Department of Commerce with International Business (UG)

B. Com. IB

Vision

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.

N.G.M College - Curriculum Development Cell
Scheme of Examination For 2021 -2022
Choice Based Credit System & OBES

Bachelor Of Commerce with International Business

SEMESTER - I

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	21UTL101 / 21UHN101 / 21UFR101	Tamil Paper - I	6	-	-	3	50	50	100	3
		Hindi Paper - I	6	-	-					
		French Paper - I	6	-	-					
II	21UEN101	Communication Skills - I (Level-I)	5	-	-	3	50	50	100	3
	21UEN102	Communication Skills – II (Level-II)	5	-	-					
III	21UIB101	Core - I : Principles of Accounting	6	-	5	3	50	50	100	3
	21UIB102	Core - II : Modern Marketing	5	-	-	3	50	50	100	4
	21UIB1A1	Allied - I : Management Concept for International Business	6	-	-	3	50	50	100	4
IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2
	21HEC101	Human Excellence - Personal Values & SKY Yoga Practice - I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
CC	21UFE101	Fluency in English- I	-	-	-	-	-	-	-	-
		*Online Course(MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Grade
Total			**30**	**-**	**5**	**-**	**275**	**325**	**600**	**20**

SEMESTER – II										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
I	21UTL202 / 21UHN202 / 21UFR202	Tamil Paper - II /	6	-	-	3	50	50	100	3
		Hindi Paper - II /	6	-	-					
		French Paper - II	6	-	-					
II	21UEN202	Communication Skills - II	5	-	-	3	50	50	100	3
	21UEN203	Communication Skills - II	5	-	-					
III	21UIB203	Core - III : Cost and Management Accounting	6	-	5	3	50	50	100	3
	21UIB204	Core - IV : Export Marketing	5	-	-	3	50	50	100	4
	21UIB2A2	Allied - II : Global Business Environment	5	-	-	3	50	50	100	4
IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	21HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21UFE202	Fluency in English- II	-	-	-	-	-	-	-	-
	21CMM201	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	50	50*	Grade
	21CUB201	Uzhavu Bharatham - I	1*	-	-	2	-	50	50*	Grade
		Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Grade
Total			**30**	**-**	**5**	**-**	**275**	**325**	**600**	**20**

SEMESTER – III										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UIB305	Core - V : Human Resource Development	5	-	-	3	50	50	100	4
	21UIB306	Core - VI : Banking Law & Foreign Exchange	6	-	-	3	50	50	100	5
	21UIB307	Core - VII : Business Statistics	6	-	5	3	50	50	100	4
	21UIB308	Core - VIII : Banking Practice for International Business	5	-	5	3	50	50	100	4
	21UIB3A3	Allied - III : Computing Skills for International Business	-	6	-	3	50	50	100	3
IV	21UIB3N1 / 21UIB3N2	Non Major Elective - I : Introduction to International Business / Non Major Elective - I : Tourism Marketing	1	-	-	2	-	50	50	2
	21HEC303	Human Excellence - Professional Values & Ethics - III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21UFE303	Fluency in English– III	-	-	-	-	-	-	-	-
	21CMM302	Manaiyiyal Mahathuvam - II	1*	-	-	2	-	50	50*	Grade
	21CUB302	Uzhavu Bharatham – II	1*	-	-	2	-	50	50*	Grade
Total			**24**	**6**	**10**	**-**	**275**	**325**	**600**	**23**

SEMESTER – IV										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UIB409	Core - IX : Case Analysis	5	-	5	3	50	50	100	4
	21UIB410	Core - X : International Trade Procedures & Documentation	6	-	-	3	50	50	100	5
	21UIB411	Core - XI : Indirect Taxation	6	-	-	3	50	50	100	4
	21UIB412	Core - XII : Virtual Banking For Business	6	-	5	3	50	50	100	4
	21UIB4A4	Allied - IV :Economic Analysis	5	-	-	3	50	50	100	3
IV	21UIB4N1/ 21UIB4N2	Non Major Elective - II : Global Logistics Non Major Elective - II : Tour Operation Management	1	-	-	2	-	50	50	2
	21HEC404	Human Excellence - Social Values & SKY Yoga Practice – IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	50	1
CC	21UFE404	Fluency in English - IV	-	-	-	-	-	-	-	-
	21CMM403	Manaiyiyal Mahathuvam – III	1*	-	-	2	-	50	50*	Grade
	21CUB403	Uzhavu Bharatham – III	1*	-	-	2	-	50	50*	Grade
Total			**30**	**-**	**10**	**-**	**275**	**325**	**650**	**24**

SEMESTER – V										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UIB513	Core - XIII : Logistics Management	4	-	-	3	50	50	100	3
	21UIB514	Core - XIV : Organization Behaviour	4	-	-	3	50	50	100	3
	21UIB515	Core - XV : Export Import Management	4	-	-	3	50	50	100	3
	21UIB516	Core - XVI : EXIM Documentation – I	5	-	5	3	50	50	100	5
	21UIB517	Core - XVII : Fundamentals of Supply Chain	4	-	-	3	50	50	100	3
	21UIB518	Core - XVIII : Internship	-	-	-	3	50	50	100	3
	21UIB5E1/ 21UIB5E2/ 21UIB5E3	Core Elective - I :Information Security and Executive Communication Core Elective - I :Transportation and Freight Management Core Elective - I : Company Law and Secretarial Practice	5	-	-	3	50	50	100	5
	*21UIB5AL	Basics of Stock Market (Optional)	SS*		-	2	50*	50*	100*	5*
	21UIB5VA	*Skills on SourcingManagement	30		-	-	-	-	-	2*
IV	21UIB5S1 21UIB5S2	Skill Based Elective - I : Personality Building / Skill Based Elective - I : Garment costing	3	-		2	25	25	50	3
	21HEC505	Human Excellence - National Values & SKY Yoga Practice – V	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21UFE505	Fluency in English - V	-	-	-	-	-	-	-	Grade
	*21CSD501	Soft Skills Development – I(Optional)	-	-	-	-	-	-	-	Grade
	21GKL501	General Awareness - Self Study	SS			2	-	-	-	Grade
Total			**30**	**-**	**5**		**400**	**400**	**800**	**29**

**Extra Credits **Credits – Based on Course Content, Maximum of 4 * Extra Credits

SEMESTER – VI										
Part	**Subject Code**	**Title of the Paper**	**Hrs / Week**		**Hrs / Sem.**	**Exam Hrs.**	**Maximum Marks**		**Total Marks**	**Credits**
			L	**P**	**T**		**Internal**	**External**		
III	21UIB619	Core - XIX : International Sales Promotion & Branding	5	-	-	3	50	50	100	3
	21UIB620	Core - XX : International Finance	5	-	-	3	50	50	100	4
	21UIB621	Core - XXI : Skill Enhanced Course: EXIM Documentation – II	5	-	5	3	50	50	100	4
	21UIB622	Core - XXII :Comprehensive Subject Viva	-	-	5	-	-	50	50	2
	21UIB6E1 / 21UIB6E2 / 21UIB6E3	Core Elective - II : Institution To Industry Core Elective - II : Air Cargo Management Core Elective - II: Industrial Relations and Labour Law	6	-	-	3	50	50	100	4
	21UIB6E4/ 21UIB6E5/ 21UIB6E6	Core Elective - III : Soft Skills for International Business Core Elective - III : Shipping Ocean and Freight Management Core Elective – III: Business Law	6	-	-	3	50	50	100	4
	*21UIB6AL	Advanced Learner Course - II Basics of Brand Management	SS		-	2	50*	50*	100*	5*
	*21UIB6VA	Basic Skills For Procurement	30		-	-	-	-	-	2*
IV	21UIB6S1/ 21UIB6S2	Skill Based Elective - II : Intellectual Property Rights Skill Based Elective - II : Garment Merchandising	2	-	-	2	25	25	50	2
	21HEC606	Human Excellence - Global Values & SKY Yoga Practice – VI	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
CC	21UFE606	Fluency in English- VI	-	-	-	-	-	-	-	Grade
	*21CSD602	Soft Skills Development – II(Optional)	-	-	-	-	-	-	-	Grade
Total			**30**	**-**	**10**	**-**	**300**	**350**	**650**	**24**

AD-Advanced Learner Course; VA- Department specific Value Added Course

CC – Certificate Course/Co – Scholastic Course **Grand Total = 3900; Total Credits = 140**

Question Paper Pattern

(Based on Bloom's Taxonomy)

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

1. **Theory Examinations: 70 Marks (Part I, II, & III)**

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 x 1 = 10	MCQ Define	70 **(Reduced to 50 for ESE)**
K3 (Q 11-15)	B (Either or pattern)	5 x 4 = 20	Short Answers	
K4 & K5 (Q 16 – 21)	C (Q -16 is Compulsory and Q 17 – 21 answer any 3)	4 x 10 = 40	Descriptive/ Detailed	

2. Theory Examinations: 50 Marks (Part IV)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define / Short Answer)	10 x 1 = 10	MCQ Define	50 **(Reduced to 25 for ESE)**
K3, K4 & K5 (Q 11-18)	B (Answer 5 out of 8)	5 x 8 = 40	Short Answers	

3. Practical Examinations: 100 Marks

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	50/50	100
K4			
K5			

*** In Theory ESE, Students will write Examination Maximum Marks as 70 and it will be reduced to 50 for Total Mark calculation.**

Components of Continuous Assessment

THEORY

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test 1	(70 / 4.67) = 15	15+15+10+05+05	50
Test 2 / Model	(70 / 4.67) = 15		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

Maximum Marks: 50; CIA Mark: 25

Components		Calculation	CIA Total
Test / Model	10	10+5+5+5	25
Assignment / Digital Assignment	5		
Seminar / Socratic Seminar	5		
Group Task : GD, Role Play, APS	5		

PRACTICAL

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test / Model	30	30+5+15	50
Observation Note	5		
Record	15		

LIST OF PART V SUBJECTS TO BE INCLUDED IN SEMESTER I, II, III, IV

S.No	Subject Code	Subjects
1	21 UNC 401	NCC
2	21 UNS 402	NSS
3	21 USG 403	Sports And Games
4	21 URO 404	Rotract Club
5	21 URR 405	Red Ribbon Club
6	21 UYR 406	Youth Red Cross
7	21 UCA 407	Consumer Awareness Club
8	21 UED 408	Entrepreneurship Development Cell
9	21 UCR 409	Center For Rural Development
10	21 USS 410	Student Guild Of Service
11	21 UGS 411	Green Society
12	21 UEO 412	Equal Opportunity Cell
13	21 UFA 413	Fine Arts Club
14	21 UAM 414	Arutchelvar Students Thinkers Forum
15	21 USV 415	Swami Vivekanandar Students Thinkers Forum

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
5	4	2 - 3	0 - 1

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	Information presented as interesting story in logical, easy to follow sequence	Information presented in logical sequence; easy to follow	Most of information presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of subject & References	Demonstrated full knowledge; answered all questions with elaboration **&** Material sufficient for clear understanding **AND** exceptionally presented	At ease; answered all questions **but** failed to elaborate **&** Material sufficient for clear understanding **AND** effectively presented	At ease with information; answered most questions **&** Material sufficient for clear understanding **but** not clearly presented	Does not have grasp of information; answered only rudimentary Questions **&** Material not clearly related to topic **OR** background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation
Eye Contact	Refers to slides to make points; engaged with audience	Refers to slides to make points; eye contact majority of time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact
Elocution – (Ability to speak English language)	Correct, precise pronunciation of all terms Voice is clear and steady; audience can hear well at all times	Incorrectly pronounces few terms Voice is clear with few fluctuations; audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear

WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

A	B	C	D	F
09 - 10	07- 08	05 - 06	03 - 04	01 - 02

CRITERION	A - Excellent	B - Good	C - Average	D - Below Average	F - Inadequate
Content & Focus	Hits on almost all content exceptionally clear	Hits on most key points and writing is interesting	Hits in basic content and writing is understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
Sentence Structure & Style	* Word choice is rich and varies * Writing style is consistently strong * Students own formal language	* Word choice is clear and reasonably precise * Writing language is appropriate to topic * Words convey intended message	* Word choice is basic * Most writing language is appropriate to topic * Informal language	* Word choice is vague * Writing language is not appropriate to topic * Message is unclear	* Not adequate
Sources	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not at all cited
Neatness	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as below standard
Timeliness	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report move than 10 days late

Guidelines for Internship – Commerce – IB

The final year Commerce - IB students should undergo a project work during V semester

- The period of study is for 4 weeks.
- Project / Internship work has to be done in an industrial organization (or) work on any industrial Problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a Mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

Mark Split UP

Internal	External	Total
50	50	100

S. No	Internal Components	Marks	External Components	Marks
1	Review - I	10	Originality of Idea	05
2	Review - II	10	Relevance to Current Trend	05
3	Review - III	10	Candidate Involvement	05
4	Rough Draft Submission	20	Thesis Style / Language	05
			Presentation of Report	10
			Viva-Voce	20
Total		**50**	**Total**	**50**

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB101			**Title**	**Batch:**	2021 - 2024
				Principles of Accounting	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	5		**Credits:**	3

Course Objective

To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts, conventions, methods and techniques underlying the accounting practices.	K1
CO2	To get the idea for preparing and presenting financial statements in accordance with generally accepted accounting principles.	K2
CO3	To apply skills in critical-thinking and problem-solving	K3
CO4	To evaluate conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.	K4
CO5	To Develop an understanding on preparation of accounts in trading concerns.	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

PRINCIPLES OF ACCOUNTING - 21UIB101		
Units	**Content**	**Hrs**
I	Meaning of Book-Keeping – Definition of Accounting - Accounting cycle – Objectives of Accounting –Functions of Accounting – Advantages of Accounting - Limitations of Accounting – Branches of Accounting – Basic Concepts and Conventions of Accounting.	**12**
II	Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Bills Receivable Book – Bills Payable Book	**15**
III	Ledger- Divison of ledger - Rules regarding posting - Trial Balance – Meaning – Methods - Preparation of Trial Balance – Petty Cash Book.	**15**
IV	Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)	**23**
V	Depreciation – Meaning – Definition – Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Installment Method – Diminishing Balance Method - Annuity Method.	**20**
	Tutorial Hrs	**5**
	Total Contact Hrs	**90**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	T.S. Reddy & Murthy	Financial Accounting	Margham Publications	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	V.K.Gupta R.L.Gupta	Financial Accounting	Sultan Chand and sons	2016
2	N.Vinayagan, K.L. Mani and K.L.Natarajan	Principles of Accountancy	S.Chand & Co	2010
3	R L Gupta and Radhaswamy	Advanced Accounting	Sultan Chand and sons	2014

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB102			**Title**	**Batch:**	2021 - 2024
				Modern Marketing	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

On successful completion of this course, the student will be well versed in the prevailing act.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the marketing concept and its changing role in society	K1
CO2	To understand the key features of the modern marketing environment	K2
CO3	To apply the role of modern marketer managers and their role in a multiple stakeholders environment	K3
CO4	To analysis buyer behavior as a basic for market segmentation	K4
CO5	To evaluate the marketing strategies in global level	K5

Mapping

PO /PSO / CO	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

MODERN MARKETING - 21UIB102		
Units	**Content**	**Hrs**
I	Marketing Management: Concept Philosophy & Process. Marketing Mix; Definition, Importance& Factors Determining Marketing Mix. Meaning &, Nature of Product, Concept of Product Mix. 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 & Factors Affecting Price of A Product, Pricing Policies And Strategies. Types of Pricing Decisions- Methods of Pricing.	**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, Marketing Logistics Task.	**15**
IV	Promotion: Meaning, Nature & Importance. Types of Promotion. Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing.	**15**
V	Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning. Product Differentiation Vs Market Segmentation. Contemporary Issues In Marketing	**15**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gupta Prachi	Marketing Management	Pearson Education	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Evance &Berman	Marketing Management	Cenage Learning	2007
2	Mcdenial,Lamb,Hair	Principles Of Marketing	Cenage Learning	2008
3	Philip Kotler	Marketing Management	Pearson Education	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B. Madhankumar	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB1A1			**Title**	**Batch:**	2021 - 2024
				Management Concept for International Business	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

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

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of management process in current scenario.	K1
CO2	To clarify of various levels of management in Multinational company.	K2
CO3	To illustrate the elements of management.	K3
CO4	To outline the concept and theories of management.	K4
CO5	To create concept of management.	K6

Mapping

PO /PSO / CO	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

MANAGEMENT CONCEPT FOR INTERNATIONAL BUSINESS - 21UIB1A1		
Units	**Content**	**Hrs**
I	**Management:** Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	**18**
II	**Planning**: Nature – Importance – Forms – Types – *Steps in Planning* – Objectives– Policies – Procedures and Methods – Natures and Types of Policies – Decision making – Process of Decision-making – Types of Decision- Factors Affecting Decision Making.	**20**
III	**Organizing:** Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalization – *Formal and Informal Organization*.	**20**
IV	**Authority** – Delegation – Decentralization – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.	**20**
V	Co-ordination – Need, Type and Techniques and Requisites for excellent Coordination – Controlling – Meaning and Importance – Control Process.	**12**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. S.C. Saksena	Principles of Business Management	Sahitya Bhawan Publications	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Koontz and O'Donald	Principles of Management	12th Edition	2019
2	Dinkar - Pagare	Business Management	Sultan Chand & Sons	2018
3	R N Gupta	Principles of Management	S.Chand (G/L) & Company Ltd	2010
4	Gupta C.B	Business Management	Sultan Chand & Sons	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B. Madhankumar	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB203			**Title**	**Batch:**	2021 - 2024
				Cost and Management Accounting	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	5		**Credits:**	3

Course Objective

To understand the basic concepts and processes used to determine product cost;

To gain knowledge of preparation of budgets, standard costs and variance statements;

To gain the skills required for cost ascertainment and decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To identify the costing system, cost management system and the concept of labour and overhead cost.	K1
CO2	To clarify skills in preparing cost sheet	K2
CO3	To illustrate problems in the allocations and apportionment of overheads.	K3
CO4	To analyze the elements of cost involved in various processes.	K4
CO5	To formulate base for budgeting and budgetary control	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

	COST AND MANAGEMENT ACCOUNTING - 21UIB203	
Units	**Content**	**Hrs**
I	Cost Accounting - Objectives – Advantages and Disadvantages -Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet.	**15**
II	Materials: Meaning - Direct and Indirect - Purchase Procedure - Issue of Materials - Pricing of Issues (LIFO, FIFO.) Labor: Meaning – Types - Methods of Wage Payment (Piece Rate and Time Rate).	**18**
III	Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Calculation of Machine Hour Rate. Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km.	**16**
IV	Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget.	**20**
V	Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety.	**16**
	Tutorial Hrs	**5**
	Total Contact Hrs	**90**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jain and Narang	Advanced Cost Accounting	Kalyani Publication	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2015
2	Mamta Shah	Management Accounting for Decision Making	Ane Books	2009
3	Gupta Shashi K., Sharma R.K., Gupta Neeti	Management Accounting-Principles and Practice	Kalyani	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB204			**Title**	**Batch:**	2021 - 2024
				Export Marketing	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about export marketing.	K1
CO2	To understand the concept of international marketing while starting export business.	K2
CO3	To apply export pricing in international marketing.	K3
CO4	To analyze the role of promotional organization in India.	K4
CO5	To Evaluate The Pricing strategy in export in India.	K5

Mapping

PO /PSO / CO	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

	EXPORT MARKETING - 21UIB204	
Units	**Content**	**Hrs**
I	**Introduction to Export Marketing**: Meaning and features of Export Marketing- Importance of Exports for a Nation and a Firm –Difference between Domestic Marketing and Export Marketing – Motivations for Export	**15**
II	**International Marketing**: Meaning, *Trade Barriers* – Tariffs and Non-Tariffs – Features of International Marketing - WTO – Objectives – Functions of WTO – Implications of WTO Agreements.	**15**
III	**Preliminaries for Starting Export Business**: Overseas Market Research – Identifying Foreign Markets – Factors for Selecting Foreign Markets Product - Planning Strategies for Exports – New Product Development Process – International Products Life Cycle	**15**
IV	**Export Pricing**: Factors determining Export Price – Basic data required for Export Pricing decisions, Marginal Cost Pricing – *Export Pricing Strategies* – Main Export Pricing Quotations.	**15**
V	**Export Marketing and Promotional Organisations in India**: Export Marketing Organizations – Export Promotion Organisations – Export Promotion Councils – Commodity Boards	**15**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S. Yuvaraj	International Marketing	Vrinda Publications Pvt. Ltd. Delhi.	2009

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S C Jain	International Marketing	Latest Edition	2020
2	Philip Cateora	International Marketing	Latest Edition	2019
3	Warren Keegan	International Marketing	Pearson; 8th edition	2013

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB2A2			**Title**	**Batch:**	2021 – 2024
				Global Business Environment	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**			**Credits:**	4

Course Objective

The course is designed to provide an insight into the impact of business environment on the performance and profitability of the firm. The course emphasizes the theme that the business prospects may be enhanced by a strong grasp of business including socioeconomic-political factors.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of environment in global business.	K1
CO2	To picture the Factors affecting international environment.	K2
CO3	To implement the environment factors to regain the balance of payment deficit.	K3
CO4	To evaluate the various institution and regional integration to overcome environment changes.	K4
CO5	To create the new environment in the global business	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

GLOBAL BUSINESS ENVIRONMENT - 21UIB2A2		
Units	**Content**	**Hrs**
I	Introduction to Global Business Environment – Meaning – Nature – Concept – Scope of Global Business – Modes of Entry into International Business – Internationalization Process - Globalisation – Concepts – Levels – Causes – Issues and Concerns.	**16**
II	International Business Environment – STEPIN factors – Social & Cultural – Technology – Economic – Political & Legal – Natural factors – Framework for analysing International Business Environment.	**15**
III	Balance of Payment Account: Concepts and Significance of Balance of Payment account – Current and Capital account components – Accounting system – Balance of Payment deficits and correction policies.	**16**
IV	International Economic institution and agreements – WTO, WTO and Developing countries – IMF – World Bank (IBRD) – UNCTAD – *International commodity trading and agreement*	**15**
V	Regional Integration – European Union – *NAFTA – SAFTA* –LAFTA – SAARC– ASEAN – BRICS - Recent Trends.	**13**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	K. Aswathappa	Essentials of Business Environment	Himalaya Publishing House	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shaika Saleem	Business Environment	Pearson Education\Fourth Edition	2020
2	Dr. V. Sinha	Business Environment	SPBD Publishing House	2020
3	Francis Cherunilam	Business Environment	Himalaya Publishing House	2019

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB305			**Title**	**Batch:**	2021 - 2024
				Human Resource Development	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To familiarize the students, with the different aspects of managing Human Resource in the Organization. To equip the students with appropriate knowledge and skills required for acquisition, development and retention of Human Resources

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the specific human resource component of the organization's business	K1
CO2	To understand the specific features of recruitment, selection & retention process in company.	K2
CO3	To prepare the performance appraisal methods for a company.	K3
CO4	To analyze the functioning of human resource management.	K4
CO5	To criticize the knowledge in Planning methods.	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

HUMAN RESOURCE DEVELOPMENT - 21UIB305		
Units	**Content**	**Hrs**
I	**HRM:** Meaning – Definition- HRD in HRM – HRD Meaning - Need - Concept - System - Approaches to HRD - Human Development and HRD - HRD at Macro and Micro Climate.	**15**
II	**Human Resource Development System:** HRD Mechanisms – Influences of *Employee Behaviour* – Model of Employee Behavior – External and Internal Factors Influencing Employee Behaviour.	**14**
III	**Developing Human Capacity:** Aptitude - Knowledge - Values - Skills of Human Relations - Responsiveness - Loyalty and Commitment - Transparency - Leadership Development. Evaluating HRD: Human Resource Accounting - HR Audit and Benchmarking - Impact Assessment of HRD initiatives on the bottom-line of an organization.	**17**
IV	**Training and Development:** Meaning and Scope of training - education and development; Training need analysis - Types of training Internal and external - Outbound Training - Attitudinal training - *Principles Involved in Selection of Training Method* – Techniques of Training Different Levels - Training Effectiveness.	**17**
V	**Career Planning and Succession Planning:** Recent Trends in HRD: Training for trainers and HRD professionals - Promoting Research in HRD.	**12**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gibba.S	Human Resource Development: Foundations, Process, Context	3rdEdition,Palgrave Macmillan	2011

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Haldar, U.K	Human Resource Development	Oxford University Press India,	2009
2	Mankin, D	Human Resource Development	Oxford University Press USA	2009
3	McGuire, D. and Jorgensen, K	Human Resource Development	Sage South Asia	2011

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB306			**Title**	**Batch:**	2021 – 2024
				Banking Law & Foreign Exchange	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	5

Course Objective

To enrich the students with the basics of banking law and practice followed in our country

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To study the banking regulation act of 1949	K1
CO2	To compute the various types of banks and its usage	K2
CO3	To classify the principles of lending, borrowing and negotiation instruments.	K3
CO4	To figure out the role of RBI and its function in banking industry.	K4
CO5	To judge the methods adopted in foreign exchange.	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

BANKING LAW & 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 – branch banking – CRM in banking – *Multinational banking* – customer service.	**15**
II	Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits- special type of customers- Minor- Lunatic-drunkards- joint account- partnership account- Public limited company- Closure of accounts.	**20**
III	Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials. Promissory note- essentials- Cheques- Essentials- *Endorsement*- Crossing of Cheques - Marking of Cheques. .	**17**
IV	Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading- *Money market* -funding of Vostro, Nostro and Loro account- swap deals.	**20**
V	Exchange management by banks- Dealing position- exchange position- cash position. Accounting and reporting- Foreign exchange risk management- Measuring of Value At Risk (VAR). .	**18**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gordon and Natarajan	Banking theory law and practice	Himalaya Publishing House	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C. Jeevanandham	Foreign exchange and risk management	Sultan Chand	2010
2	NC Majumdar	Fundamentals of Modern Banking	New Central Book Agency (P) Ltd,	2010
3	R. Ramachandran	Banking theory and Practice	MJP Publishers	2019

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	20UIB307			**Title**	**Batch:**	2021 - 2024
				Business Statistics	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	5		**Credits:**	4

Course Objective

On successful completion of this course the students shall enrich to solve the statistical problems in commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the importance of statistics and its role in business.	K1
CO2	To understand various techniques and tools used for statistics calculation.	K2
CO3	To implement statistical problem in commerce.	K3
CO4	To review various usage of statistics in current scenario.	K4
CO5	To Measure the Trend with the help of the statistical tools.	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

	BUSINESS STATISTICS - 21UIB307	
Units	**Content**	**Hrs**
I	Introduction – definition of statistics – statistics as numerical method – functions of statistics – scope of statistics – limitations of statistics - Methods of collecting data – difference between primary and secondary data	**13**
II	Classification and tabulation of statistical data – characteristics of a good classification – types of classification - tabulation – components of a good table -difference between Classification and tabulation - Diagrammatic and *graphical representation of data.*	**18**
III	Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness. (Basic Simple Problems only)	**18**
IV	Correlation - Karl Pearson Coefficient of Correlation - Spearman Rank Correlation - Regression Lines and Coefficients. (Basic Simple Problems only)	**18**
V	Time Series – Utility of Time Series Analysis - Component of time series – Measurement of trend – Measurement of *Seasonal Variation.* (Basic Simple Problems only)	**18**
	Tutorial Hrs	**5**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.C Gupta	Business Statistics	Himalaya Publishing House	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.P. Gupta	Statistical Methods	Sultan Chand	2012
2	S. P. Rajagopalan	Business Statistics	Tata Mc Graw – Hill Education Pvt.Ltd	2010
3	Hira and Gupta, S. Chand	Operations Research	S.CHAND PUBLISHER	2010

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB308			**Title**	**Batch:**	2021 - 2024
				Banking Practice for International Business	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	5		**Credits:**	4

Course Objective

To provide practical knowledge on basic procedure that is to be followed at banks.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the various types of accounts and its usage.	K2
CO2	To execute the usage of negotiation instruments	K3
CO3	To figure out the importance of currency in trade activities	K4
CO4	To illustrate the negotiable forms	K4
CO5	To explain the loan details and purpose	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

PBANKING PRACTICE FOR INTERNATIONAL BUSINESS - 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 your customer form.	**15**
II	**Negotiable Forms:** Payment – Paying Slip – Cash – Cheque – Demand Draft – Bankers cheque	**13**
III	**Negotiable Forms:** Cash Withdrawal Form – Cheque – DD Application Form – Account transfer fund	**12**
IV	**Fund Support:** Loan – Housing Loan – Vehicle Loan – Jewel Loan – Agri Loan – Pledge – Mortgage – Forfeiting of Property – Termination of Loan	**15**
V	**Know your Currency:** Types of Currency – Currency Size – Particular in currency – Secrecy terminology – Coins – Shape and Size	**15**
	Tutorial Hrs	**5**
	Total Contact Hrs	**75**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods:

Test, Seminar, Form filling, Assignments

Assessment Methodology: **CIA:** 20 Marks: Test 20 M; Record 10 M; Observation 10 M
CE: 80 Marks: Record 20 M; Form Test 30 M; Viva Voce 30 M

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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB3A3			**Title:**	**Batch:**	2021 - 2024
					Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-	Computing Skills for International Business	**Credits:**	3

Course Objective

This paper would make students learn about the latest version MS Windows operating system.

The application software covered under this paper would include MS word and excel.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remembering the Reporting and mailing labels	K1
CO2	To understand the data base systems	K2
CO3	To express the role of business application software role in international business.	K3
CO4	To outline the mail merge concept by linking documents.	K4
CO5	To select the familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications	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

COMPUTING SKILLS FOR INTERNATIONAL BUSINESS - 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 data source, Adding fields, removing fields – Merging Documents - Macros – Inserting Headers and Footer – Recording macros.	**18**
II	**Microsoft Excel :** Selecting Cells, Entering and Editing Text, Entering Numbers and Formulas – Alignments – Menus, Commands, Toolbars and their Icons-Spreadsheet Overview – Creating Worksheet – Creating Charts – Creating Form Templates – Sharing Data Between Applications	**18**
III	**Microsoft PowerPoint:** Adding Visual Elements – Charts and Tables – Drawing – Clipart – Sounds – Animation – Apply Time Transitions to Slides - Working with PowerPoint: Slide Sorter – Date and Time – Symbol – Slide Layout – Font – Slide Colour Schema – Macros – Custom Animation.	**18**
IV	**Microsoft Access**: Database Overview- Creating Database – Creating database through Table Wizard – Modifying Table - Creating a Table – Rename Columns – Saving the Database – Relationships - Forms.	**20**
V	**Filtering and Querying Tables** – Crating Reports and Mailing Labels – Sharing Information between Applications.	**16**
	Total Contact Hrs	**90**

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments

Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M
CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bittu Kumar	Mastering MS Office	V&S Publishers	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SatishJain / M.Geeta /Kratika	MS-Office 2010 Training Guide	BPB Publications	2017
2	Lokesh Lalwani	Excel 2019 All-in-One	BPB Publications	2019
3	Ken Bluttman	Excel Formulas & Functions	For Dummies	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB3N1			**Title**	**Batch:**	2021 - 2024
				Introduction to International Business	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

The Course is designed to impart sound knowledge about International Business operations through lectures, seminars, case studies & Group Discussions etc. to make learning challenging

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the evolution of international business.	K1
CO2	To understand the modes of entering international business	K2
CO3	To apply the changes of MNCs in global business	K3
CO4	To analysis the various terminology used in international business.	K4
CO5	To Decide the Documents which is used for international business	K5

Mapping

PO /PSO / CO	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

INTRODUCTION TO INTERNATIONAL BUSINESS - 21UIB3N1		
Units	**Content**	**Hrs**
I	**Introduction To International Business**: Evolution of international business, nature of international business, need & importance of International Business, *stages of internationalization*.	**3**
II	**Modes Of Entering International Business**: International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, ,Joint ventures- Mergers and Acquisitions.	**4**
III	**Globalization**: Meaning- Definition and Features-Globalization, -Advantages and Disadvantages, *GATT and WTO*.	**2**
IV	**MNCS And International Business:** Definition, Distinction among Domestic Companies, *International company*, MNC, Global Company and TNC, Merits and Demerits, MNC s and India.	**3**
V	**Export Import Documentation**: Important Trade Terms in International Trade: Introduction: CIF, F.O.B, F.O.B Contract with additional services, F.O.B Contract FAS, EX SHIP & Arrival Contracts.	**3**
	Total Contact Hrs	**15**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	SumatiVarma	International Business	Pearson	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Charles Hill	International Business	Text & Cases, Tata McGraw Hill	2011
2	Warren J. Keegan.	Global Marketing Management	Prentice Hall of India	2010
3	Daniel and Radebaugh	International Business	Pearson Education	2010

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB3N2			**Title**	**Batch:**	2021 – 2024
				Tourism Marketing	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**			**Credits:**	2

Course Objective

To equip the students with language skills required for conducting international business. To make aware the various dynamics in corporate cultures and business etiquette

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the role of marketing in tourism.	K1
CO2	To understand the marketing mix strategies for a tourism product.	K2
CO3	To apply the elements in the marketing planning process.	K3
CO4	To evaluate stakeholders and variables in the marketing environment.	K4
CO5	To create the tourism marketing in global level	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

TOURISM MARKETING - 21UIB3N2		
Units	**Content**	**Hrs**
I	**Marketing:** Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.	**3**
II	**Analysis and selection of market:** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. *Market segmentation and positioning (STP)*	**3**
III	**Marketing Strategies:** Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. Product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.	**3**
IV	**Planning marketing programs:** Product and product strategies; Product line, Product mix Branding and packaging. *Pricing considerations*. Approaches and strategies. Distribution channels and strategies.	**3**
V	**Tourism Marketing:** Service characteristics of tourism, Unique features of tourist demand and tourist product, Tourism Marketing Mix. Marketing of Tourism, Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services – Challenges and Strategies	**3**
	Total Contact Hrs	**15**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kotler, Philip	Marketing For Hospitality & Tourism Marketing	Pearson Education	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kotler, Philip	Marketing For Hospitality & Tourism Marketing	Pearson Education	2017
2	Dr. S.M. Jha	Tourism marketing	Himalaya Publishing House	2013
3	Prasanna Kumar	Marketing For Hospitality & Tourism Marketing	McGraw Hill Education	2017

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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB409			**Title**	**Batch:**	2021 - 2024
				Case Analysis	**Semester:**	IV
Lecture Hrs./Week	5	**Tutorial Hrs./Sem.**	5		**Credits:**	4

Course Objective

To expose the students with the practical cases

To develop the critical thinking behaviour among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the situations with which a case would evolve	K1
CO2	To visualize the various ways to give solutions	K2
CO3	To inculcate the actual happenings with the live cases	K3
CO4	To figure out the work carried out in the decision making scenario	K4
CO5	To evaluate finally the case study report	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

CASE ANALYSIS -21UIB409		
Unit	**Content**	**Hours**
I	Case Study – meaning – purpose – preparation required for cases – types of cases – role of cases in the current business scenario	**12**
II	Case Studies in the field of business – concept of business according to laymen view – practical business and theoretical cases – justifying business and institutions	**15**
III	Case studies in field of logistics - concept of logistics according to laymen view – practical logistics and theoretical cases – justifying logistics with practicing institutions	**16**
IV	Case studies in field of supply chain - concept of supply chain according to laymen view – practical supply chain and theoretical cases – justifying supply chain with warehousing firms	**15**
V	Case studies in field of foreign exchange - concept of foreign exchange cases with that of finance cases	**12**
	Tutorial Hours	**5**
	Total Contact Hrs	**75**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Work Book Review, Power Point Presentations, Experience Discussion

Assessment - Viva Voce - Distribution of marks – CA: 20, CE: 80

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	William Eilet	The Case Study, The Student Handbook Guide	Harward Business Publishing Education – Revised Edition	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Peter F Drucker	Management Cases	Harper Business Publishing, Revised Edition	2008
2	Marc P Cosentino	Case in Point	Wall Street Journal, 11th Edition	2020
3	Victor Cheno	Case Interview Secrets	Bain and Company, Recent Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB410			**Title:**	**Batch:**	2021 - 2024
					Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-	International Trade Procedures & Documentation	**Credits:**	5

Course Objective

To train the students with trade procedures required for doing international business.

To make aware the various dynamics in documentation.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To identify the need of international trade in India.	K1
CO2	To observe about the trade procedures and documentation needed for exports.	K2
CO3	To practice the idea on various documents used for international trade.	K3
CO4	To analyze the basic policy and terms followed in export import business.	K4
CO5	To select the role of documentation in international trade.	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

INTERNATIONAL TRADE PROCEDURES & DOCUMENTATION - 21UIB410		
Units	**Content**	**Hrs**
I	International Market Research – Strategies, Product Planning, and Cost estimation, sales Forecast, Different Registers, Significance of Documentation & Related procedures, Export management, Organization Structure.	**16**
II	Export and Import Policy and Procedures, Preliminary information, *Export sales Quotation*, Different Inco terms: FOB, C&F, CIF etc.	**18**
III	Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, and other related procedures of registration.	**18**
IV	Exchange Control Regulations: RBI Guide Lines, Authorised Dealers, *FERA / FEMA*, Permitted Currencies, Export Realization, Procedure & Related documents.	**18**
V	Export Documents : Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading / Airway Bill, Bill of Exchange, Shipping Bill, Certificate of Origin, Invoice, Packing List, GSP Certificate, Legislation of Documents, Bank Certificate of Export & Realization	**20**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.I. Mahajan	Export Policy, Procedures And Documentation	Snow White Publications Pvt. Ltd	2015

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.I. Mahajan	Import Policy, Procedure and Documentation	Snow White Publications Pvt. Ltd	2013
2	Ankita Pal	Master Key Law of Export Import Regulation	Amar Law Publication's	2015
3	P. Veera Reddy and M. Mamatha	Export Documentation	Commercial law publisher	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB411			**Title**	**Batch:**	2021 – 2024
				Indirect Taxation	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	5

Course Objective

To impart basic knowledge about major Indirect Taxes.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the rules and regulation of indirect taxation.	K1
CO2	To understand the rules for registrations and its exemptions in taxation.	K2
CO3	To compute GST and its working mechanisms.	K3
CO4	To analyze and resolve tax problems.	K4
CO5	To evaluate the functions of GST and its levy.	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

INDIRECT TAXATION - 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 the Constitution- Advantages and Disadvantages of Indirect Taxes.	**18**
II	Introduction and Scope of Customs Law in India-The Customs Act 1962- Types-Levy and Collection from Customs duty- *Exemption from Customs duty*- Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost, Destroyed or Abandoned Goods- Customs Duty Draw Back.	**18**
III	Goods and Service Tax-Introduction-Meaning-Need for GST-Features of GST- Advantages and 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 Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.	**17**
IV	Levy and Collection under SGST/CGST Act- Meaning of Important Term: Goods, Services, Supplier, Business, Manufacture, Casual Taxable person, Aggregate Turnover. Input Tax and Output Tax. Concept of Supply- Composite and Mixed Supplies- Composition Levy- Time of Supply of Goods and Services- Value of Taxable Supply- . Input Tax Credit- Eligibility and Conditions for taking Input Credit- *Registration procedure under GST*- Filing of Returns	**20**
V	Levy and Collection under the Integrated Goods and Service Tax - Meaning of Important Terms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services, Output Tax. Levy and Collection of Tax-Determination of Nature of supply- Inter-State Supply and Intra-State Supply- Place of Supply of Goods or Services- Zero-Rated Supply.	**17**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Datey, V.S.	Indirect Taxes	Mumbai, Taxmann Publications Private Limited	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Balachandran, V.	Indirect Taxation	Sultan Chand and Sons	2017
2	RadhaKrishnan, R	Indirect Taxation	Kalyani Publishers	2017
3	Sethurajan	Indirect Taxation including Wealth Tax	Speed Publications	2017

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB412			**Title**	**Batch:**	2021 - 2024
				Virtual Banking for Business	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	5		**Credits:**	4

Course Objective

It aims to provide practical knowledge to use online facilities that are used in the current scenario

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the online portal which is used for international business	K1
CO2	To understand the types of online banking facility available for end users.	K2
CO3	To apply framework of smart banking.	K3
CO4	To analyze the role of internet banking in current scenario.	K4
CO5	To justify the NRI & NRE Accounts	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

	VIRTUAL BANKING FOR BUSINESS - 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 involved in Air ticket – Individual login registration	**20**
II	**Domestic Usages Online :** Electricity Bill – Water payment charges – Property tax – Gas Booking – Cell phone Recharge – DTH Recharge – Pay TM – Free charge – Other Agencies supporting these recharge	**15**
III	**Smart Banking** – Mobile Banking – Internet Banking – ATM – Debit card – Credit card – Cash cards – Payment wallet	**15**
IV	**Terminology in Banking** : NEFT – RTGS – CBS – IFCS – MICR – Clearance of cheque – DD – Bankers cheque	**20**
V	**Forex Account**: Opening of NRI account, NRO account and NRE account	**15**
	Tutorial Hrs	**5**
	Total Contact Hrs	**90**

Pedagogy:

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods:

Test, Form filling, Assignments

CIA: 20 Marks: Test 10 M; Record 5 M; Observation 5 M

CE: 80 Marks: Record 20 M; Form Test 30 M; Viva Voce 30 M

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	20UIB4A4			**Title**	**Batch:**	2021 - 2024
				Economic Analysis	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

To equip the students with various importance of demand and supply.

To make aware the various fundamental and technical concepts of economics.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the use of economics terminologies in oral and written communications.	K1
CO2	To understand the decisions wisely using cost-benefit analysis.	K2
CO3	To implement the benefits and costs of a global economy	K3
CO4	To analyze the basic theories of economics in critical thinking and problem solving.	K4
CO5	To select and implementing the factors pricing theory	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

ECONOMIC ANALYSIS - 20UIB4A4		
Units	**Content**	**Hrs**
I	Scope of Methodology: Definition of Economics – Nature and Scope of Economics – Utility analysis – Law of diminishing utility – Law of Equilibrium…Marginal utility – Indifference curve – Approaches of Economic Analysis – Methodology of Economics maximization and other objectives – Marshall's utility Analysis – Law of Diminishing Marginal Utility – Social Responsibilities.	**15**
II	Theory of Consumer Behaviour: Demand Analysis – Demand Schedule –Law of Demand – Demand Curves – Elasticity of Demand – Consumer's surplus –Analysis Schedule.	**15**
III	Production – Factors of Production – Law of diminishing Returns – Law of variable proportions – Returns to scale – scale of production – Law of supply – Cost and Revenue– concepts and Curves – THEORY OF PRODUCTION : Production Function – *Factors of Production* – Enterprise as a Factor.	**15**
IV	Product Pricing : Market Definition – Types – Equilibrium under perfect competition of Firm and Industry – Pricing – Pricing under perfect competition, Monopoly – Price Discrimination – Pricing under Monopolistic competition – *Pricing under Oligopoly*.	**15**
V	Factor Pricing – Marginal Productivity theory – Theories of wages, rent, interest and profit.	**15**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	**M L Seth**	Principle Of Economics	LNA PUBLICATIONS	1970

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	H.S Agarwal	Economics analysis	ANE Books	2009
2	M. L. Jhingan.	Macroeconomic Theory	Vrinda Publications (P), Limited	2003
3	Alfred W. Stonier, Douglas C. Hagu	Economics Theory	Pearson	2003

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB4N1			**Title**	**Batch:**	2021 - 2024
				Global Logistics	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the importance of business logistics in current scenario.	K1
CO2	To understand the role of logistics in a market oriented society.	K2
CO3	To apply the theoretical knowledge with practical knowledge on logistics.	K3
CO4	To analyze the general concept of customer service application of logistics Information systems.	K4
CO5	To justify the knowledge on various logistics sourcing procedures.	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

	GLOBAL LOGISTICS - 21UIB4N1	
Units	**Content**	**Hrs**
I	**Introduction to Business Logistics:** Business Logistics: Origin, meaning and definition, Importance of logistics in modern business and foreign trade, Objectives of business logistics, Logistics- Strategy & Planning	**3**
II	**Transportation Management:** Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance, Service choices and their characteristics, *Transport Service Selection*, Vehicle Routing & Scheduling: meaning and importance.	**3**
III	**Inventory Management &Control:** Inventory: Meaning, definition, types and role, Appraisal of inventories, Inventory Objectives, Storage & handling decisions, Inventory control.	**3**
IV	**Warehousing & Location Management:** Warehouse: Meaning, definition, types and importance. Location/Facility Management: Meaning and importance, *Ware house layout*.	**3**
V	**Purchasing and Sourcing Management:** Introduction, nature and scope, importance of purchasing, purchasing process, trends for improved productivity.	**3**
	Total Contact Hrs	**15**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ronal H. Ballou& SamirSrivastava: Pearson	Business Logistics/Supply Chain Management	Pearson Education	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Coyle,Bardi,Langley	Management of Business Logistics - A supply Chain Perspective	South-Western; 7th edition	2002
2	D.K.Agrawal	Text book of Logistics and Supply Chain management	Macmillan	2003
3	Dr.L.Natarajan	Logistics and Supply Chain Management	Margham	2019

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB4N2			**Title**	**Batch:**	2021 – 2024
				Tour Operation Management	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	1	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

To equip the students with tour operation. To make aware the various places of tourism in worlds

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember basic knowledge of the tour operation industry.	K1
CO2	To understanding legal aspects in tour and travel operations.	K2
CO3	To apply the travel related procedure and activities.	K3
CO4	To analyze the travel transfer and accommodation planning .	K4
CO5	To evaluate stakeholders and variables in event management	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

TOUR OPERATION MANAGEMENT - 21UIB4N2		
Units	**Content**	**Hrs**
I	Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, 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, special Handling of business correspondence, Method of Taking Care of Customers.	**3**
II	Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other	**3**
III	International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges	**3**
IV	Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.	**3**
V	Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.	**3**
	Total Contact Hrs	**15**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R G Menon	Travel Agency Management	Arise Publishers & Distributors	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Apsara Saleth Mary	The Principles of Travel Agency and Tour Operation Management	White Falcon Publishing\First edition	2021
2	A.K Bhatia	The Business of Travel Agency and Tour Operations Management	Sterling Publishers (P) Ltd	2013
3	Barkat A.M.A	Travel and Tourism Management	Prentice Hall India Learning Private Limited	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Mr. B. Madhankumar	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	20UIB513			**Title**	**Batch:**	2021 - 2024
				Logistics Management	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about role of logistics within the firm as well as between organization.	K1
CO2	To understand the elements of logistics management.	K2
CO3	To apply the logistics strategy on order processing and Inventory management in an organization.	K3
CO4	To analyze the importance of Packaging and Transportation in logistics Management.	K4
CO5	To evaluate the modes of transportation in logistics.	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

LOGISTICS MANAGEMENT - 21UIB513		
Units	**Content**	**Hrs**
I	**Logistics-** Definition - History and Evolution- Objectives-Functions -Elements- activities importance- The work of logistics-Logistics interface with marketing- Emerging concept in logistics	**12**
II	**Customer Service-** Elements of Customer service-Dimensions of Customer services – Various measures ensuring availability of stock-Measuring service quality-Value added service Vs basic customer service capability.	**12**
III	**Order processing and Inventory** – Concept – Functions – Elements of order processing – Significance of Order Processing. Introduction to inventory- Concepts – Types – Functions - Elements of Inventory Cost.	**12**
IV	**Warehouse Management**- Storage functionality and principles – concept- Strategic storage – Functions - *Warehouse benefits* – Service benefits of warehouse – Warehouse design- Types of warehouse – Private warehouse and Public ware house – Functions of Public warehouse – Documents used in public warehouse	**12**
V	**Packaging and Transportation** – Protective packaging – Concepts – *logistical functions* – Forms of Protective packaging – Protective packaging problems. Transportation – Position of Transportation in logistics – Elements of Transportation Cost – Selection of Modes of Transportation – Multimodal Transportation – Principles for good routing and scheduling.	**12**
	Total Contact Hrs	**60**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.K. Agrawal	Logistics and Supply chain management	Macmillan Publishers India Limited	2003

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. L. Natarajan	Logistics and Supply chain Management	Margham Publication	2019
2	Bowersox& David J.	Logistical Management,	Tata McGraw Hill Publishing Co. Ltd,	2004
3	KrishnaveniMuthiah	Logistics Management & World Sea borne Trade	Himalaya Publishing House,	1999

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB514			**Title**	**Batch:**	2021 - 2024
				Organisation Behaviour	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

To enlighten the student's on the development of managerial skills

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Demonstrate knowledge and understanding of organizational behavior.	K1
CO2	To Intended to develop a greater awareness of the problems and opportunities in managing human resource in organizations.	K2
CO3	To Understand the steps managers can take to effectively manage diversity	K3
CO4	To Understand theories about how managers should behave to motivate and control employees	K4
CO5	To Understand conflict management strategies that managers can use to resolve organizational conflict effectively	K5

Mapping

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

H-High; M-Medium; L-Low

ORGANISATION BEHAVIOUR - 21UIB514		
Units	**Content**	**Hrs**
I	**Introduction to Organizational Behaviour**: Historical background of OB - Relevance of OB to management functions – Contributing disciplines – Challenges Personality: Determinants – Assessment – Trait Theories – Psychoanalytical social learning – Personality-Job fit. Perception: Process – Distortions – Factors influencing perception.	**12**
II	**Learning**: Classical, Operant and Social Cognitive Approaches – Managerial implications. Emotions and Emotional Intelligence Attitudes and Values: Attitude-Behaviour Relationship – Sources of Attitude –*Work related Attitudes*. Motivation: Early Theories and Contemporary theories - Motivation at work – Designing Motivating Jobs.	**12**
III	Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development–Factors affecting Group andTeam Performance - Group Decision making - Intergroup relations. Interpersonal Communication – *Communication Process* – Barriers to Communication – Guidelines for Effective Communication.	**12**
IV	**Leadership** – Trait, Behavioural and Contingency theoriesm Power and Politics: Sources of Power – Political Behaviour in Organisations – Managing Politics. Conflict and Negotiation: Sources and Types of Conflict – Negotiation Strategies – Negotiation Process	**12**
V	**Work Stress:** Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress. Organisational Culture and Climate: Concept – Creating and Sustaining Culture – Types of OrganisationalCulure.	**12**
	Total Contact Hrs	**60**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Blanchard, K.H., Hersey, P. and Johnson, D.E	Management of Organizational Behavior: Leading Human Resources	PHI Learning, 9th Edition	2008

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Khanka, S.S	Organisational Behaviour	S. Chand ,4th Edition,	2010
2	Luthans, F	Organizational Behavior	Tata McGraw Hill Education, 12th Edition	2011
3	McShane, S.L., Von Glinow, M.A., and Sharma,	Organizational Behavior	Tata McGraw-Hill Education Pvt. Ltd , 5th Edition	2011

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB515			**Title**	**Batch:**	2021 - 2024
				Export Import Management	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

This paper aims to equip students with a broad based knowledge of export and import management practices followed in India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the fundamentals of export and import policy.	K1
CO2	To picture the overview of export and import procedure.	K2
CO3	To implement payment methodology followed in international settlements.	K3
CO4	To figure out the custom clearance procedure and agencies in Exim business.	K4
CO5	To select the importance of Freights Forwarders.	K5

Mapping

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

H-High; M-Medium; L-Low

EXPORT IMPORT MANAGEMENT - 21UIB515		
Units	**Content**	**Hrs**
I	**FUNDAMENTALS OF EXPORT & IMPORT:** Role of Import and Export Trade in an Economy - Institutional Framework for Foreign Trade in India -Role of Director General of Foreign Trade and Commerce	**12**
II	**OVERVIEW OF EXPORT AND IMPORT** Marketing for Exports - Negotiation and finalization of Export contract - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses	**12**
III	**DOCUMENTATION FRAMEWORK:** Import for industrial use / trading -Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance	**12**
IV	**CREDIT AND PAYMENTS** Payment methods in Foreign Trade – Documentary Credit / Letter of Credit–UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.	**12**
V	**CUSTOMS CLEARANCE AND AGENCIES** Roles of Service providers in EXIM transactions –Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors.	**12**
	Total Contact Hrs	**60**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Prem Kumar	Emport – Import Management basic of International Trade	khand Publishing House	2013

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Justin Pauland Rajiv Aserkar	Export Import Management	Oxford University Press	2018
2	UshaKiranRai	Export - Import and Logistics Management	Second Edition, PHI Learning,	2016
3	Director General of Foreign Trade	Foreign Trade Policy and Handbook of Procedures	-	2016

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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB516			**Title:**	**Batch:**	2021 - 2024
					Semester:	V
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	5	Exim Documentation -I	**Credits:**	5

Course Objective

It aims to provide basic practical knowledge about export documentation and procedure followed in India

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the steps, procedure and formalities in export business and its applications.	K1
CO2	To observe the basic registration forms and export documents.	K2
CO3	To predict the transport documents needed for exports.	K3
CO4	To illustrate the shipping documents in trade	K4
CO5	To justify the overall documents for exporting importing purpose	K5

Mapping

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

H-High; M-Medium; L-Low

	EXIM DOCUMENTATION -I - 21UIB516	
Units	**Content**	**Hrs**
I	**Registration Forms for Exporter;** 1. Permanent Account Number (PAN) 2. Import Export Code (IEC) 3. Registration Cum Membership Certificate (RCMC) 4. Bank Guarantee	**20**
II	**Basic Export Documents;** 1.Performa Invoice 2.Commercial Invoice 3.Consular Invoice 4.Customs Invoice	**15**
III	**Basic Export Documents;** 1.Packing List 2.Certificate of Insurance 3.Bill of Exchange 4.Shipment Advice	**15**
IV	**Certificate of Origin** 1.GSP Certificate 2.GSTP Certificate	**10**
V	**Transportation Documents;** 1. Bill of Lading / Mate Receipt 2. Airway Bill 3. Railway Receipt 4. Lorry Receipt Combined Transport Document(CTD)	**15**
	Tutorial Hrs.	**5**
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Assessment: Documentation Filing Test –1

Documentation Filing Test – 2

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shiva Chaudhari	Practical Guide on How to Start Export-Import Business	E – Books go Incorporated	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Khushpat S. Jain	Foreign Trade – Theory, Procedures, Practices and Documentation	Himalya publishing house	2017
2	Kenneth D.Weiss	Building an Import/ Export Business	John Wiley & Sons, Inc.	2016
3	Kishan Barai	Export Import Made Very Easy	Kindle Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB517			**Title**	**Batch:**	2021 – 2024
				Fundamentals of Supply Chain	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	4	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

To educate students on stages of supply chain management and new opportunities in SCM

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of supply chain in international scenario	K1
CO2	To understand fundamental supply chain management concepts	K2
CO3	To apply knowledge to evaluate and manage an effective supply chain	K3
CO4	To analyze and improve supply chain processes.	K4
CO5	To evaluate the supply chain management in global market.	K5

Mapping

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

H-High; M-Medium; L-Low

FUNDAMENTALS OF SUPPLY CHAIN -21UIB517		
Units	**Content**	**Hrs**
I	SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents – Organization - Reverse Supply chain	**10**
II	Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence	**13**
III	Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-*Materials sourcing-Just-in-time purchasing*	**13**
IV	Outsourcing in SCM-Meaning need-*outsourcing risks*-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.	**12**
V	Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM- Supplier performance measurement-Parameters choosing suppliers.	**12**
	Total Contact Hrs	**60**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sunil Chopra	Supply Chain Management	Pearson Education	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.J. Bowersox, D.J. Closs, O.K. Helferich	Logistical Management	Macmillan Pub Co; Subsequent edition	2012
2	Ronald H. Ballou	Business logistics Management	Prentice Hall College Div; 5th edition	2003
3	Janat Shah	Supply Chain Management	Pearson Education	2016

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB518			**Title**	**Batch:**	2021 - 2024
				Internship	**Semester:**	V
Lecture Hrs./Week	-	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

To train the students with the practical exposure in industry.

To develop entrepreneurism among students.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To outline the companies profile	K1
CO2	To explain the details about the company	K2
CO3	To illustrate with the industry-academia interface	K3
CO4	To criticize the work carried out in the industry	K4
CO5	Tov evaluate the internship report with elements of industry	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNSHIP - 21UIB518		
Unit	**Content**	**Hours**
Internship Period	• Students should undergo Internship in any of the industries for the period of 20 working days • Valuation of the training report will be done through joint evaluation by internal and external examiner.	20 Working Days in the fourth Semester holidays
	Compilation of industry interface ground work	-
	Preparation of Internship Report & Viva Voce examination	-
Special Clause	Viva Voce to be kept in the fifth semester	
	Total Contact Hrs	-

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

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

Viva Voce: Distribution of Marks – CA: 20, CE: 80

Please Note: Students Internship Workbook is the base report with which fine tuning is made and Internship Record is created and Viva Voce will be held.

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5E1			**Title**	**Batch:**	2021 – 2024
				Information Security & Executive Communication	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	5

Course Objective

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

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To recollect and respond the communication difference effectively.	K1
CO2	To understand opportunities in the field of communication	K2
CO3	To apply communication theories	K3
CO4	To analyze the current technology related to the communication field	K4
CO5	To evaluate the communication management in business	K5

Mapping

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

H-High; M-Medium; L-Low

INFORMATION SECURITY & EXECUTIVE COMMUNICATION - 21UIB5E1		
Units	**Content**	**Hrs**
I	Components of communication system – transmission media- protocol definition-introduction to TCP/IP – wireless network-basics of internet- types of attack- information security goals- information security threats and vulnerability, spoofing identity, tampering with data, repudiation, information disclosure, denial of service, elevation of privilege.	**15**
II	Authentication-password management-e-commerce security-windows security -network security: network intrusion detection and prevention systems- firewalls-software security-web security: user authentication, authentication- secret and session management, cross site scripting, cross site forgery, SQL injection. Computer forensics- Steganography.	**15**
III	Business Communication: Meaning – Importance of Effective Business Communication- *Modern Communication Methods* – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters – Layout	**15**
IV	Trade Enquiries –Export and Import Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.	**15**
V	Application Letters – *Preparation of Resume* - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations.	**15**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajendra Pal Korahill	Essentials of Business Communication	Sultan Chand & Sons	2006

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramesh, MS, & C. C Pattanshetti	Business Communication	R.Chand&Co	2003
2	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2003
3	Rajendra Pal Korahill	Essentials of Business Communication	Sultan Chand & Sons	2006

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5E2			**Title**	**Batch:**	2021 - 2024
				Transportation and Freight Management	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**			**Credits:**	3

Course Objective

The purpose of this paper is know the important of transport system and the main activities of warehousing and freight structure and related concepts for under – graduates.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about role of Transportation within the firm as well as between organization	K1
CO2	To Understand the transportation strategy on order processing and warehouse management in an organization	K2
CO3	To Apply and know the important of Freight management.	K3
CO4	To analyze the importance of warehousing and Transportation in Freight Management.	K4
CO5	To evaluate the Freight management system in organization	K5

Mapping

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

H-High; M-Medium; L-Low

	TRANSPORTATION AND FREIGHT MANAGEMENT - 21UIB5E2	
Units	**Content**	**Hrs**
I	**Transportation**: Definition-Objectives-Principles-role of transportation in logistics transport functionality & Principles - Mode Of Transport: surface (Rail, Road, Pipeline Ocean Air, Pipeline-their characteristics and their cost structure -participants in Transportation Decisions.	**14**
II	**Intermodal Transport**-: Definition-rationale-types-limitations-The carrier selection decision-determinants of carrier selection-legal classification of carriers-Role of couriers as carriers. -Containerization-piggyback ownership of transport-*own account transport and third party transport*-choice of ownership factors to be considered.	**14**
III	**Surface Transportation**: Introduction to Surface Transportation - Trucking/Highway Regulations– Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks -Heavy load haulage multi axle age multi truck *- Service Options for Truck Transport* - Shipping Dangerous Goods by Truck - LTL/FTL Shipments - Trucking Rates and Tariffs A Checklist of Trucking Considerations	**14**
IV	**Air Transportation:** Introduction - Documents - The Air Waybill (AWB) - Moving Goods by Air - Export Packaging- Air Cargo Handling, Delivery - The Role of IATA - Shipping Dangerous Goods by Air - Glossary of Airfreight Terminology.	**17**
V	**Ocean Transportation**: Freight rates-principles-contracts of freight-meaning- Sea freight Rates-types. Conference liner Tariffs-basic principles to determine liner freight rates-Liner Freight rebate system-operations-factors to be considered-determinants of freight rates-Freight rate indices-Tramp Freights-Tramp Trade-Tramp Market and Freight Rates-Time for Payment-Types of Freight-Ship owners 'Lien for freight.	**16**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	David J. Bloomberg, Stephen LeMay	Logistics	Prentice-Hall of India Pvt Ltd	2003

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Donald J. Bowersox & David J. Closs	Logistical Management	Tata McGraw Hill Publishing Co. Ltd	2004
2	Donald Waters	Logistical Management,	Palgrave Macmillan,	2004
3	Sarika Kulkarni	Supply Chain Management	Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd.	2004

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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5E3			**Title**	**Batch:**	2021 - 2024
				Company Law & Secretarial Practices	**Semester:**	V
Lecture Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	5

Course Objective

To expose the students with the knowledge on the companies act & practices of company secretary

To develop the understanding of regulations of registered companies among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concept of company, memorandum of association and articles of association, shares and debentures	K1
CO2	To discuss the qualifications, powers and duties of a director	K2
CO3	To determine the actual happenings of the Secretaries in any Company	K3
CO4	To enumerate the kinds of meetings and drafting for various correspondences	K4
CO5	To evaluate finally the meeting and winding up procedures	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

COMPANY LAW & SECRETARIAL PRACTICES - 21UIB5E3		
Unit	**Content**	**Hours**
I	Formation of Companies – Meaning – Promoters – Duties and Functions of Promoters – Incorporation – Certificate of Incorporation – Memorandum of Association – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Forms – Contents – Alteration of Article – Relationships between Memorandum and Article – Doctrine of Indoor Management – Exception to it – Prospectus – definition – contents – Deemed Prospectus – Misstatements in Prospectus – Kinds of Shares and Debentures	**18**
II	Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's Remuneration – Powers of Directors – Duties and Liabilities of Directors	**15**
III	Company Secretary – Meaning, Importance, Types, Positions – Qualifications – Appointment and Dismissals – Powers, Rights, *Duties and Liabilities of a Company Secretary* – Role of Company Secretary – a) As a Statutory Officer b) As a Co-Coordinator c) As an Administrative Officer	**15**
IV	Kinds of Company Meetings – *Board of Directors Meeting* – Statutory Meeting – Annual General Meeting – Extra Ordinary General Meeting – Duties of Company Secretary to all the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notices – Agenda – Chairman's Speech – Writing of Agenda	**15**
V	Winding Up – Modes of Winding Up – Compulsory Winding Up by the Court – Voluntary Winding Up – Types – Members Voluntary Winding Up – Creditors Voluntary Winding Up – Winding Up subject to Supervisions of the Court – General Consequences of Winding Up	**12**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D. Kapoor	Elements of Company Law	Sultan Chand Publications – Revised Edition	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ghosh P.K and Balachandran. V	Company Law and Secretarial Practices	Sultan and Chand Publications, Revised Edition	2014
2	Sangeeth Kedia	Advanced Company Law and Practices	Pooja Law Publishing Company, 7th Edition	2017
3	M.C. Kuchhal	Secretarial Practices	Vikas Publications, Recent Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5AL			**Title**	**Batch:**	2021 - 2024
				Basics of Stock Market	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	-	**Tutorial Hrs./Sem.**	-		**Credits:**	1

Course Objective

To provide students with a conceptual framework of stock market and its operations in Business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Portray the list of Recognized Stock Exchanges in India	K1
CO2	To Disseminate the role of Governing body of Stock Exchange	K2
CO3	To Provide scope for Enlisting in NSDL and CSDL	K3
CO4	To show the different avenues of risk and return	K4
CO5	To Knowing and measuring the risk returns in stock market.	K5

Mapping

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

H – High; M-Medium; L-Low

BASICS OF STOCK MARKET - 21UIB5AL		
Units	**Content**	**Hrs**
I	**Stock and Shares – An Overview:** Meaning & Definition of share market. Investment**:** Basics of Investment - Nature of Investment Decisions - Concept of Investment - Features of Investments - Types of Investors - Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism.	-
II	**Concepts of Trading:** History – Membership - Governing body, Functions of Stock Exchange- IBO - On line trading- Role of SEBI- Recognized Stock Exchanges in India Meaning and their types. Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Settlement Procedure, National Securities Depository Ltd.(NSDL) and Central Securities Depository Ltd.(CSDL).	-
III	**Risk and Return:** Regulatory Framework - Legislations - Rules, Regulations and Regulators - Types of Investment Risk - Measurement of Risk - Risk and Expected Return - Return and Risk of Portfolio - Portfolio Diversification and Risk.	-

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pallavi Modi	Equity – The next investment destination	Prentice Hall of India	2002

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gurusamy	Financial Markets & Institutions	Third Edition, Tata Mc Grawhill	2008
2	K. Venkatramana	Stock and Commodity Markets	SHBP Publishing House	2002
3	Ghowria Khatoon	Stock and Commodity Markets	VBH, New Delhi	2003

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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5VA – Value Added Course			**Title**	**Batch:**	2021 - 2024
				Skills on Sourcing Management	**Semester:**	V
Lecture Hrs./Week	-	**Tutorial Hrs./Sem.**	-		**Credits:**	Grade

Course Objective

To make students more proficient on the concepts of inventory management

To inculcate the techniques used in sourcing product

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts, ideas, methods and techniques underlying the sourcing practices.	K1
CO2	To get the idea for inventory in accordance with generally accepted commercial market.	K2
CO3	To apply skills in critical-thinking and problem-solving on selecting the appropriate supplier	K3
CO4	To evaluate conceptual knowledge of the sourcing various kinds of business transactions.	K4
CO5	To design the perfect sourcing model that will suit future business	K5

Mapping

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

H-High; M-Medium; L-Low

SKILLS ON SOURCING MANAGEMENT- 21UIB5VA		
Unit	**Content**	**Hours**
I	**Introduction to Sourcing -** Strategic (Front Office) – Tactical (Middle Office) – Transactional (Back Office) – Technology (Digital Office) – Dependency on Capacity - Dependency on Knowledge – Sourcing – Buy Diamond @ Gold Price, Buy Gold @ Silver Price – Cost Efficient @ Right Quality -Make Vs Buy – Negotiate more, Sourcing Happens	**10**
II	**Selecting a supplier - Milk Run Model -** Existing Contracts – Supplier List – Prior purchases of 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 – Supplier due diligence – supplier risk management - Point to point – *market place mode* – usage of e-commerce – drop shipment – central location hub – split to different locations – Geo political and societal events – importance of logistics partner to know all.	**10**
III	**Source to Contract -** Request for Proposal – Two ways Bid – Definition of Sourcing – Requirement definition – purchase and plan float enquiries –supplier selection and negotiation – contracting – performance measurement - Sourcing report – Governance – Performance Measurement – *New Product Introduction* Programme – Regency Buyers – Acquisition Costs – Lifecycle Costs – Case Studies – Telecom – FTE's (full time employees) BIC (Best in Class) and OCR (optic character reader)	**10**
	Total Contact Hrs	**30**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Walter L Wallace Yusen L Xia	Delivering Customer Value through Procurement and Strategic Sourcing	Pearson FT Press, First Edition	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Selvan Athishtaraj. V	Basics of Strategic Sourcing	Notion Press, First Edition	2020
2	Seshadri. S	Sourcing Strategy Principles Policy And Designs	Springer Exclusive, First Edition	2011
3	Robert B. Handfield, Larry C. Giunipero, James L. Patterson	Sourcing and Supply Chain Management	Cengage Publishers, First Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5S1			**Title**	**Batch:**	2021 – 2024
				Personality Building	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	3	**Tutorial Hrs./Sem.**			**Credits:**	3

Course Objective

To impart the students with the knowledge, build productive teams, enhance performance and attain goals. Trait secrets, traits, important traits

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind about the importance of personality building	K1
CO2	To get the idea on body language and public speaking.	K2
CO3	To execute the business etiquette.	K3
CO4	To interpret the communication skills with organizations	K4
CO5	To analyze the business skills in individuals	K5

Mapping

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

H – High; M-Medium; L-Low

PERSONALITY BUILDING - 21UIB5S1		
Unit	**Content**	**Hours**
I	Communication Skills- importance of communication- development of communication - Communication in an organization	**9**
II	Public Speaking- Developing public speaking skills- Factors influencing in public speaking Do's and don'ts in public speaking.	**10**
III	Body Language- Importance- Gestures- facial expressions- hand shaking- Do's and Don'ts	**8**
IV	Group Discussion- Importance- Types- Role playing – points to be considered in group discussion	**8**
V	Business etiquette-objectives-table manners-Time Management- Barriers to time management- points to be considered to maintain time management	**10**
	Total Contact Hrs	**45**

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.C. Sharma & Krishna Mohan	Business Correspondence & Report Writing	Third Edition, Tata Mc Graw Hill Publication	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jacqueline A.Rankin	Body Language	First Publication, Master Mind Books Publication	2006
2	Mary Mitchell John	Etiquette	Third Edition \Dk Publication	2004
3	Dr Rituporna Raj	Personality Development	Pauline Publications	2011

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB5S2			**Title**	**Batch:**	2021 - 2024
				Garment Costing	**Semester:**	V
Lecture Hrs./Week or Practical Hrs./Week	3	**Tutorial Hrs./Sem.**			**Credits:**	2

Course Objective

To equip the students with costing terminologies

To make aware the various dynamics in Garment Industry

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the cost related to garment industry.	K1
CO2	To get the idea about pattern in apparel industry costing.	K2
CO3	To apply apparel marketing cost analysis for garment costing.	K3
CO4	To analyze the budgeting process for apparel industry.	K4
CO5	To Develop knowledge in various apparel costing prices.	K5

Mapping

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

H-High; M-Medium; L-Low

GARMENT COSTING - 21UIB5S2		
Units	**Content**	**Hrs**
Unit I	**Introduction to Cost Accounting :** Responsibility accounting; uses of cost accounting, elements of cost, Direct material, Direct labour, factory overhead; cost of goods manufactured statements, cost behavior	**5**
Unit II	Patterns in the apparel industry-fixed variable, semi variable job order for process costing; Accounting for factory overhead: *Capacity level concepts*, production and service departments direct and indirect costs over and under applied overhead.	**10**
Unit III	**Breakeven analysis**: Contribution margin, Variable, cost ratio, marginal income.; sales mix by garment style, effect of volume change, price/column analysis.	**10**
Unit IV	**Apparel Marketing cost Analysis:** Marketing cost accounting, marketing cost standards, 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 cost pricing, direct cost pricing derivation of cost of apparel products-wovenknits	**12**
Unit V	**The budgeting process:** Budgeting principles for the apparel industry, fixed vs. variable budget ,master budget, laminations of budgets any justification effort	**8**
	Total Contact Hrs	**45**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Krishnakumar	Apparel Costing, A functional Approach	Abishek Publications	2012

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.P.Jain and KL. Narang	Cost Accounting	Kalyani Publishers	2005
2	R.S.N. Pillai and V. Bagavathi	Cost Accounting	S. Chand and Company	2004
3	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2015

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB619			**Title**	**Batch:**	2021 - 2024
				International Sales Promotion & Branding	**Semester:**	VI
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-		**Credits:**	3

Course Objective

The objective of this course is to enable the students to understand the basic concepts of sales promotion and in-depth knowledge on advertising and its importance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts and importance of sales promotion.	K1
CO2	To understand and analyze the concepts and value of branding.	K2
CO3	To know the in-depth knowledge on advertising and communication.	K3
CO4	To learn the various tools and techniques used in advertising media.	K4
CO5	To Gained knowledge about Advertising agency and their role.	K5

Mapping

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

H-High; M-Medium; L-Low

	INTERNATIONAL SALES PROMOTION & BRANDING - 21UIB619	
Units	**Content**	**Hrs**
I	Introduction to sales promotion: Sales promotion – principles – types- consumer and trade promotions – objectives of SP – Types of SP – sales promotion strategies and practices – cross promotions – surrogate selling – measuring the effectiveness of sales promotions	**12**
II	Branding concepts: Brand concepts – Brand equity – Brand value – Brand loyalty – brand building strategies – brand building on the Web – online vs. off line brand building – global branding strategies.	**13**
III	Introduction to advertising: Meaning and definition of Advertisement – classifications of advertisements – *Types of advertisements* – Advertising vs. marketing mix – Difference between advertising and other promotional measures – social& Economical aspects of advertising – Ethics in advertisements.	**17**
IV	Advertising and communication: Marketing communications – *role of communications in marketing* – integrated marketing communications – advertising budget – designing ad message – advertising objectives – DAGMAR approach – media planning and strategy – media evaluation.	**18**
V	Advertising agency: Advertising agency – Ad agencies in India – its role – relationship between client and agency – constructions of effective advertisements – types of media – media for advertising – campaign planning - creativity in advertising.	**15**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Keller	Strategic Brand Management	Pearson Education	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	George Belch & Michael Belch	Advertising & Sales Promotion	Tata McGraw Hill	2009
2	Kazmi & Batra	Advertising & sales promotion	Excel Books	2009
3	Jack Z Sissors	Advertising	McGraw Hill	2010

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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB620			**Title:**	**Batch:**	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	-	International Finance	**Credits:**	4

Course Objective

After the successful completion of the course the student should have a thorough knowledge on the international finance for international business.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the types of finance available for exports.	K1
CO2	To recollect the terms of payment in International trade.	K2
CO3	To understand the source of finance available in global trade.	K3
CO4	To figure out the importance of packing credit in exports.	K4
CO5	To analyze the role of EXIM Bank in international trade.	K5

Mapping

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

H-High; M-Medium; L-Low

	INTERNATIONAL FINANCE - 21UIB620	
Units	**Content**	**Hrs**
I	Terms of Payment - Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis, *Import Trust Receipt*; Deferred Payment Imports.	**15**
II	Sources of Finance - Short-term sources and Medium and long term sources of Finance (Factoring, Forfeiting, External Commercial Borrowing).	**15**
III	Pre-shipment Finance (Packing Credit) – Different types of Pre shipment Finance- Requirement for getting Pre-shipment Finance - *Procedures for Pre-shipment finance* - Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.	**15**
IV	Post-shipment Finance in Indian Rupees - By a) Purchase of Export Bills b) Goods sent on consignment c) Indrawn balance d) Retention Money e) Claims of duty drawback, f) *Negotiation of Export Documents drawn under* L/C. g) Post shipment credit in Foreign Currency.	**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 loans from foreign banks - EXIM Bank	**15**
	Total Contact Hrs	**75**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rajiv Srivastava	International finance	Oxford University Press, India	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Steve Suranovic,	International Finance: Theory and Policy	Saylor Foundation	2017
2	Thummuluri Siddaiah	International Financial Management	Pearson Education India	2015
3	Daniel R. Kane	Principles of International Finance	Taylor & Francis	2018

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB621			**Title:**	**Batch:**	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Sem.**	5	Exim Documentation -II	**Credits:**	4

Course Objective

It aims to provide basic practical knowledge about regulatory documents

transport documents and procedure followed in India

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic regulatory documents need for custom clearance.	K1
CO2	To implement and identify sources of information on export restrictions and documentation associated with foreign countries.	K2
CO3	To predict the shipping documents for sea/Air	K3
CO4	To illustrate the entry documents in international trade	K4
CO5	To compose the role of INCOTERMS in international trade.	K5

Mapping

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

H-High; M-Medium; L-Low

EXIM DOCUMENTATION – II - 21UIB621		
Units	**Content**	**Hrs**
I	**Regulatory Documents;** 1. Exchange Control Declaration Form – GR Form 2. PP Form 3. SOFTEX Form	15
II	**Regulatory Documents (Online Submission)** 1.SDF Form	5
III	**Shipping Bill – (Sea/Air)** 1. For export of goods Ex. Bond 2. For export duty free goods 3. For export of dutiable goods 4. For export of goods under claim of drawback 5. For export of goods under claim of DEPB	25
IV	**Shipping Bill – (Land)** 1. For export of goods Ex. Bond 2. For export duty free goods 3. For export of dutiable goods 4. For export of goods under claim of drawback For export of goods under claim of DEPB	15
V	**Bill of Entry- Import Document** 1. Bill of Entry for Home Consumption 2. Bill of Entry for Warehouse 3. Bill of Entry for Ex. Bond Clearance for Home Consumption EDI declaration Form for Import	15
	Tutorial Hrs	**5**
	Total Contact Hrs	**75**

Pedagogy and Assessment Methods:

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

Assessment: Documentation Filing Test –1

Documentation Filing Test – 2

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Shiva Chaudhari	Practical Guide on How to Start Export-Import Business	E Books go Incorporated	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Khushpat S. Jain	Foreign Trade – Theory, Procedures, Practices and Documentation	Himalya publishing house	2017
2	Kenneth D.Weiss	Building an Import/ Export Business	John Wiley & Sons, Inc.	2016
3	Kishan Barai	Export Import Made Very Easy:	Kindle Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB622			**Title:**	**Batch:**	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	-	**Tutorial Hrs./Sem.**	5	Comprehensive Subject Viva	**Credits:**	2

Course Objective

To equip the students with Subjects skills required for conducting international business.

To make aware the various dynamics in corporate and business houses.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO3	To know the basic terminologies in International Business.	K3
CO4	To review the elements needed for Logistics and Supply Chain.	K4
CO5	To know the recent trends in industry interface.	K5

Mapping

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

COMPREHENSIVE SUBJECT VIVA - 21UIB622		
Units	**Content**	**Tut Hrs**
Topics for Study (Core)	Internationalization process –Balance of Payments-Regional Integration. Human Resource development system-Developing Human Capacity and Leadership- Training and Development. Commercial Banks- Multinational Banking –CRM in Banking. Forex markets-Exchange Management by Bank Export Import policy and procedure –Incoterms- Basic Documents needed for Exports-Methods of Payment. Emerging concept in logistics management – Order processing –Inventory-Material Handling- Packaging- transportation. Supply Chain Management Activities- Supply chain integration-Outsourcing in SCM.	**5**
	Total Tutorial Hrs	**05**

Viva Voce 50 Marks (CE)

Assessment Methods:

Review, Group Task

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6E1			**Title**	**Batch:**	2021 - 2024
				Institution to Industry	**Semester:**	VI
Lecture Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To expose the students with the basic knowledge on industry expectations

To develop the students with the base etiquette and self-confidence needed to step into the industry

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the Industry Expectations	K1
CO2	To understand the importance of etiquette in organization culture	K2
CO3	To inculcate the level of self-confidence to face interviews	K3
CO4	To demonstrate good command in responding to queries	K4
CO5	To achieve the desired result through proper evaluation of competencies creatively	K5

Mapping

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

H-High; M-Medium; L-Low

INSTITUTION TO INDUSTRY - 21UIB6E1		
Unit	**Content**	**Hours**
I	Organisation Culture – Meaning – Importance – Tradition – General Idea - Difference between culture and tradition – Cultural Traits – Personality – meaning – Internal and External – Behaviour – Importance in Behaviour – Socialization – Issues in Socialization – International Business Culture – Variations and Adaptability – Multicultural Environment	**19**
II	Business Etiquette – Meaning – Importance – Role play of etiquette in work place – business etiquette – business attire – requirements – confidence building – pleasing mannerisms – greetings and salutations – etiquette in lifts and elevators – netiquette – meaning and importance	**17**
III	Building Quantitative aptitude skills – percentage – ratio and proportion analysis – partnership – proprietorship – profit and loss – simple and compound interests – basic simple problem workings on the above – average – time and distance – permutations and combinations – probability – trend and time series	**19**
IV	Verbal ability – Sentence improvement – reading comprehension – sentence rearrangement – cloze test – analogy – synonyms – antonyms – grammar – pronunciation – noun and pronoun – basic letter writing – content clarity	**18**
V	Logical Ability – Coding and Decoding – Data sequence – calendars – blood relations – statements – arguments – assertions and reasoning – syllogium – alphabet test	**17**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Ramachandran KK & Karthik KK	Essentials of Personality	Pearson Education Revised Edition	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gangadhar Joshi	Campus to Corporate – Your Road Map to Employability	Sage Publications, Revised Edition	2015
2	Barun K Mitra	Personality Developments and Soft Skills	Oxford Higher Education, Fourth Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6E2			**Title**	**Batch:**	2021 - 2024
				Air Cargo Management	**Semester:**	VI
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To equip the students with various importance of cargo.

To make aware the various documentations in handling a cargo

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the customers changing needs in air transport business.	K1
CO2	To understand the optimum levels of customers service without increasing your cost.	K2
CO3	To implement competitive performance by acquiring exceptional management tools.	K3
CO4	To analyze changes within cargo industry and its stakeholders	K4
CO5	To Understand the documentation involved in it.	K5

Mapping

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

H-High; M-Medium; L-Low

	AIR CARGO MANAGEMENT - 21UIB6E2	
Units	**Content**	**Hrs**
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	**18**
II	**Introduction to Air Transport System** – Functions – Customers –Standardization – Management – Airside - Terminal Area - Landside Operations – Civil Aviation Safety and Security – ICAO security manual - Training and awareness – Rescue and firefighting - Issues and challenges - Industry regulations - Future of the Industry.	**20**
III	**Air Freight Exports and Imports**: definition Sales & Marketing – Understanding Marketing, Environment, *Marketing Research*, Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo.	**20**
IV	Advices – Booking - SLI – Labeling – Volume / Weight Ratio – Shipment Planning - TACT – Air Cargo Rates and Charges. - Cargo operations- Customs clearance	**15**
V	**Air Freight Forwarding:** Special Cargoes - Consolidation - Documentation – Air Way Bill (AWB) – Communication – Handling COD shipments – POD – Conditions of contract - Dangerous (DGR) or Hazardous goods	**17**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	J. G. Wensveen	Air Transportation: A Management Perspective.	Ashgate Publishing, Ltd	2007

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.S. Senguttuvan	Fundamentals of Air Transport Management	Excel Books	2012
2	Bijan Vasigh, Thomas Tacker, and Ken Fleming	Introduction to Air Transport Economics	Ashgate	2013

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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB 6E3			**Title**	**Batch:**	2021 - 2024
				Industrial Relations and Labour Law	**Semester:**	VI
Lecture Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To expose the students with the knowledge on Industrial Relations, Trade Unions & Factories Act

To develop the understanding of industrial disputes act, payment of wages act among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the concept of industrial relations and its impact in India	K1
CO2	To develop the skills in negotiation with union and conflict resolution	K2
CO3	To inculcate the actual happenings to handle the grievances	K3
CO4	To enumerate the skills required for collective bargaining	K4
CO5	To explore Industrial Dispute Act 1947 & Employee State Insurance Act 1948	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

INDUSTRIAL RELATIONS AND LABOUR LAW - 21UIB6E3		
Unit	**Content**	**Hours**
I	Industrial Relations – Industrial Disputes – causes – handling and settling disputes – employee grievances – steps in grievance handling – causes for poor industrial relations - remedies	**18**
II	Collective Bargaining – Concepts – Principles and Forms of Collective Bargaining – Procedure - Conditions for effective collective bargaining – workers participation in management	**17**
III	Factories Act 1948 – Elements – Explanations on the Act – The Workman's Compensation Act 1923 – need – importance – concepts of compensations - benefits	**18**
IV	Industrial Dispute Act 1947 – Basic evolution – Need – Importance – Guidelines – The Trade Union Act 1926 – Meaning – Establishments – Conditions – Parties to Trade Unions – *Concepts beneficial to the Employees*	**19**
V	The Payment of Wages Act 1936 – Meaning – Evolution – Parties involved – The Employees State Insurance Act 1948 – *ESIC and its role in employees welfare* – UAN – Evolution – Benefits – Disadvantages – Beneficiaries - Uses	**18**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	N.D. Kapoor	Industrial Law	Sultan Chand Publications – Revised Edition	2019

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	PC Tripathi	Personnel Management and Industrial Relations	Sultan and Chand Publications, Revised Edition	2017
2	Srivatsava	Industrial Relations and Labour Laws	Vikas Publications, Fourth Edition	2018
3	P Subbarao	Essentials of Human Resource Management & Industrial Relations	Himalaya Publishers, Recent Edition	2019

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6E4			**Title**	**Batch:**	2021 - 2024
				Soft Skills for International Business	**Semester:**	VI
Lecture Hrs./Week	6	**Tutorial Hrs./Sem.**	-		**Credits:**	4

Course Objective

To expose the students with the various entry level skills requirements

To develop the students to demonstrate good command in work environment

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the various organizational entry level skill requirements	K1
CO2	To understand the need for different skill requirement in different occasions	K2
CO3	To respond appropriately depending upon the situation during recruitment & selection	K3
CO4	To demonstrate good command in responding to queries and command in work place	K4
CO5	To achieve the desired result of good employability	K5

Mapping

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

H-High; M-Medium; L-Low

SOFT SKILLS FOR INTERNATIONAL BUSINESS - 21UIB 6E4		
Unit	**Content**	**Hours**
I	Emotional Intelligence – Meaning – Importance – When to Expose - Emotional Quotient – ability to understand – how to manage own emotions in positive manner – positive ways to relieve stress – empathy - meaning and importance – positive measures to concentrate the conflict - resolving conflict	**18**
II	Team Spirit and Growth – Meaning – growth mindset – high performing teams – trust and mindful alignments on work – focus – target – achievement and time compliance – positive ways to run a team with ever glowing spirit	**17**
III	Openness to feedback – Basic idea on the feedback – accepting positive feedback and negative feedback –improvement made from the negative feedback – improving with self-awareness – criticism – types and overcoming the shortfalls	**19**
IV	Adaptability – meaning and nature – change in thought process – willingness to take risk – encouraging others to continue risk bearing ability – open mindedness – continuous learning – life learning and accepting the situations	**18**
V	Work ethics skills – reliability – dedication – sincerity – team spirit - discipline – productivity – cooperation – integrity – responsibility - professionalism – interaction with executives – successful stories narration with professional and business people	**19**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Meenakshi Raman & Shalini Upadyay	Soft Skills – Key to success in workplace	Cengage (I) Private Limited First Edition	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Gangadhar Joshi	Campus to Corporate – Your Road Map to Employability	Sage Publications, Revised Edition	2015
2	Barun K Mitra	Personality Developments and Soft Skills	Oxford Higher Education, Fourth Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6E5			**Title**	**Batch:**	2021 - 2024
				Shipping and Ocean Freight Management	**Semester:**	VI
Lecture Hrs./Week	6	**Tutorial Hrs./Sem**	-		**Credits:**	4

Course Objective

To equip the students with skills required for logistics in global trade

To make aware the various dynamics in managing logistics

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the role of shipping industry in International business.	K1
CO2	To understand the shipping management with international maritime environment in which they operate and how they are managed.	K2
CO3	To execute the basic types of operations and advanced scientific shipment planning.	K3
CO4	To analyze the basic documentation used in the shipping industry.	K4
CO5	To evaluate the documents which is used in international business	K5

Mapping

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

H-High; M-Medium; L-Low

SHIPPING AND OCEAN FREIGHT MANAGEMENT - 21UIB6E5		
Unit	**Content**	**Hours**
I	Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - superstructure - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo. (Packaging, utility or value). Trimming - Cleansing -Unitized cargo	**18**
II	Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services – Seaports – Vessel Operations – pilotage - Stevedoring - Dock Labour Boards - charges –Automated Container Handling - security at ports and harbours. Role of security agencies - lighterage services.	**19**
III	Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service	**17**
IV	Operations - Volume / Weight calculations - *Shipment Planning basics* – Preparing & loading containers– Types of container services - FCL - Consolidation –LCL - Advanced Scientific shipment planning –Container de-stuffing	**18**
V	Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD) - Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation - *Conditions of Contract* – Managing Key Accounts – Trade Lane Development – Consortium.	**19**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Michael Robarts, Branch	Elements of Shipping	Ninth Edition, Routledge	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Peter Brodie	Commercial Shipping Handbook	Third Edition, Informa Law from Routledge	2014
2	-	Review of Maritime Transport	UNCTAD	2014

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6E6			**Title**	**Batch:**	2021 - 2024
				Business Law	**Semester:**	VI
Lecture Hrs./Week or Practical Hrs./Week	6	**Tutorial Hrs./Sem.**			**Credits:**	4

Course Objective

To make the students to understand the fundamentals of Commercial Laws.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember rules and regulations relating to the commerce.	K1
CO2	To understand the fundamentals of commercial law.	K2
CO3	To apply the knowledge and skills in the elective area of the business law.	K3
CO4	To evaluate the principles and legal techniques to resolve practical problems legally.	K4
CO5	To Familiarize the concept of Agency	K5

Mapping

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

H-High; M-Medium; L-Low

	BUSINESS LAW - 21UIB6E6	
Units	**Content**	**Hrs**
I	**Indian Contract Act 1872:** Contract – Definition – Classification of Contracts – Essential elements of a Valid Contract – Offer – Acceptance- Types – Legal Requirements- Legal Rules Relating to Offer and Acceptance – Essentials of Valid Acceptance –Communication of Offer and Acceptance – Revocation of Offer andAcceptance.	**15**
II	**Consideration:** Essentials of Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions. **Capacity to Contract:** Law Relating to Minor, Unsound Mind – Persons Disqualified by Law - Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation**.**	**18**
III	**Contingent Contract:** Rules Regarding Contingent Contract - Performance of Contract- Modes of Performance – Essentials of Valid Tender –Quasi Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach ofContract.	**19**
IV	**Contract of Indemnity and Guarantee:** Rights of Indemnity Holder – Rights and Liabilities of Surety – Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawnor and Pawnee.	**20**
V	**Contract of Agency:** Classification – Creation of Agencies – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal Liability of an Agent – Termination of Agency _ The Sale of Goods Act 1930.	**18**
	Total Contact Hrs	**90**

*****Concepts underlined and italicized are self-study**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kapoor.N.D	Business Law	Sultan Chand and Sons, New Delhi	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Pillai and Bhavathi, R.S.N	Business Law	Sultan Chand and Sons, New Delhi	2017
2	Arun Kumar Sen	Commercial Law	The world press PvtLtd, Kolkata	2017
3	P P S Gogna	Textbook of Company Law	Sultan Chand	2016

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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6AL			**Title**	**Batch:**	2021 - 2024
				Basics of Brand Management	**Semester :**	VI
Lecture Hrs./Week or Practical Hrs./Week	-	**Tutorial Hrs./Sem.**	-		**Credits:**	Grade

Course Objective

To learn the importance of brand and its impacts among the customers

To gain knowledge of Brand Rejuvenation and Brand Strategies

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the concepts and process in branding decisions.	K1
CO2	Outline the brand associations and its functions.	K2
CO3	Analyze the impact of branding onbuyers, competitors & the relationship wit manufacturers	K3
CO4	Examine &monitor the brand performance over the product lifecycle.	K4
CO5	Inculate knowledge on global branding strategies	K5

Mapping

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

H-High; M-Medium; L-Low

BASICS OF BRAND MANAGEMENT - 21UIB6AL		
Units	**Content**	**Hrs**
I	Basic understanding of brand - concepts and process - significance of brands- functions of a brand - brand mark and trade mark - branding challenges and opportunities - different types of brands- Co-branding- store brands.	-
II	Building a strong brand – brand positioning - brand values - brand vision- brand elements- branding for global markets - competing with foreign brands. Brand image building - brand loyalty programs - brand promotion methods - brand ambassadors, celebrities, online brand promotions.	-
III	Brand adoption practice - different types of brand extension - factors influencing decisions for extension - re-branding and re-launching-Managing brand performance- brand equity management- global branding strategies - brand audit- brand leverage - role of brand managers.	-
	Total Contact Hrs	-

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Power Point Presentations, Assignments, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.RameshKumar	Managing Indian Brands	Vikas publishing House	2002

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kevin LaneKeller	Strategic brand Management	Person Education	2003
2	JeanNoel,Kapferer	Strategic brand Management	The Free Press	1992
3	Paul Temporal	Branding in Asia	John Wiley & sons(P)Ltd	2000

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

Programme Code:	B.Com. IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6VA – Value Added Course			**Title**	**Batch:**	2021 - 2024
				Basic Skills on Procurement	**Semester:**	VI
Lecture Hrs./Week	-	**Tutorial Hrs./Sem.**	-		**Credits:**	Grade

Course Objective

To make students more talented on the concepts of procuring mechanism

To instill the students on the procedure to be used in procurement

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To study the basic concepts, ideas, methods and techniques underlying the procurement practices.	K1
CO2	To defend the idea for collective bargaining in accordance with generally accepted commercial market.	K2
CO3	To apply skills in critical-thinking and problem-solving on raising the appropriate purchase order	K3
CO4	To analyze conceptual knowledge of the procurement in business transactions.	K4
CO5	To design the exact procurement model that will sustain business	K6

Mapping

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

H-High; M-Medium; L-Low

BASIC SKILLS ON PROCUREMENT – 21UIB6VA		
Unit	**Content**	**Hrs**
I	**Introduction to Procurement** – Procurement – Basic Idea - Buy side Predictability is important – Sell Side Quality, Genuinity and Cost are important - Procurement – Transaction Part of It, Research on Cost Effectiveness, Mass requirement @ Cheaper Price Consumer sentiment in India has gone down – Actual Procurement is seen - Procure to Pay –Work flow in ERP System – SLA and Expediting takes place - Requisitioned – Purchase Requisition – Purchase Order – Electronically Transferred to Supplier – Receive Invoice – 3way or 2way Match – make payment for suppliers – account payable with procurement @ some cases.	**10**
II	**Procurement Process** – Transmit Needs – Review Requisition – Select Supplier – Create PO – Release PO – Follow up with the supplier for acknowledgement and Acceptance – Expedite PO – Receive Goods and Services – Check for Quality – Create GRN or Reject Goods - Procurement –- Day in a life of a Buyer - Request Creation (Assisted buying, Catalog setup, contract setup) – Approve PR (Review PR and approve as per policy) - Creation of PO – Manual PO (Creation and Release) – Follow up (Supplier PO Acceptance) – Expedite (Call up with the supplier for delivery) – Receiving (Return Management) – Matching (Resolving blocked invoice, PO Amendments) – Pay (suppliers queries for payments)	**10**
III	**Market Approach Alternatives -** Commodity Factors – Spend value and expected savings - Market Factors – Number of current and alternative suppliers – stage of industry circle – potential for changing suppliers and cost associated. Client Factors – how quickly the benefits are required–client resourcing levels – client budget–client willingness to change. –Roll over existing strategies – Request for information – Request for Proposal – Request for Qualification – E Auctions – Direct Negotiations – Floating enquiries through RFP's – Occupational Health and Safety devices – Negotiations – *Phases of Negotiations* – Contract Management (Drafting a contract, Reviewing the contract, executing and repository management)	**10**
	Total Contact Hrs	**30**

Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Paul Myerson	Lean Demand - Driven Procurement	Rutledge Publications, First Edition	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Lysons Kenneth	Procurement and Supply Chain Management	Pearson Education Limited, Tenth Edition	2020
2	Peter Baily and David Farmer andBarry Crocker and David Jessop	Procurement Principles & Management	Pearson India Limited,, Eleventh Edition	2018
3	Walter L Wallace Yusen L Xia	Delivering Customer Value through Procurement and Strategic Sourcing	Pearson FT Press, First Edition	2014

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com, IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6S1			**Title**	**Batch:**	2021 - 2024
				Intellectual Property Rights	**Semester:**	VI
Lecture Hrs./Week or Practical Hrs./Week	2	**Tutorial Hrs./Sem.**	-		**Credits:**	2

Course Objective

It aims to provide basic knowledge about intellectual property rights followed in our country

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember differentiating different types of intellectual property and their roles in contributing to organization	K1
CO2	To understand the framework of strategic management of intellectual property.	K2
CO3	To execute derive value from intellectual property and leverage its value in new product.	K3
CO4	To evaluate the legal management of intellectual property and understanding of real life practice.	K4
CO5	To criticize the trademarks of intellectual property and how to design in to practically	K5

Mapping

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

H-High; M-Medium; L-Low

	INTELLECTUAL PROPERTY RIGHTS - 21UIB6S1	
Units	**Content**	**Hrs**
I	**Overview of Intellectual Property:** Zoographical Identification - Need for IPR – IPR in India and Abroad – Importance of IPR	**6**
II	**Patents:** Patent document– *Granting of patent* – Rights of patent – Drafting and filing of a patent.	**6**
III	**Copy Right:** Meaning – Coverage – Protection of Copy Right – Other Related Rights – Distinguish between related rights and copyright	**6**
IV	**Trade Marks:** Meaning – Rights – Kinds of signs – Types of trademark – Functions – *Well know marks*	**6**
V	**Unfair Competition:** Meaning – Relationship between unfair and intellectual property laws – Merits and Demerits of unfair Competition	**6**
	Total Contact Hrs	**30**

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.N. Chereminisin R.P. Ouellette	Biotechnology Applications and Research,	Technomic Publishing Co., Inc. USA,	1985

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	AjitParulekar and Sarita D' Souza	India Patents Law – Legal & Business Implications	Macmillan India ltd	2006
2	B.L. Wadehra	Law Relating to Patents, Trade Marks	Universal law Publishing Pvt. Ltd	2000
3	B.L. Wadehra	Copyright, Designs & Geographical Indications	Universal law Publishing Pvt. Ltd	2000

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. G. Vignesh	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

Programme Code:	B.Com IB – International Business			**Programme Title:**	Bachelor of Commerce with International Business	
Course Code:	21UIB6S2			**Title:**	**Batch:**	2021 - 2024
					Semester:	VI
Lecture Hrs./Week or Practical Hrs./Week	2	**Tutorial Hrs./Sem.**	-	Garment Merchandising	**Credits:**	2

Course Objective

To equip the students with language skills required for conducting international business.

To make aware the various dynamics in corporate cultures and business etiquette.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the fundamentals of merchandising in garment industry.	K1
CO2	To understand production methods appropriate to product quality and cost.	K2
CO3	To implement the standardization concept and quality in apparel industry.	K3
CO4	To review the elements of visual merchandizing.	K4
CO5	To justify the role of garment merchandising in international trade.	K5

Mapping

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

GARMENT MERCHANDISING - 21UIB6S2		
Units	**Content**	**Hrs**
I	Fundamentals of merchandising - Responsibilities of the merchandiser – Merchandise planning: target markets, market segmentations and marketing Research.	**6**
II	Planning and Controlling and control tools: marketing calendar, merchandise Calendar, sales forecast - Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption -Pricing: pricing strategies, *objectives, pricing formula* - Costing principles and strategies	**6**
III	Introduction to Standardization and Quality control in apparel industry- Importance of consumer perception of apparel quality- Managing apparel quality through inspection and sampling procedures.	**6**
IV	Sourcing strategies: objectives, global sourcing, the role of merchandiser in Sourcing, - sourcing options, - factors in sourcing options, factors in sourcing Decision- customer vendor relationship - Domestic and International sourcing Process	**6**
V	Fashion Visual Merchandising- *Functions of Visual Merchandising*- Elements of Visual Merchandising - Store exteriors, interiors& windows – image, atmosphere 7 theatrics - Display props, fixtures, mannequins, floral, signage & graphics.	**6**
	Total Contact Hrs	**30**

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R. Rathinamoorthy, R. Surjit	Apparel Merchandising	WPI India	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	By Jeremy A Rosenau, David L Wilson	Apparel Merchandising The Line Starts Here	Fairchild Books & Visuals	2014
2	By Evelyn Grace ·	Introduction to Fashion Merchandising	Prentice-Hall	2011
3	By Rick Renner ·	Merchandising the Anointing Developing Discernment for These Last Days	Rick Renner Ministries, Incorporated	2000

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
Dr. N. Bhuvaneshkumar	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