Tomakeaware the variousdynamicsincorporate cultures andbusinessetiquette

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeable to

CO Number	CO Statement	Knowledge Level
CO1	Toremembertheroleofmarketingintourism.	K1
CO2	Tounderstand themarketingmixstrategiesforatourismproduct.	K2
CO3	To applytheelementsinthemarketingplanningprocess.	K3
CO4	Toevaluatestakeholdersandvariablesinthemarketingenvironment.	K4
CO5	Tocreatethetourismmarketingingloballevel	K5

Mapping

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

H-High;M-Medium;L-Low

TOURISMMARKETING-21UIB3N2		
Units	**Content**	**Hrs**
I	**Marketing:**Coreconceptsinmarketing;Needs,Wants,Demands,Productsmarkets.Marketing management philosophies-Production, Product, Selling, Marketing and societalperspectives.Economicimportanceofmarketing.	**3**
II	**Analysis and selection of market:** Measuring and forecasting tourism demand; Forecastingmethods,Managing capacityand demand.*Marketsegmentation andpositioning (STP)*	**3**
III	**Marketing Strategies:** Developing marketing environment, Consumer buying behaviour,Competitivedifferentiationandcompetitivemarketingstrategies.Newproductdevelopment. Product life cycle, Customer satisfaction and related strategies in internal and'externalmarketing;Interactiveandrelationshipmarketing.	**3**
IV	**Planning marketing programs:** Product and product strategies; Product line, Product mixBranding and packaging. *Pricing considerations*. Approaches and strategies. Distributionchannelsandstrategies.	**3**
V	**Tourism Marketing:** Service characteristics of tourism, Unique features of tourist demandand tourist product, Tourism Marketing Mix. Marketing of Tourism, Services: Marketing ofAirlines, Hotel, Resort, Travel Agencies and other tourism related services – Challenges andStrategies	**3**
	TotalContactHrs	**15**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	Kotler,Philip	Marketing ForHospitality&Touris mMarketing	PearsonEducation	2017

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	Kotler,Philip	Marketing ForHospitality&Touris mMarketing	PearsonEducation	2017
2	Dr.S.M.Jha	Tourismmarketing	Himalaya PublishingHo use	2013
3	PrasannaKumar	MarketingForHospitality& TourismMarketing	McGrawHillEducation	2017

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby

Mr.B.MadhanKumar	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.Com.IB–InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewithInternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">21UIB409</td><td>Title</td><td>Batch:</td><td>2021-2024</td></tr>
<tr><td rowspan="2">CaseAn alysis</td><td>Semester:</td><td>IV</td></tr>
<tr><td>LectureHrs./Week</td><td>5</td><td>TutorialHrs./Sem.</td><td>5</td><td>Credits:</td><td>4</td></tr>
</table>

CourseObjective

Toexposethestudents withthepracticalcases *Todevelopthecriticalthinking behaviouramong students*

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	Toremembersituationswithwhichacasewouldevolve	K1
CO2	Tovisualizethevariouswaystogivesolutions	K2
CO3	Toinculcatetheactualhappeningswiththelivecases	K3
CO4	Tofigureouttheworkcarriedoutinthedecisionmakingscenario	K4
CO5	Toevaluatefinallythecasestudyreport	K5

Mapping

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

H-High;M-Medium;L-Low

CASEANALYSIS-21UIB409		
Unit	**Content**	**Hours**
I	Case Study – meaning – purpose – preparation required for cases – types ofcases–roleofcasesinthe currentbusinessscenario	**12**
II	Case Studies in the field of business – concept of business according to laymenview–practicalbusinessandtheoreticalcases–justifyingbusinessandinstitutions	**15**
III	Case studies in field of logistics - concept of logistics according to laymen view – practicallogisticsandtheoreticalcases–justifyinglogisticswithpracticinginstitutions	**16**
IV	Case studies in field of supply chain - concept of supply chain according tolaymen view – practical supply chain and theoretical cases – justifying supplychainwithwarehousingfirms	**15**
V	Casestudiesinfieldofforeignexchange-conceptofforeignexchangecaseswiththatoffinancecases	**12**
	TutorialHours	**5**
	TotalContactHrs	**75**

Pedagogy:

DirectInstructions, DigitalPresentations,FlippedClassrooms

AssessmentMethods:

WorkBookReview,PowerPointPresentations,ExperienceDiscussion

Assessment-VivaVoce -Distributionofmarks–CA:20,CE: 80

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPU BLICATION
1	WilliamEilet	TheCaseStudy,TheStudentH andbookGuide	Harward BusinessPublishingEducat ion– RevisedEdition	2018

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATI ON
1	PeterFDrucker	ManagementCases	HarperBusiness Publishing,RevisedEdition	2008
2	MarcPCosentino	CaseinPoint	Wall Street Journal, 11thEdition	2020
3	VictorCheno	CaseInterview Secrets	Bain and Company, RecentEdition	2012

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby

Dr.G.Vignesh	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.ComIB –InternationalBusiness			Programme Title:	BachelorofCommercewith InternationalBusiness	
CourseCode:	21UIB410			Title:	Batch:	2021-2024
					Semester:	IV
LectureHrs./Week or PracticalHrs./Week	6	TutorialHrs./Sem.	-	InternationalTradeProcedures & Documentation	Credits:	5

CourseObjective

Totrainthestudentswith tradeproceduresrequiredfordoinginternationalbusiness.

Tomakeawarethevariousdynamicsin documentation.

CourseOutcomes

Onthe successfulcompletionofthe course,studentswillbe able to

CO Number	CO Statement	Knowledge Level
CO1	ToidentifytheneedofinternationaltradeinIndia.	K1
CO2	Toobserveaboutthetradeproceduresanddocumentationneededfor exports.	K2
CO3	Topracticetheideaonvariousdocumentsusedfor internationaltrade.	K3
CO4	Toanalyzethebasicpolicyandterms followedinexportimportbusiness.	K4
CO5	Toselecttheroleofdocumentationininternationaltrade.	K5

Mapping

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

H-High;M-Medium;L-Low

INTERNATIONALTRADEPROCEDURES& DOCUMENTATION- 21UIB410		
Units	**Content**	**Hrs**
I	International Market Research – Strategies, Product Planning, and Cost estimation, salesForecast,DifferentRegisters,SignificanceofDocumentation&Relatedprocedures,Export management,OrganizationStructure.	**16**
II	ExportandImportPolicyandProcedures,Preliminaryinformation,*ExportsalesQuotation*,DifferentIncoterms:FOB,C&F,CIFetc.	**18**
III	Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC,Roleof DGFT,ExportPromotionCouncils,RCMC,andotherrelatedprocedures ofregistration.	**18**
IV	ExchangeControlRegulations:RBIGuideLines,AuthorisedDealers,*FERA/FEMA*, PermittedCurrencies,ExportRealization,Procedure&Relateddocuments.	**18**
V	ExportDocuments:ExportOrder,LetterofCredit,ExportDeclarationForms,BillofLading /AirwayBill,BillofExchange,ShippingBill,CertificateofOrigin, Invoice,PackingList,GSPCertificate,Legislation of Documents,BankCertificateofExport&Realization	**20**
	TotalContactHrs	**90**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	M.I.Mahajan	ExportPolicy,ProceduresAnd Documentation	SnowWhitePublications Pvt.Ltd	2015

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	M.I.Mahajan	ImportPolicy,ProcedureandDocumentation	SnowWhitePublications Pvt.Ltd	2013
2	Ankita Pal	MasterKeyLaw ofExportImportRegulation	AmarLawPublication's	2015
3	P.VeeraReddyandM.Mamatha	ExportDocumentation	Commerciallawpublisher	2018

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Dr.N.Bhuvaneshkumar	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			**Programme Title:**	BachelorofCommercewithInternationalBusiness	
CourseCode:	21UIB411			**Title**	**Batch:**	2021–2024
				Indirect Taxation	**Semester:**	IV
LectureHrs./Week or PracticalHrs./Week	6	**TutorialHrs./Sem.**	-		**Credits:**	5

CourseObjective

Toimpart basicknowledgeaboutmajorIndirect Taxes.

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeable to

CO Number	CO Statement	Knowledge Level
CO1	Toremembertherulesandregulationofindirecttaxation.	K1
CO2	Tounderstandtherulesforregistrationsanditsexemptionsintaxation.	K2
CO3	TocomputeGSTanditsworking mechanisms.	K3
CO4	Toanalyzeandresolvetaxproblems.	K4
CO5	ToevaluatethefunctionsofGSTanditslevy.	K5

Mapping

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

H-High;M-Medium;L-Low

INDIRECTTAXATION -21UIB411		
Units	**Content**	**Hrs**
I	Indirect Taxes- Meaning and Nature- Special features of Indirect Taxes - Types -Objectives- Direct Taxes Vs. Indirect Taxes -Contribution to Government Revenues- Taxation under theConstitution-Advantages andDisadvantagesofIndirectTaxes.	**18**
II	Introduction and Scope of Customs Law in India-The Customs Act 1962- Types-Levy andCollection from Customs duty- *Exemption from Customs duty*- Classification and Valuationof goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods-RemissiononDutyonLost,DestroyedorAbandonedGoods-CustomsDutyDrawBack.	**18**
III	Goods and Service Tax-Introduction-Meaning-Need for GST-Features of GST-Advantagesand Disadvantages of GST-Structure of GST in India- Dual Concepts-SGST-CGST-IGST-UTGST- Types of rates under GST- Taxes subsumed under State Goods and Services TaxAct2017- TaxessubsumedunderCentralGoods andServicesTaxAct2017.	**17**
IV	Levy and Collection under SGST/CGST Act- Meaning of Important Term: Goods, Services,Supplier, Business, Manufacture, Casual Taxable person, Aggregate Turnover. Input Taxand Output Tax. Concept of Supply- Composite and Mixed Supplies-Composition Levy-Time of Supply of Goods and Services- Valueof Taxable Supply-.InputTax Credit-Eligibility and Conditions for taking Input Credit- *Registration procedure under GST*- FilingofReturns	**20**
V	Levy and Collection under the Integrated Goods and Service Tax - Meaning of ImportantTerms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services,Output Tax. Levy and Collection of Tax-Determination of Nature of supply- Inter-StateSupplyandIntra-StateSupply-PlaceofSupplyofGoodsorServices-Zero-RatedSupply.	**17**
	TotalContactHrs	**90**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	Datey, V.S.	IndirectTaxes	Mumbai, TaxmannPublications PrivateLimited	2017

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	Balachandran,V.	IndirectTaxation	SultanChandandSons	2017
2	RadhaKrishnan,R	IndirectTaxation	KalyaniPublishers	2017
3	Sethurajan	IndirectTaxationincluding WealthTax	SpeedPublications	2017

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.B.MadhanKumar	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com, IB–InternationalBusiness			**Programme Title:**	BachelorofCommercewithInternationalBusiness	
CourseCode:	21UIB412			**Title**	**Batch:**	2021-2024
				VirtualBanking forBusiness	**Semester:**	IV
LectureHrs./Week or PracticalHrs./Week	6	**TutorialHrs./Sem.**	5		**Credits:**	4

Course Objective

Itaimstoprovide practical knowledgetouseonlinefacilitiesthatareusedinthecurrent scenario

CourseOutcomes

Onthe successfulcompletionofthe course,studentswillbe able to

CO Number	**CO Statement**	**Knowledge Level**
CO1	Toremembertheonlineportalwhichisusedforinternationalbusiness	K1
CO2	Tounderstandthetypesofonlinebankingfacilityavailableforendusers.	K2
CO3	Toapplyframeworkofsmartbanking.	K3
CO4	Toanalyzetheroleofinternetbankingincurrentscenario.	K4
CO5	TojustifytheNRI&NREAccounts	K5

Mapping

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

H-High;M-Medium;L-Low

	VIRTUALBANKINGFORBUSINESS-21UIB412	
Units	**Content**	**Hrs**
I	**Online Booking:** Bus ticket – Online portal – Various transport services – Train ticket – IRCTC – User Id registration and ticket preference – Air/Flight ticket– Agencies involvedinAirticket–Individualloginregistration	**20**
II	**Domestic Usages Online :**Electricity Bill – Water payment charges – Property tax – GasBooking – Cell phone Recharge – DTH Recharge – Pay TM – Free charge – Other Agenciessupportingtheserecharge	**15**
III	**SmartBanking**–MobileBanking–InternetBanking–ATM–Debitcard–Creditcard–Cashcards – Paymentwallet	**15**
IV	**TerminologyinBanking**:NEFT–RTGS–CBS–IFCS–MICR–Clearanceofcheque–DD – Bankers cheque	**20**
V	**ForexAccount**:OpeningofNRIaccount,NROaccountandNREaccount	**15**
	TutorialHrs	**5**
	TotalContactHrs	**90**

Pedagogy:

DirectInstruction,DigitalPresentation,Flipped Classes

AssessmentMethods:

Test,Formfilling,Assignments

CIA: 20 Marks: Test10M;Record 5M;Observation5 M

CE:80Marks:Record 20M;FormTest30M;VivaVoce30M

CourseDesignedby	Reviewedby	Verifiedby	Checked by	Approvedby
Mr.M.Prem	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			**Programme Title:**	BachelorofCommercewith InternationalBusiness	
CourseCode:	20UIB4A4			**Title**	**Batch:**	2021-2024
				Economic Analysis	**Semester:**	IV
LectureHrs./Week or PracticalHrs./Week	5	**TutorialHrs./Sem.**	-		**Credits:**	3

CourseObjective

Toequipthestudentswithvariousimportanceofdemandandsupply.

Tomakeawarethevariousfundamentalandtechnicalconceptsof economics.

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	**CO Statement**	**Knowledge Level**
CO1	Toremembertheuseofeconomicsterminologiesinoraland writtencommunications.	K1
CO2	Tounderstandthedecisionswiselyusingcost-benefitanalysis.	K2
CO3	Toimplementthebenefitsandcostsofaglobaleconomy	K3
CO4	To analyze the basic theories of economics in critical thinking and problemsolving.	K4
CO5	Toselectandimplementingthefactorspricingtheory	K5

Mapping

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

H-High;M-Medium;L-Low

ECONOMICANALYSIS-20UIB4A4		
Units	**Content**	**Hrs**
I	ScopeofMethodology:DefinitionofEconomics–NatureandScopeofEconomics – Utility analysis – Law of diminishing utility – Law of Equilibrium…Marginal utility – Indifferencecurve–ApproachesofEconomicAnalysis– MethodologyofEconomicsmaximization andotherobjectives–Marshall'sutility Analysis– Lawof DiminishingMarginalUtility–SocialResponsibilities.	**15**
II	TheoryofConsumerBehaviour:DemandAnalysis–DemandSchedule–LawofDemand– DemandCurves–ElasticityofDemand–Consumer'ssurplus –AnalysisSchedule.	**15**
III	Production–FactorsofProduction–LawofdiminishingReturns–Lawofvariableproportions – Returns to scale – scale of production – Law of supply – Cost and Revenue–concepts and Curves – THEORY OF PRODUCTION : Production Function – *Factors ofProduction*– Enterpriseas aFactor.	**15**
IV	Product Pricing : Market Definition – Types – Equilibrium under perfectcompetition ofFirmandIndustry–Pricing–Pricingunderperfectcompetition,Monopoly– PriceDiscrimination– PricingunderMonopolistic competition– *Pricing underOligopoly*.	**15**
V	FactorPricing–MarginalProductivitytheory–Theoriesofwages,rent,interestandprofit.	**15**
	TotalContactHrs	**75**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS\EDITION	YEAROFPUBLICATION
1	**MLSeth**	PrincipleOfEconomics	LNAPUBLICATIONS	1970

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	H.SAgarwal	Economicsanalysis	ANEBooks	2009
2	M.L.Jhingan.	MacroeconomicTheory	VrindaPublications(P), Limited	2003
3	AlfredW.Stonier, DouglasC.Hagu	EconomicsTheory	Pearson	2003

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.M.Prem	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

<table>
<tr><td>ProgrammeCode:</td><td colspan="3">B.Com,IB–InternationalBusiness</td><td>Programme Title:</td><td colspan="2">BachelorofCommercewithInternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode:</td><td colspan="3" rowspan="2">21UIB4N1</td><td>Title</td><td>Batch:</td><td>2021-2024</td></tr>
<tr><td rowspan="2">Global Logistics</td><td>Semester:</td><td>IV</td></tr>
<tr><td>LectureHrs./Week or PracticalHrs./Week</td><td>1</td><td>TutorialHrs./Sem.</td><td>-</td><td>Credits:</td><td>2</td></tr>
</table>

Course Objective

Thepurposeofthiscourseis todevelop anunderstanding ofunderlyingconcepts, strategies andissuesinvolvedintheareaofbusiness logisticsandrelatedconceptsfor Under-graduates.

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CO Number	CO Statement	Knowledge Level
CO1	Tokeepinmindabouttheimportanceofbusinesslogistics incurrentscenario.	K1
CO2	Tounderstandtheroleoflogisticsinamarketorientedsociety.	K2
CO3	Toapplythetheoreticalknowledgewithpracticalknowledgeon logistics.	K3
CO4	To analyze the general concept of customer service application of logisticsInformationsystems.	K4
CO5	Tojustifythe knowledgeonvariouslogisticssourcingprocedures.	K5

Mapping

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

H-High; M-Medium;L-Low

	GLOBALLOGISTICS-21UIB4N1	
Units	**Content**	**Hrs**
I	**Introduction to Business Logistics:** Business Logistics: Origin, meaning and definition,Importance of logisticsin modern business andforeign trade, Objectives of businesslogistics,Logistics-Strategy&Planning	**3**
II	**TransportationManagement:**Transportation:Meaning,definition,modesandImportance, Effective Transportation System: meaning and importance, Service choicesandtheircharacteristics,<u>*TransportServiceSelection*</u>,VehicleRouting&Scheduling: meaningandimportance.	**3**
III	**InventoryManagement&Control:**Inventory:Meaning,definition,typesandrole,Appraisal of inventories, Inventory Objectives, Storage & handling decisions, Inventorycontrol.	**3**
IV	**Warehousing&Location Management:**Warehouse:Meaning,definition,typesandimportance.Location/FacilityManagement:Meaningandimportance,<u>*Warehouselayout*</u>.	**3**
V	**PurchasingandSourcingManagement:**Introduction,natureandscope,importanceofpurchasing,purchasingprocess, trendsforimprovedproductivity.	**3**
	TotalContactHrs	**15**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAROFPUBLICATION
1	Ronal H. Ballou&SamirSrivastava:Pearson	BusinessLogistics/Supply ChainManagement	PearsonEducation	2007

ReferenceBooks

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS \EDITION	YEAR OFPUBLICATION
1	Coyle,Bardi,Langley	ManagementofBusiness Logistics - AsupplyChain Perspective	South-Western;7thedition	2002
2	D.K.Agrawal	TextbookofLogistics andSupplyChainmanagement	Macmillan	2003
3	Dr.L.Natarajan	LogisticsandSupply ChainManagement	Margham	2019

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Dr.B.Rohini	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

ProgrammeCode:	B.Com,IB–InternationalBusiness			Programme Title:	BachelorofCommercewithInternationalBusiness	
CourseCode:	21UIB4N2			Title	Batch:	2021–2024
				TourOperationManagement	Semester:	IV
LectureHrs./Week or PracticalHrs./Week	1	TutorialHrs./Sem.	-		Credits:	2

CourseObjective

Toequipthestudentswithtouroperation.Tomakeawarethevariousplacesoftourisminworlds

CourseOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeable to

CO Number	CO Statement	Knowledge Level
CO1	Toremememberbasicknowledgeofthetouroperationindustry.	K1
CO2	Tounderstandinglegalaspectsintour andtraveloperations.	K2
CO3	Toapplythetravelrelatedprocedureand activities.	K3
CO4	Toanalyze thetraveltransferandaccommodation planning .	K4
CO5	Toevaluatestakeholdersandvariablesineventmanagement	K5

Mapping

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

H-High; M-Medium;L-Low

TOUROPERATION MANAGEMENT-21UIB4N2		
Units	**Content**	**Hrs**
I	Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agenciesinternal environment, Checklist for display areas, Health and safety at work; Stationary,Printingandofficesupplies,FilingsysteminTravelAgency:MaterialsforFilingRetrievinginformation, types of files e.g. correspondence files, Client files, Computer and Data bases,Effective communication in Travel Agency: Use of Telephone, Use of Telex & Fax, specialHandlingofbusinesscorrespondence,MethodofTakingCareofCustomers.	**3**
II	Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), CarHireandSurfaceTransport:AgenciesforDomesticCarHire/SurfaceTransportation:Theirterms and Condition, Procedure for reservation; documents required, Billing and paymentprocedure, Commission Structure, Problems faced by Clients with Domestic AirlinesRailways,Hotels,Carrental,Anyother	**3**
III	International Travel Counter; Services provided by International Counter; Government ruleson International Travels. Reservation procedure for International and other travel relatedVouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellationcharges	**3**
IV	Places of Tourist interest in various destinations in India, Types of accommodationavailable, Modes of transportation and length of stay. Concept of Tour Itinerary andPreparationofsampleitinerarywiththetimingsandmodeofAir/trainorbysurfaceanddetails of sightseeing, types of Accommodations and other services. Tour Costing:Methodology of Quotation Preparation and preparation of sample quotation for touroperationwithvarious plansandservices.	**3**
V	Procedure for Domestic and International Hotel Reservations. Documentation related withHotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other ServiceVouchers,Procedureanddocumentsinvolvedin informingSub-Agentsfor services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBIguidelines/Rulesregardingtheforeignexchangetransactions.	**3**
	TotalContactHrs	**15**

*****Conceptsunderlined anditalicized areself-study**

Pedagogy:

DirectInstructions, DigitalPresentations, Flipped Classrooms

AssessmentMethods:

Tests,Seminar,PowerPointPresentations,GroupTask

TextBook

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS\EDITION	YEAROFPUBLICATION
1	RGMenon	TravelAgencyManagement	Arise Publishers &Distributors	2007

Reference Books

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS\EDITION	YEAR OFPUBLICATION
1	Dr. Apsara SalethMary	ThePrinciplesofTravelAgency and Tour OperationManagement	White FalconPublishing\First edition	2021
2	A.KBhatia	The Business of TravelAgencyandTourOperationsManagement	Sterling Publishers(P)Ltd	2013
3	BarkatA.M.A	TravelandTourism Management	Prentice Hall IndiaLearning PrivateLimited	2015

CourseDesignedby	Reviewedby	Verifiedby	Checkedby	Approvedby
Mr.B.Madhankumar	Mr.M.Prem	Dr.G.Vignesh	Mr.K.Srinivasan	Dr.R.ManickaChezian
CourseTeacher	ModuleCoordinator	HeadoftheDepartment	CDCCoordinator	ControllerofExaminations

21UIB4N2

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce–International Business	
CourseCode	20UIB514	**Title**	**Batch**	2020-2023
		OrganisationBehaviour	**Semester**	V
Hrs/Week	5		**Credits**	3

CourseObjectives

Toenlightenthestudent'sontheimportanceof costascertainment,reductionand control.

CourseOutcomes

K1	CO1	Tounderstandthecostingsystem, costmanagementsystemandtheconceptoflabourand overhead cost.
K2	CO2	Toapplyskillsinpreparingcostsheet
K3	CO3	Toevaluateproblems intheallocationsandapportionmentofoverheads.
K4	CO4	Toanalyzetheelementsofcostinvolvedinvariousprocesses.

Unit	Content	Hours
I	**IntroductiontoOrganizationalBehaviour:**HistoricalbackgroundofOB-Relevance of OB to management functions – Contributing disciplines – ChallengesPersonality: Determinants – Assessment – Trait Theories – Psychoanalytical sociallearning–Personality-Jobfit.Perception:Process–Distortions–Factors influencingperception	12
II	**Learning:**Classical,OperantandSocialCognitiveApproaches–Managerialimplications. Emotions and Emotional Intelligence Attitudes and Values: Attitude-Behaviour Relationship – Sources of Attitude –Work related Attitudes. Motivation:EarlyTheoriesandContemporarytheories-Motivationatwork–Designing MotivatingJobs	12
III	Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages ofGroupDevelopment–FactorsaffectingGroupandTeamPerformance-GroupDecisionmaking-Intergrouprelations.InterpersonalCommunication–CommunicationProcess–BarrierstoCommunication–GuidelinesforEffective Communication	12
IV	Leadership – Trait, Behavioural and Contingency theoriesm Power and Politics:Sourcesof Power–PoliticalBehaviourinOrganisations–ManagingPolitics.ConflictandNegotiation:SourcesandTypesofConflict–NegotiationStrategies–NegotiationProcess	12

V	WorkStress:StressorsintheWorkplace–IndividualDifferencesonExperiencing Stress-ManagingWorkplaceStress.OrganisationalCultureandClimate:Concept–CreatingandSustainingCulture–Types ofOrganisationalCulure	12

**** Italic denotesself-studytopic*

Seminar,Quiz,Assignment,ExperienceDiscussion

ReferenceBooks

1. Blanchard,K.H.,Hersey,P.andJohnson,D.E., Managementof Organizational Behavior:LeadingHumanResources,9thEdition,PHILearning,2008.
2. Khanka,S.S.,OrganisationalBehaviour,4thEdition,S.Chand,2010.
3. Luthans,F.OrganizationalBehavior,12thEdition,TataMcGrawHillEducation,2011.
4. McShane,S.L.,VonGlinow,M.A.,andSharma,R.R.,OrganizationalBehavior,5thEdition,TataMc Graw-HillEducationPvt.Ltd.,2011.
5. Newstrom, J.W.,OrganizationalBehavior,12thEdition,TataMcGraw-HillEducation

Mapping

PSO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	H	H	H	H	H
CO2	S	S	S	M	M
CO3	H	H	H	M	M
CO4	H	M	M	H	H

S- Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Dr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com–IB	ProgrammeTitle	BachelorofCommerce–International Business	
CourseCode	20UIB515	Title	Batch	2020-2023
		Internship	Semester	V
Hrs/Week	-		Credits	3

CourseObjectives

To train the students with the practical exposure in industryTodevelop entrepreneurismamong students

CourseOutcomes

K3	CO2	Togetassociatewiththeindustryacademiainterface
K4	CO3	Tofigureouttheworkcarried outintheindustry
K5	CO4	Toevaluatetheinternshipreport

Unit	Content	Hours
InternshipPeriod	• Studentsshouldundergo Internshipinanyoftheindustriesforthe periodof20workingdays • Valuationofthetrainingreportwillbedonethroughjointe valuation byinternaland externalexaminer.	20Working Days in the fourthsemesterholidays
	Compilationofindustryinterface ground work	
	PreparationofInternship Report&VivaVoceexamination	
SpecialClause	VivaVocetobekeptinthefifthsemester	

WorkBookReview,PowerPointPresentations,,ExperienceDiscussion

PracticalPaper:Distributionofmarks – CA:60, CE:40

Mapping

PSO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	H	M	H	M	M
CO2	H	M	H	M	M
CO3	H	H	H	H	H
CO4	S	H	H	H	H

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com-IB	**ProgrammeTitle**	BachelorofCommerce–International Business	
CourseCode	20UIB410	**Title**	**Batch**	2020-2023
		Information Security &ExecutiveCommunication	**Semester**	IV
Hrs/Week	5		**Credits**	4

CourseObjective

After the successful completion of the course the student must be able to communicate clearly in the day-to-day businessworld.

CourseOutcomes

K1	CO1	Torecollect andrespondthecommunicationdifferenceeffectively.
K2	CO2	Tounderstandopportunitiesinthefieldofcommunication.
K3	CO3	Toapplycommunicationtheories.
K4	CO4	Toanalysethecurrenttechnologyrelatedtothecommunicationfield.

Unit	Content	Hours
I	Componentsofcommunicationsystem–transmissionmedia-protocoldefinition-introduction to TCP/IP – wireless network-basics of internet- typesofattack-informationsecuritygoals-informationsecuritythreatsand vulnerability, spoofing identity, tampering with data, repudiation, informationdisclosure,denialofservice,*elevationofprivilege*.	14
II	Authentication-passwordmanagement-e-commercesecurity-windowssecurity -networksecurity:networkintrusiondetectionandpreventionsystems-firewalls-software security-web security: user authentication, authentication-secretandsessionmanagement,crosssitescripting,crosssiteforgery,SQL injection.Computerforensics-Steganography.	12
III	BusinessCommunication:Meaning–ImportanceofEffectiveBusinessCommunication- Modern Communication Methods – Business Letters: Need –Functions-Kinds-EssentialsofEffective BusinessLetters-Layout.	12
IV	Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – CircularLetters.	12
V	ApplicationLetters–*PreparationofResume*-Interview:Meaning–Objectives and Techniques of various types of Interviews – Public Speech –Characteristicsofa goodspeech –BusinessReportPresentations.	10

**** Italicdenotesselfstudytopic*

PowerpointPresentations,Seminar,Quiz,Assignment,ExperienceDiscussion

REFERENCEBOOK

1. RajendraPalKorahill,“EssentialsofBusinessCommunication”,SultanChand&Sons,NewDelhi, 2006.

2. Ramesh,MS,&C. CPattanshetti, “BusinessCommunication”,R.Chand&Co, NewDelhi,2003.

3. RodriquezMV,“EffectiveBusinessCommunicationConcept”VikasPublishingCompany,2003.

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Mr.B.Madhankumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com-IB	**ProgrammeTitle**	BachelorofCommerce–International Business		
CourseCode	20UIB517	**Title**	**Batch**	2020-2023	
		Fundamentals of SupplyChain	**Semester**	V	
Hrs/Week	6		**Credits**	4	

Course Objective

Toeducatestudentson stagesofsupplychain management andnewopportunitiesin SCM

CourseOutcomes

K1	CO1	Torecollect theroleofsupplychainin internationalscenario.
K2	CO2	Tounderstandfundamentalsupplychainmanagementconcepts.
K3	CO3	Toapplyknowledgetoevaluateandmanageaneffectivesupplychain.
K4	CO4	Toanalyzeandimprovesupplychainprocesses.

Unit	Content	Hours
I	SCM–Definition–objectives–Evolution-need-IssuesinvolvedindevelopingSCMFramework-Types.SCMactivities-constituents–Organisation-ReverseSupplychain.	14
II	SupplychainIntegration-Stages-Barrierstointernalintegration-AchievingExcellenceinSCM-DimensionsofSupplyChainExcellence-ForcesinfluencingSCEEmotions,PhysicalandFinancialSupplyChains-*Checklist forExcellence*.	14
III	PurchasingandSupplyManagement-Introduction-importanceObjectivespurchasing process-purchasing & other functions-Purchasing and integratedlogisticsinterfaces-Typesofpurchases-Purchasingpartnerships-Materials sourcing-Just-in-timepurchasing.	16
IV	OutsourcinginSCM-Meaningneed-outsourcingrisks-outsourcingprocessoutsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCMoutsourcing.	14
V	PerformanceMeasurementinSCM-Meaning-*Advantagesofperformancemeasures*-Thebenefitsofperformancemeasurement-MeasuringSCM-Supplierperformancemeasurement-Parameterschoosingsuppliers.	14

**** Italic denotesself-studytopic*

PowerpointPresentations,Casestudy,Seminar,Quiz,Assignment

REFERENCEBOOK

1. StrategicLogisticsManagementbyD.M. LambertandJ.R.Stock.
2. TheManagementofBusinessLogistics byJ.JCoyle, E.J. BardiandC.J. Langley.
3. LogisticalManagementbyD.J.Bowersox,D.J.Closs,O.K.Helferich.
4. BusinesslogisticsManagement byRonaldH.Ballou
5. InventoryManagementandProductionPlanningandSchedulingbyEdwardA.Silver, David *F.Pyke&ReinPeterson*

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Ms. T.Bhavani	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com-IB	ProgrammeTitle	BachelorofCommerce–International Business	
Course Code	20UIB518	Title	Batch	2020-2023
		EXIM DocumentationPractical's–I	Semester	V
Hrs/Week	6		Credits	4

CourseObjective

ItaimstoprovidebasicpracticalknowledgeaboutexportdocumentationandprocedurefollowedinIndia

CourseOutcomes

K2	CO2	Tounderstandthesteps,procedureandformalities inexportbusinessanditsapplications.
K3	CO3	Toimplementthebasicregistrationformsandexportdocuments.
K4	CO4	Toevaluatethetransportdocumentsneeded forexports.

Content	Hours
RegistrationFormsforExporter; 1. PermanentAccountNumber(PAN) 2. ImportExportCode(IEC) 3. RegistrationCumMembershipCertificate(RCMC) 4. BankGuarantee	22
Basic Export Documents;1.Commercial Invoice2.ConsularInvoice3.Customs Invoice4.PackingList5.Certificate of origin6.Certificate of Insurance7.BillofExchange 8.ShipmentAdvice	24
TransportationDocuments; 1. BillofLading / MateReceipt 2. AirwayBill 3. RailwayReceipt 4. LorryReceipt 5. CombinedTransport Document(CTD)	26

Assessment: DocumentationFilingTest–1

DocumentationFilingTest–2

RecordNote,ObservatoryNote,Seminar,Quiz,Assignment

AssessmentMethodology:

CIA:*40 Marks: Test20M;Record 10M;Observation10 M*

CE:*60Marks:Record20M;FormTest20M;Viva Voce20M*

Mapping

PSO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO2	H	L	H	L	H
CO3	H	S	M	M	M
CO4	M	H	L	M	H

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Dr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	ProgrammeTitle	BachelorofCommerce–International Business	
CourseCode	20UIB5E1	Title	Batch	2020-2023
		EconomicAnalysis	Semester	V
Hrs/Week	5		Credits	3

CourseObjectives

Toequip thestudentswithvariousimportanceofdemandandsupply.   *Tomakeawarethevariousfundamental andtechnical conceptsofeconomics.*

CourseOutcomes

K1	CO1	Toremembertheuseofeconomicsterminologiesinoraland writtencommunications.
K2	CO2	Tounderstandthe decisionswiselyusingcost-benefitanalysis.
K3	CO3	Toimplementthebenefitsandcostsofaglobaleconomy.
K4	CO4	To applythebasictheoriesofeconomicsincriticalthinkingand problemsolving.

Unit	Content	Hours
I	ScopeofMethodology:DefinitionofEconomics–NatureandScopeofEconomics – Utility analysis – Law of diminishing utility – Law of Equilibrium…Marginalutility – Indifference curve – Approaches of Economic Analysis – Methodology ofEconomics maximization and other objectives – Marshall's utility Analysis – Law ofDiminishingMarginalUtility–SocialResponsibilities.	14
II	Theory of Consumer Behaviour: Demand Analysis – Demand Schedule –Law ofDemand – Demand Curves – Elasticity of Demand – Consumer's surplus – AnalysisSchedule.	12
III	Production – Factors of Production – Law of diminishing Returns – Law of variableproportions – Returns to scale – scale of production – Law of supply – Cost andRevenue–conceptsandCurves–THEORYOFPRODUCTION:ProductionFunction–FactorsofProduction –Enterpriseas aFactor.	12
IV	Product Pricing : Market Definition – Types – Equilibrium under perfect competitionof Firm and Industry – Pricing – Pricing under perfectcompetition, Monopoly –PriceDiscrimination–PricingunderMonopolisticcompetition–PricingunderOligopoly.	12
V	FactorPricing–Marginal Productivitytheory–Theoriesofwages,rent,interestandprofit.	10

**** Italic denotesself-studytopic*

Seminar,Quiz,Assignment,CaseStudies

REFERENCEBOOK

1. PrinciplesofEconomics-SethM.L.
2. ATextBookofEconomicTheory- Stonierand
3. MacroEconomics-Jhingan

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Ms.P. Nandhini	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce –InternationalBusine		
CourseCode:	20UIB5E2	**Title**	**Batch**	2020-2023	
		GlobalSourcing Management	**Semester**	V	
Hrs/Week	5		**Credits**	3	

CourseObjective

Onsuccessfulcompletionofthiscourse,thestudentshould bewell versedinthefundamentalconceptsofGlobalSourcingManagement

CourseOutcomes

K1	CO1	Torecollectthelegalaspectsofglobalsourcingmanagement.
K2	CO2	Tounderstandglobalsourcingprocessandcondition.
K3	CO3	Toapplythegeneralconditionforefficientglobalsourcing.
K4	CO4	Toanalyzetheprofitablegrowthandincreasingthestakeholdervaluethroughglobal sourcing.

Unit	Content	Hours
I	Global Sourcing – procuring from all over the world: Meaning, Opportunities andChallengesin Global Sourcing–Differences between Global Sourcing and othersourcing Strategies - Global Sourcing Process – examples of successful companiesprofitingfromGlobalSourcing–GeneralconditionsrequiredforefficientGlobal Sourcing.	14
II	The most attractive regions for international procurement: important criteria whenselecting country – *Significant tools for country assessment* – sourcing market: China,India,andEasternEurope.	12
III	GlobalSourcingasaprofitbooster–productssuitableforGlobalSourcing– Positioningthepurchasingdepartmentfor GlobalSourcing –Operationalprocurement – Strategicprocurementmanagement–CleardecisionfororagainstGlobalSourcing – Productspecificationforcomparableoffers– Suitabilityforvariouscountriesforvariousproducts–Searchforfindingoptimalsupplier– supplierinformationfor GlobalSourcing–Procurement,Controlling.	14
IV	Legal aspects of Global Sourcing– basic elements of Global Sourcing contract- SignificanceofGlobalSourcingoftheUNconventiononcontractsfortheinternational sale of goods –Agreements on default – payment terms – securities –Enforcement of claims in International Business – Assessment of country and debtorrisk.	10

V	Profitable growth and increasing the shareholder value through Global Sourcing- Global Sourcing as a growth booster– Global Sourcing as a value enhancementinstrumentforprivateequityhouses– *PositiveeffectsofGlobalSourcingonshareholdervalue.*	10

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Seminar,Quiz,Assignment

REFERENCEBOOK

1. GerdKerkhoff"GlobalSourcing–forthefuture", Wileypublishers.
2. Borstelmann,Kai,"GlobalSourcing",Wileypublishers.80
3. WolfgangSchneid,"GlobalSourcing–StrategicReorientationofpurchasing", GrinVerlag

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Mr.M.Prem	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

<table>
<tr><td>ProgrammeCode</td><td>B.Com-IB</td><td>ProgrammeTitle</td><td colspan="2">BachelorofCommerce –InternationalBusiness</td></tr>
<tr><td rowspan="2">CourseCode</td><td rowspan="2">20UIB5S1</td><td>Title</td><td>Batch</td><td>2020-2023</td></tr>
<tr><td rowspan="2">PersonalityBuilding</td><td>Semester</td><td>V</td></tr>
<tr><td>Hrs/Week</td><td>1</td><td>Credits</td><td>2</td></tr>
</table>

CourseObjective

Toimpartthestudentswiththeknowledge,buildproductiveteams,enhanceperformanceandattaingoals.Traitsecrets,traits,importanttraits.

CourseOutcomes

K1	CO1	Tokeepinmindabouttheimportanceofpersonalitybuilding.
K2	CO2	Togettheideaonbodylanguageand publicspeaking.
K3	CO3	To executethebusinessetiquette.
K4	CO4	Tointerpretthecommunicationskillswithorganizations.

Unit	**Content**	**Hours**
I	CommunicationSkills-importanceofcommunication-developmentofcommunication-*Communicationinanorganization*.	3
II	PublicSpeaking-Developingpublicspeakingskills-Factorsinfluencinginpublic speakingDo'sanddon'tsinpublic speaking.	2
III	BodyLanguage-Importance-Gestures-facialexpressions-handshaking-Do'sandDon'ts.	3
IV	GroupDiscussion- Importance-Types-*Roleplaying*–pointstobeconsideredingroupdiscussion.	2
V	Businessetiquette-objectives-tablemanners-TimeManagement-Barrierstotimemanagement-pointstobeconsidered tomaintaintimemanagement.	2

*** *Italicdenotesselfstudytopic*

REFERENCEBOOK

1. BusinessCorrespondence&ReportWriting-R.C.Sharma&KrishnaMohan,2007,ThirdEdition,TataMcGrawHillPublication

2. BodyLanguage-JacquelineA.Rankin,2006,FirstPublication,MasterMindBooksPublication

3. Etiquette-MaryMitchellJohn,2004,ThirdEdition,DkPublication

PowerpointPresentations,Casestudy, Seminar,Quiz,Assignment

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	Verifiedby HoD	CheckedbyCDC	Approved by COE
Mr.B.Madhankumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com-IB	ProgrammeTitle	BachelorofCommerce–International Business	
CourseCode:	20UIB5S2	Title	Batch	2020-2023
		GarmentCosting	Semester	V
Hrs/Week	1		Credits	2

CourseObjective

Toequipthestudents withcostingterminologies   *TomakeawarethevariousdynamicsinGarment Industry*

CourseOutcomes

K1	CO1	Torememberthecostrelatedtogarmentindustry.
K2	CO2	Toget theideaaboutpattern inapparelindustrycosting.
K3	CO3	Toapplyapparelmarketingcostanalysisforgarmentcosting.
K4	CO4	Toanalyzethebudgetingprocessforapparelindustry.

Unit	Content	Hours
I	IntroductiontoCostAccounting:Responsibilityaccounting,usesofcostaccounting, elements of cost, Direct material, Direct labour, factory overhead; costofgoods manufacturedstatements,costbehavior	2
II	Patterns in the apparel industry-fixed variable, semi variable job order for processcosting; Accounting for factory overhead: Capacity level concepts, production andservicedepartmentsdirectandindirectcostsoverandunderappliedoverhead. *cost volumeprofitanalysis;*	3
III	Breakevenanalysis:Contributionmargin,Variable,costratio,marginalincome.; salesmixbygarment style,effectofvolumechange,price/columnanalysis	2
IV	ApparelMarketingcostAnalysis:Marketingcostaccounting,marketingcoststandards, variance analysis for marketing cost, effective variance, price variance;Determining Pricing of apparel products: Price elasticity of demand and supply,sample costing-marginal revenue and marginal cost, cost plus pricing methods;Full cost pricing, conversion cost pricing differential cost pricing .variable costpricing,directcostpricing derivationofcostofapparelproducts-wovenknits:	3
V	The budgeting process: Budgeting principles for the apparel industry, *fixed vs.variablebudget*,master budget, laminationsofbudgetsanyjustificationeffort	2

*** *Italic denotesself-studytopic*

PowerpointPresentations,CaseStudy,Seminar,Quiz,Assignment

REFERENCEBOOK

1. RichordD.IrwinIcn,"PrinciplesofcostAccounting: ManagerialApplications"RevisedbyGayle Rayburn2013

2. SultanChand&sons"ManagementAccounting"NewDelhi’2018

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verified by HoD**	**CheckedbyCDC**	**Approved by COE**
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Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce–International Business	
CourseCode	20UIB619	**Title**	**Batch**	2020-2023
		International SalesPromotion&Branding	**Semester**	VI
Hrs/Week	5		**Credits**	4

CourseObjectives

The objective of this course is to enable the students to understand the basic concepts of sales promotionandin-depthknowledge onadvertisingandits importance

CourseOutcomes

K1	CO1	Toremembertheconceptsandimportanceofsalespromotion.
K2	CO2	Tounderstandandanalyzetheconceptsandvalueofbranding.
K3	CO3	Toknowthein-depthknowledgeonadvertisingandcommunication.
K4	CO4	Tolearnthevarioustoolsandtechniquesusedinadvertisingmedia.

Unit	Content	Hours
I	**Introductiontosalespromotion:**Salespromotion–principles–types-consumerandtradepromotions–objectivesofSP–TypesofSP–salespromotionstrategiesandpractices–crosspromotions–surrogateselling–measuringtheeffectivenessofsales promotions	12
II	**Branding concepts:** Brand concepts –Brand equity –Brand value–Brandloyalty – brand building strategies – brand building on the Web – online vs. offline brandbuilding–globalbrandingstrategies.	14
III	**Introductiontoadvertising:**MeaninganddefinitionofAdvertisement–classifications of advertisements – Types of advertisements – Advertising vs.marketingmix–Differencebetweenadvertisingandotherpromotionalmeasures –social&Economicalaspectsofadvertising– Ethicsinadvertisements.	10
IV	**Advertisingandcommunication:**Marketingcommunications–roleofcommunicationsinmarketing–integratedmarketingcommunications–advertising budget – designing ad message – advertising objectives – DAGMARapproach–media planningandstrategy–mediaevaluation.	12
V	**Advertising agency:** Advertising agency – Ad agencies in India – its role – relationshipbetweenclientandagency–constructionsofeffectiveadvertisements – types of media – media for advertising – campaign planning - creativityinadvertising.	12

**** Italic denotesself-studytopic*

PowerpointPresentations,CaseStudy,Seminar,Quiz,Assignment

BooksforStudy:

1. Keller:strategicBrandManagement, PearsonEducation,2010
2. 2.Belch&Belch:Advertising &SalesPromotion,TataMcGrawHill2009

BooksforReference:

1.Advertising &salespromotionby Kazmi&Batra(Excelbooks)

Mapping

PSOCO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	H	M
CO2	M	M	H	S	H
CO3	H	H	S	M	S
CO4	H	H	S	H	S

S-Strong; H-High;M-Medium;L-Low

CourseDesignedby	Verifiedby HoD	CheckedbyCDC	Approved by COE
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Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce –InternationalBusiness	
CourseCode	20UIB620	**Title**	**Batch**	2020-2023
		InternationalFinance	**Semester**	VI
Hrs/Week	6		**Credits**	5

CourseObjective

After the successful completion of the course the student should have a thorough knowledge on theinternationalfinancefor internationalbusiness.

CourseOutcomes

K1	CO1	Torecollect the termsofpaymentinInternationaltrade.
K2	CO2	To understandthesourceoffinance availableinglobaltrade.
K3	CO3	Tofigureouttheimportanceofpackingcreditinexports.
K4	CO4	Toanalyze theroleofEXIMBankin internationaltrade.

Unit	**Content**	**Hours**
I	TermsofPayment-Paymentinadvance,OpenAccount,DocumentaryBills,Documentary Credit under L/C, Consignment basis, *Import Trust Receipt*; DeferredPaymentImports.	15
II	SourcesofFinance-Short-termsourcesandMediumandlongtermsourcesofFinance (Factoring,Forfeiting,ExternalCommercialBorrowing).	12
III	Pre-shipment Finance (Packing Credit) – Different types of Pre shipment Finance-RequirementforgettingPre-shipmentFinance-ProceduresforPre-shipmentfinance-SchemeforSub-suppliers,Schemefordeemed exports,PCFC.	15
IV	Post-shipment Finance in Indian Rupees - By a) Purchase of Export Bills b) Goodssent on consignment c) Indrawn balance d) Retention Money e) Claims of dutydrawback,f)*NegotiationofExportDocumentsdrawnunder*L/C.g)Postshipment creditinForeignCurrency.	15
V	Import Finance- a) Sellers credit b) Trust receipt finance by commercial bank c)Bankers acceptance d) Discounting of trade drafts e) Buyers credit-short term loansfromforeignbanks-EXIM Bank	15

*** *Italic denotesself-studytopic*

Seminar,Quiz,Assignment,CaseStudies

REFERENCEBOOK

1. FinanceofInternationalTrade– WhittingD.P

2. TheFinanceofInternationalBusiness–KettelBrain

3. ForeignExchange–C.Jeevananandan

4. Howto export–NabhiPublication

5. ExportImportProcedures&Documention–KhushpatS.Jain

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Dr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce–International Business		
CourseCode	20UIB621	**Title**	**Batch**	2020-2023	
		EXIM DocumentationPractical's -II	**Semester**	VI	
Hrs/Week	6		**Credits**	4	

CourseObjective

Itaimstoprovidebasicpracticalknowledgeaboutregulatorydocuments,transportdocumentsandprocedure followedinIndia

CourseOutcomes

K2	CO2	Tounderstandthebasicregulatorydocumentsneed for customclearance.
K3	CO3	Toimplementandidentifysourcesofinformationonexportrestrictionsanddocumentation associatedwithforeigncountries.
K4	CO4	ToanalysetheroleofINCOTERMSin internationaltrade.

Content	Hours
RegulatoryDocuments; 1. Exchange ControlDeclarationForm–GR Form 2. PPForm 3. SOFTEX Form 4. SDFForm 5. FreightPaymentCertificate 6. BillofExport–Land ways	24
ShippingBill: 1. ForexportofgoodsEx.Bond 2. Forexportdutyfree goods 3. Forexportofdutiablegoods 4. Forexportofgoods underclaimofdrawback 5. Forexportofgoods underclaimofDEPB	24
BillofEntry- ImportDocument 1. BillofEntryforHomeConsumption 2. BillofEntryforWarehouse 3. BillofEntryfor Ex.BondClearancefor HomeConsumption 4. EDIdeclarationFormforImport	24

RecordNote,ObservationNote,Seminar,Quiz,Assignment,ExperienceDiscussion

Assessment: *DocumentationFilingTest–1* *DocumentationFilingTest–2*

AssessmentMethodology:

CIA:*40 Marks: Test20M;Record 10M;Observation10 M*

CE:*60Marks:Record20M;FormTest20M;Viva Voce 20M*

Mapping

PSO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO2	M	M	M	S	H
CO3	L	S	S	M	M
CO4	H	L	H	S	L

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Dr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce–International Business	
CourseCode	20UIB6E3	**Title**	**Batch**	2020-2023
		EXIMManagement	**Semester**	VI
Hrs/Week	6		**Credits**	5

CourseObjective

ThispaperaimstoequipstudentswithabroadbasedknowledgeofexportandimportmanagementpracticesfollowedinIndia.

CourseOutcomes

K1	CO1	Tokeepinmindaboutthefundamentalsofexportandimportpolicy.
K2	CO2	Topicturetheoverviewofexportandimportprocedure.
K3	CO3	Toimplement paymentmethodologyfollowedininternationalsettlements.
K4	CO4	TofigureoutthecustomclearanceprocedureandagenciesinEximbusiness.

Unit	Content	Hours
I	FUNDAMENTALS OF EXPORT & IMPORT:Role of Import and Export Tradein an Economy - Institutional Framework for Foreign Trade in India -Role ofDirectorGeneralofForeignTrade andCommerce	12
II	OVERVIEW OF EXPORT AND IMPORTMarketing for Exports - NegotiationandfinalizationofExportcontract-CargoInsurance-ExportPromotionCouncils and incentive schemes- Role of Logistics in Exports-Export Houses /TradingHouses	12
III	DOCUMENTATIONFRAMEWORK:Importforindustrialuse/trading-Import Documentation and Customs clearance procedures - Types of Imports - ImportLicenses-CargoInsurance.	16
IV	CREDIT AND PAYMENTSPayment methods in Foreign Trade - DocumentaryCredit / Letter of Credit–UCP 600 with respect to Shipping Documents and L/CNegotiation–Export/importfinancingstrategies-Managingpaymentrisks.	16

V	CUSTOMSCLEARANCEANDAGENCIESRoles of Service providersinEXIMtransactions–CustomHouseAgents–TransportOperators–FreightForwarders–Warehousingand3PLserviceproviders–Liners/ShipAgencies–ContainerFreightStations-Port–InspectionAgencies/surveyors.	16

**** Italic denotesself-studytopic*

Seminar,Assignment,ExperienceDiscussion

REFERENCEBOOK

1. JustinPaulandRajivAserkar,ExportImportManagement,SecondEdition,OxfordUniversityPress,2018.
2. UshaKiranRai,Export-ImportandLogisticsManagement,SecondEdition,PHILearning,2016.
3. DirectorGeneralofForeignTrade,ForeignTradePolicyandHandbookofProcedures,2016

Mapping

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

S-Strong;H-High;M-Medium; L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Mr.M.Prem	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce–International Business		
CourseCode	20UIB6E4	**Title**	**Batch**	2020-2023	
		RetailBanking	**Semester**	V	
Hrs/Week:	6		**Credits**	5	

CourseObjective

Afterthesuccessfulcompletionofthecoursethestudentshouldhaveathoroughknowledgeonthecostaccounting principlesandthemethodsofaccountingcost.

CourseOutcomes

K1	CO1	Tokeepin mindthespecificfinancialterminologyconcerningtransfersandproducts.
K2	CO2	Tounderstandthespecificfeaturesofdifferentbanksandrelationbetweenfinancialinstitutions.
K3	CO3	Toexecutethebankingoperationsandprocedures,theircostandbankingreserve.
K4	CO4	Toanalyzethefunctioningofthebankingsectorsinthedomesticandinternationalcontext.

Unit	Content	Hours
I	Concept of Retail Banking-Distinction between Retail and Corporate/WholesaleBanking;RetailProductsOverview:Customerrequirements,productsdevelopmentprocess,LiabilitiesandAssetsProducts,Approvalprocessforretail loans,creditscoring.	15
II	Important Retail asset products: Home loans, Auto/vehicle loans, Personal loans, Educational loans-StudyoftheseproductsintermsofEligibility,Purpose,Amounts,Margin,Security,Disbursement,Moratorium,Prepaymentissues,Repayments/Collection;Credit/DebitCards-Eligibility,Purpose,Amounts,Margin, Security, *Process of using the cards*, *Billing Cycle*, Credit Points; Otherproducts/Remittances/FundsTransfer	16
III	Retail Strategies:Tie-upwithinstitutionsforretailloans;Delivery ChannelsBranch, Extension counters, ATMs, POS, Internet Banking, M-Banking; Sellingprocess in retail products; Customer Relationship Management-Role and impactofcustomerrelationshipmanagement,stagesinCRMprocess;Technologyfor retailbanking	14
IV	TrendsinRetailing-Newproductslikeinsurance,*Dematservices*,online/phonebanking,propertyservices.	13

V	Recovery of Retail Loans-Defaults, Rescheduling, recovery process-SARAFAESIAct,DRTAct,useofLokAdalatforum,RecoveryAgents-RBIguidelines	14

*** *Italic denotesself-studytopic*

Seminar,Quiz,Assignment,ExperienceDiscussion

REFERENCEBOOK

1. Retail Banking - IIBF (Indian Institute of Banking and Finance) 2015-McmillanEducation;Secondedition(2018)
2. Fundamentals ofRetailBanking-AuthorShriO.P.AgarwalHimalayaPublishingHouse(1May2018)
3. LegalandRegulatoryAspectsofBanking-JAIIB(3rdEdition)-Macmillan;Thirdedition(2015)

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	Verifiedby HoD	CheckedbyCDC	Approved by COE
Dr.N.Bhuvaneshkumar	Dr.G. Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com-IB	ProgrammeTitle	BachelorofCommerce–International Business	
CourseCode	20UIB6E5	Title	Batch	2020-2023
		SkillsonSourcing&Procurement	Semester	VI
Hrs/Week:	5		Credits	3

CourseObjective

To impartknowledgeto thestudentstoactas procurementmanagersofindustry

CourseOutcomes

K1	CO1	Torecollectthebasicconcepts,ideas,methodsandtechniquesunderlyingthesourcingpractices.
K2	CO2	Togettheideaforpreparingandpresentingpurchaseordersinaccordancewithgenerallyacceptedcommercialmarket.
K3	CO3	Toapplyskills incritical-thinkingandproblem-solvingonselectingthesupplier
K4	CO4	Toevaluateconceptualknowledgeofthesourcingandprocurementwiththeskillsforrecordingvarious kindsofbusinesstransactions.

Unit	Content	Hours
I	**Introduction – Sourcing and Procurement** -Sourcing and Procurement Services – Strategic(Front Office) – Tactical (Middle Office) –Transactional (Back Office) – Technology (DigitalOffice) – Dependency on Capacity - Dependency on Knowledge – Buy side Predictability isimportant – Sell Side *Quality, Genuinity and Cost are important* - Sourcing – Buy Diamond @GoldPrice,BuyGold@SilverPrice–CostEfficient@RightQualityProcurement–Transaction Part of It, Research on Cost Effectiveness, Mass requirement @ Cheaper PriceConsumer sentiment in India has gone down – Make Vs Buy – Negotiate more, SourcingHappens	11
II	**Procurement–ProcuretoPay-**WorkflowinERPSystem–SLAandExpeditingtakesplace – Requisitioned–PurchaseRequisition–PurchaseOrder–ElectronicallyTransferredtoSupplier – Procurement Process – Transmit Needs – Review Requisition – Select Supplier –Create PO – Release PO – Follow up with the supplier for acknowledgement and Acceptance –ExpeditePO–ReceiveGoodsandServices–CheckforQuality–Create GRNorRejectGoods – Receive Invoice – *3way or 2way Match* – make payment for suppliers – account payable withprocurement@ somecases.	12
III	**Selecting a supplier - Milk Run Model -**Existing Contracts – Supplier List – Prior purchasesof the product or services in the last one year – PO Transmission Methods – Post Mail, E Mail,Fax, Bank Networks, EDI, Web based orders, supplier networks – Logistics and warehousing – Supplier due diligence – supplier risk management - Point to point – *market place mode* – usageofe-commerce – drop shipment– central location hub– split to different locations–Geopoliticalandsocietalevents–importanceoflogisticspartnertoknowall.	12

IV	**SourcetoContract-**RequestforProposal–TwowaysBid–DefinitionofSourcing–Requirement definition – purchase and plan float enquiries –supplier selection and negotiation –contracting – performance measurement – Procurement – Transmit needs – approvals – reviewPR – Supplier selection – Create PO – Follow UP and Expedite – Goods Receipt – InvoiceReceipt and Payment. Process of Procurement **-** *Day in a life of a Buyer* **-** Request Creation(Assisted buying, Catalog setup, contract setup) – Approve PR (Review PR and approve as perpolicy)-Creation ofPO–Manual PO(Creation and Release)–Follow up(SupplierPOAcceptance)–Expedite(Callupwiththesupplierfordelivery)–Receiving(ReturnManagement)–Matching(Resolvingblockedinvoice,POAmendments)–Pay(suppliersqueriesforpayments)	13
V	**Market Approach Alternatives -** Commodity Factors – Spend value and expected savings - MarketFactors–Numberofcurrentand alternative suppliers–stage ofindustry circle–potential forchanging suppliers and cost associated. Client Factors– how quickly the benefitsarerequired–clientresourcinglevels–clientbudget–clientwillingnesstochange.Donothing –Roll over existing strategies – Request for information – Request for Proposal – Request forQualification–EAuctions–DirectNegotiations–FloatingenquiriesthroughRFP's–Occupational Health and Safety devices – Negotiations – *Phases of Negotiations* – ContractManagement(Draftingacontract,Reviewingthecontract,executingandrepositorymanagement) – Sourcing report – Governance – Performance Measurement – New ProductIntroductionProgramme–RegencyBuyers–AcquisitionCosts–LifecycleCosts–CaseStudies – Telecom – FTE's (full time employees) BIC (Best in Class) and OCR (optic characterreader)	12

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Seminar,Quiz,Assignment,ExperienceDiscussion

BooksforReference:

1. PaulMyerson(2019),LeanDemand-DrivenProcurement, RutledgePublications
2. WalterLWallace(2018),DeliveringCustomerValuethroughProcurementandStrategicSourcing.

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	Verifiedby HoD	CheckedbyCDC	Approved by COE
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode:	B.Com–IB	**ProgrammeTitle:**	BachelorofCommerce–International Business	
CourseCode:	20UIB6E6	**Title**	**Batch:**	2020-2023
		AirCargoManagement	**Semester**	VI
Hrs/Week:	5		**Credits:**	3

CourseObjective

To equipthestudentswithvariousimportanceofcargo.   *To makeawarethevariousdocumentationsinhandlingacargo.*

CourseOutcomes

K1	CO1	Toremememberthecustomerschanging needsinairtransportbusiness.
K2	CO2	Tounderstandtheoptimumlevelsofcustomersservicewithout increasingyour cost.
K3	CO3	Toimplement competitiveperformancebyacquiringexceptionalmanagementtools.
K4	CO4	Toanalyzechangeswithincargoindustryanditsstakeholders

Unit	Content	Hours
I	Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes - Airports - codes – Consortium–Hub&Spoke–Process Flow	12
II	IntroductiontoAirTransportSystem–Functions–Customers–Standardization –Management–Airside- TerminalArea-LandsideOperations–CivilAviation -Safety andSecurity –ICAOsecurity manual-Trainingandawareness–Rescue andfirefighting - *Issues and challenges* - Industry regulations - FutureoftheIndustry.	12
III	AirFreightExportsandImports-Sales&Marketing–UnderstandingMarketing, Environment, Marketing Research, Strategies and Planning, Audits,Segmentation, SWOT, Marketing Management Control, Consignee controlledcargo	12
IV	Advices – Booking - SLI – Labeling – Volume / Weight Ratio – ShipmentPlanning - TACT – Air Cargo Rates and Charges. - *Cargo operations*- Customsclearance	12
V	AirFreightForwarding:SpecialCargoes-Consolidation -Documentation -Air WayBill(AWB)–Communication–HandlingCODshipments–POD–Conditionsofcontract-Dangerous(DGR)orHazardous goods	12

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BooksforReference:

1. AirCargoTariffManuals
2. IATALiveAnimals RegulationsManuals
3. IATASpecialMailManual.
4. Foreigntradepolicyprocedures anddocuments– M.I.Mahajan
5. Import doit yourself– M.L.Mahajan
6. ExportManagement-Dr.VermaandAggerwal
7. AguideonExportpolicyproceduresanddocumentation– M.L.Mahajan

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	Verifiedby HoD	CheckedbyCDC	Approved by COE
Dr.G.Vignesh	Dr.G. Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	ProgrammeTitle	BachelorofCommerce–International Business	
CourseCode	20UIB6S3	Title	Batch	2020-2023
		Intellectual PropertyRights	Semester	VI
Hrs/Week	1		Credits	2

CourseObjective

Itaimstoprovidebasicknowledgeaboutintellectualpropertyrightsfollowedinour country.

CourseOutcomes

K1	CO1	Toremembердifferentiatingdifferenttypesofintellectualpropertyandtheirroles in contributingtoorganization.
K2	CO2	Tounderstandtheframeworkofstrategicmanagementofintellectualproperty.
K3	CO3	Toexecutederivevaluefromintellectualpropertyandleverageitsvalueinnewproduct.
K4	CO4	Toevaluatethelegalmanagement ofintellectualpropertyand understanding ofreallife practice.

Unit	Content	Hours
I	**OverviewofIntellectualProperty:**NeedforIPR–IPRinIndiaandAbroad –ImportanceofIPR	3
II	**Patents:**Patentdocument–*Grantingofpatent*–Rightsofpatent– Draftingandfilingofapatent.	2
III	**CopyRight:**Meaning–Coverage–ProtectionofCopyRight–OtherRelatedRights – Distinguishbetweenrelatedrightsandcopyright	3
IV	**TradeMarks:**Meaning–Rights–Kindsofsigns–Typesoftrademark–Functions – *Wellknowmarks*	2
V	**UnfairCompetition:**Meaning–Relationshipbetweenunfairandintellectualpropertylaws – MeritsandDemeritsofunfairCompetition	2

**** Italic denotesself-studytopic*

Seminar,Quiz,Assignment,ExperienceDiscussion,CaseStudies,GroupDiscussions

REFERENCEBOOK

1. P.N. Chereminisin off, R.P. Ouellette and R.M. Bartholomew, BiotechnologyApplicationsandResearch,Technomic PublishingCo.,Inc.USA,1985
2. AjitParulekarandSaritaD'Souza,IndiaPatentsLaw–Legal&BusinessImplications;MacmillanIndialtd,2006
3. B.L.Wadehra;LawRelatingtoPatents,TradeMarks,Copyright,Designs&GeographicalIndications;UniversallawPublishingPvt.Ltd.,India2000

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
Dr.G.Vignesh	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

ProgrammeCode	B.Com–IB	**ProgrammeTitle**	BachelorofCommerce–International Business		
CourseCode:	20UIB6S4	**Title**	**Batch**	2020-2023	
		GarmentMerchandising	**Semester**	VI	
Hrs/Week	1		**Credits**	2	

CourseObjective

Toequipthestudents withlanguageskillsrequiredforconductinginternationalbusiness.
Tomakeawarethevariousdynamicsincorporateculturesandbusinessetiquette.

CourseOutcomes

K1	CO1	Torecollectthe fundamentalsofmerchandising ingarmentindustry.
K2	CO2	Tounderstandproductionmethodsappropriatetoproductqualityandcost.
K3	CO3	Toimplementthestandardizationconceptandqualityinapparelindustry.
K4	CO4	Toreviewtheelementsofvisualmerchandizing.

Unit	Content	Hours
I	Fundamentalsofmerchandising-Responsibilitiesofthemerchandiser–Merchandise planning: target markets, market segmentations and marketingResearch.	2
II	Planning and Controlling and control tools: marketing calendar, merchandiseCalendar, sales forecast - Execution: Line development: objectives, elements,planning,control,research,lineplan,stylingdirectionandproductdevelopmentandadoption-Pricing:pricingstrategies,*objectives,pricingformula*-Costingprinciples andstrategies	2
III	IntroductiontoStandardizationandQualitycontrolinapparelindustry-Importanceofconsumerperceptionofapparelquality-Managingapparelqualitythroughinspectionandsamplingprocedures.	3
IV	Sourcing strategies: objectives, global sourcing, the role of merchandiser inSourcing, - sourcing options, - factors in sourcing options, factors in sourcingDecision-customer/vendorrelationship-DomesticandInternationalsourcingProcess	3
V	Fashion Visual Merchandising- *Functions of Visual Merchandising-*ElementsofVisualMerchandising-Storeexteriors,interiors&windows–image,atmosphere 7 theatrics - Display props, fixtures, mannequins, floral, signage &graphics.	2

*** *Italic denotesself-studytopic*

Seminar,Quiz,Assignment,CaseAnalysis

REFERENCEBOOK

1. Rosenau,J.A.,WilsonDavidL.David.,ApparelMerchandising-Thelinestartshere,Fairchildpublications,NewYork.2006

2. Mehta, Pradeep.,ManagingQualityintheApparelIndustry, NewAgeInternationalPvt.Limited,2004

3. Stone,Elaine.&Samples,J.A., FashionMerchandising, McGrawHillBookCo

Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	**Verifiedby HoD**	**CheckedbyCDC**	**Approved by COE**
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Seminar,Quiz,Assignment,CaseAnalysis

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Mapping

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

S-Strong;H-High;M-Medium;L-Low

CourseDesignedby	Verifiedby HoD	CheckedbyCDC	Approved by COE
Dr.N.Bhuvaneshkumar	Dr.G.Vignesh	Dr.M.Durairaju	Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

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