

PG Department of Commerce with International Business



M. Com. IB



Vision

Create a new generation of global players with sense of creativity, dignity and patriotism to meet the ever-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:

PEO 1	Disciplinary Knowledge: To institute learners the specialized knowledge of Logistics, Supply Chain Management, Export Import and International Finance
PEO 2	Reflective Thinking: To instill students with the practicalities and dimensions of international business
PEO 3	Lifelong Learning: To provide knowledge on accounting and customs with their empirical background
PEO 4	Self-Directed Learning: To create interest in documentation, human resource and foreign exchange through fictional works
PEO 5	Critical Thinking To check and reveal the facts through theoretical knowledge and industrial visit

Program Outcomes: (LOCF – UGC)

PO 1	Disciplinary Knowledge: To Demonstrate the students, the extensive and coherent knowledge of commerce and its applications in real international business world
PO 2	Research-related skills: The student will get a first-hand understanding on various concepts and theories that will provide a strong academic foundation
PO 3	Disciplinary knowledge: Students will be demonstrated with educational skills in areas of International Business, Marketing, Accounting, HR, Logistics, Economics, Statistics & other branches of Commerce
PO 4	Communication Skills: It enables the students to acquire various soft skills (communication, organizing, and analytical) required to manage complete international
PO 5	Multicultural competence: It fulfills students learning requirements by providing an insight of research in Commerce and interdisciplinary areas while seeking research
PO 6	Reflective thinking: It provides students extreme and rigorous base for teaching, research, and allied business administrations.
PO 7	Lifelong learning: It helps students in building a concrete footing for advanced studies in Commerce
PO 8	Research Related Skills: It creates the ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic; so as to identify the developments in various branches of Commerce and Business.
PO 9	Information and Communication Technology (ICT) Digital Literacy: It helps the students to use various technical ICT tools for exploring, analysis, and using the information for business purposes.
PO 10	Self-Directed Learning: Capability to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.

Program Specific Outcomes:

PSO 1	To develop the innovative skills of the students through practical proficiencies by visiting the industries , To show out the documentation, human resource and foreign exchange through imaginary workings
PSO 2	To throw light on the knowledge of Logistics and Finance, Outcome of Accounting and customs with their experiential backdrop

Mapping

PEOs POs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	M	M	H	L
PO2	M	L	M	M	H
PO3	L	M	M	H	L
PO4	M	H	L	M	M
PO5	L	L	H	H	M
PO6	M	M	L	M	H
PO7	L	M	L	L	M
PO8	M	H	L	M	M
PO9	L	L	H	H	M
PO10	M	M	L	M	H
PSO1	M	H	L	M	M
PSO2	L	M	M	L	M

N.G.M College - Curriculum Development Cell
Scheme of Examination For PG (2025 – 2027)
Choice Based Credit System & OBES

Commerce with International Business – M. Com IB

Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
I	25PIB101	Core I : International Marketing Management	6	-	-	3	25	75	100	4
	25PIB102	Core II : International Economics	6	-	-	3	25	75	100	4
	25PIB103	Core III : Accounting for Business Executives	6	-	-	3	25	75	100	3
	25PIB104	Professional Competency : Organizing Business Entities	6	-	5	-	25	75	100	4
	25PIB1E1/ 25PIB1E2	Core Elective – I : Global Business Strategies Core Elective – II : Business Ethics and Corporate Sustainability	6	-	-	3	25	75	100	5
Total			30	-	10	-	125	375	500	20

Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
II	25PIB205	Core IV: International Business Relations	6	-	-	3	25	75	100	5
	25PIB206	Core V : Foreign Trade Procedures & Documentation-15 %	6	-	10	3	25	75	100	5
	25PIB207	Core VI : Global Business Environment	5	-	-	3	25	75	100	4
	25PIB208	Skill Enhancement Course : Map Reading and Route Tracing	5	-	5	-	25	75	100	4
	25PIB2E3/ 25PIB2E4	Core Elective – III: International Logistics Management Core Elective – IV: Chartering and Ship Brokering	6	-	-	3	25	75	100	5
	25PIB2N1 / 25PIB2N2	Non Major Elective – I: Basics to International Business Non Major Elective - II : Organizations Fostering International Trade	2	-	-	2	-	100	100	2
Total			30	-	15	-	125	475	600	25

Sem	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	25PIB309	Core VII: International Supply Chain Management	6	-	-	3	25	75	100	5
	25PIB310	Core VIII : Research Methodology	6	-	-	3	25	75	100	4
	25PIB311	Core Industry Module : Foreign Exchange Management	6	-		3	25	75	100	5
	25PIB312	Skill Enhancement Course: Customs Compliance and Communication Practices	6	-	5	3	25	75	100	4
	25PIB313	Internship	-	-	-	-	25	75	100	2
	25PIB3E5/ 25PIB3E6	Core Elective – V : Export Import Finance Core Elective – VI : E- Commerce	6	-	-	3	25	75	100	5
Total			30	-	5	-	150	450	600	25
IV	25PIB414	Core IX : Global Risk Management and Insurance	6	-	-	3	25	75	100	4
	25PIB415	Core X : Indian Knowledge Systems in Human Resource Management	6	-	4	3	25	75	100	4
	25PIB416	Skill Enhancement Course : World Intellectual Property Rights	6	-	-	3	25	75	100	4
	25PIB417	Design Thinking and Project Management	6	-	4	3	25	75	100	3
	25PIB4E7/ 25PIB4E8	Core Elective – VII: World Shipping and Cargo Management – 100% Core Elective – VIII : International Financial Management	6	-	-	3	25	75	100	5
Total			30	-	8	-	125	375	500	20
Grand Total									2200	90

CO – SCHOLASTIC COURSES							
SEMESTER	COURSE	Hours/Week	Total Hours	Internal Mark	External Mark	Total	Credits
ADVANCED LEARNER COURSE (Optional)							
II	Entrepreneurial Development	-	-	25	75	100	Grade
ONLINE COURSES							
Any Semester	Swayam,MOOC Course etc.,	-	-	-	-	-	2
VALUE ADDED COURSE*							
II	Skill Sets on Personality Development	2	30	30	70	100	2*
ONLINE CERTIFICATE COURSES (Optional)							
IV	EXIM Trade or Documentation Procedures	2	40	25	75	100	2
<p>The Scholastic courses are only counted for the final grading and ranking. However, for the award of the degree, the completion of one online course (It shall be completed within the entire duration) and Value Added Course are mandatory. All other co-scholastic courses are optional only.</p> <p>Student must undergo for their Internship / Institutional Training (EXIM, Manufacturing Concerns) for a period of minimum 3 weeks to maximum 30 working days in the Second Semester Vacation and the assessment for the same will be done in the Third Semester.</p>							

Question Paper Pattern (Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	$10 * 1 = 10$	MCQ / Define	75
K3 (Q11-15)	B (Either or pattern)	$5 * 5 = 25$	Short Answers	
K4 & K5 (Q16 – 20)	C (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

2. Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q 1 – 10 MCQ)	$10 * 1 = 10$	MCQ	50 (Reduced to 38)
K3 (Q11 – 15)	B (Either or pattern)	$5 * 3 = 15$	Short Answers	
K4 & K5 (Q16-20)	C (Either or pattern)	$5 * 5 = 25$	Descriptive/ Detailed	

3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1-10)	A (Q1 – 5 MCQ) (Q6–10 Define / Short Answer)	$10 * 1 = 10$	MCQ / Define	50 (Reduced to 38)
K3, K4 & K5 (Q11-15)	B (Either or pattern)	$5 * 8 = 40$	Descriptive/ Detailed	

4. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

5. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	100	25	50	25
Project	150	40	75	35
Project	200	50	100	50

* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Test 1	75	$(75+75+15+10)/7$	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

*Others may include the following: Seminar / Socratic Seminars, Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)

Components		Calculation	CIA Total
Test 1	50	$(50+50+10+10)/10$	12
Test 2 / Model	50		
Assignment / Digital Assignment	10		
Seminar	10		

PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	$5+5+5+10$	25
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;

Components		Calculation	CIA Total
Review I	10	10+ 10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

** Components for 'Review' may include the following:*

Originality of Idea, Relevance to Current Trend, Candidate Involvement, and Presentation of Report for Commerce, Management & Social Work

Continuous Internal Assessment for Project

For Commerce – International Business Programme (PG)

The Final year Commerce – International Business students should undergo a project work during (IV) semester

- The period of study is fixed as per the discretion of HoD.
- Project work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- Students has to undergo individual project and is guided by a Mentor.
- 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 25 is CIA and 75 is CEE Marks.

Mark Split UP

CIA	CEE	Total
25	75	100

S. No	Components for CIA	Marks
1	Review – I *	5
2	Review – II *	5
3	Review – III *	5
4	Rough Draft Submission	10
Total		25

* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

S. No	Components for CEE	Marks
1	Evaluation*	50
2	Viva-Voce	25
Total		75

* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
8-10	5-7	3-4	0-2

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate
Organization of presentation	Information presented as an interesting story in a logical, easy-to-follow sequence	Information presented in logical sequence; easy to follow	Most of the information is presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of the 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 a grasp of information; answered only rudimentary Questions & Material not clearly related to the topic OR background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain the 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 the audience	Refers to slides to make points; eye contact the majority of the 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 The voice is clear and steady; the audience can hear well at all times	Incorrectly pronounces a few terms Voice is clear with few fluctuations; the 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
13-15	10-12	7-9	4-6	0-3

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 the writing is interesting	Hits in basic content and writing are understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
Sentence Structure & Style	<ul style="list-style-type: none"> * Word choice is rich and varies * Writing style is consistently strong * Students own formal language 	<ul style="list-style-type: none"> * Word choice is clear and reasonably precise * Writing language is appropriate to the topic * Words convey intended message 	<ul style="list-style-type: none"> * Word choice is basic * Most writing language is appropriate to the topic * Informal language 	<ul style="list-style-type: none"> * Word choice is vague * Writing language is not appropriate to the 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 more than 10 days late

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 101			Title	Batch:	2025 - 2027
				International Marketing Management	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

*This course aims to know the basic concepts principles of the International Marketing
To train them to understand and evaluate the application of Marketing.*

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Explain the applications of marketing	K1
CO2	To Identify the skill sets required in marketing	K2
CO3	To Examine the various functions of International Marketing	K3
CO4	To Determine the various Marketing areas	K4
CO5	To Remember the concepts of Global Marketing	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNATIONAL MARKETING MANAGEMENT - 25 PIB 101

Units	Content	Hrs
Unit I	International Marketing: Definition – Special features of International – Modes of Entry into International Market - Barriers in International Marketing- International Marketing Approaches – Ethuo, Ethno, Poly Regio, Geo centric Approach –Future of Global Marketing.	18
Unit II	Product Mix: Concept and Features – New Product Planning Process – Market Segmentation – Product Positioning – Product Life Cycle Concept – Branding Decisions – Packaging In International Marketing.	18
Unit III	Pricing Strategies for Different Products – Types of Pricing – Dumping and Antidumping Measures – International Transfer Pricing – Counter Trade, Pricing Quotation in Global Trade	20
Unit IV	Personal Selling and Channel of distribution – Publicity Methods and Impact – Sales Promotions – Overseas Product Exhibition & Trade Fair – Advertising – Impact of Webcast and Net Based Advertisement. Direct and Indirect Channels – Types of Intermediaries - <i>Channel Development</i> – Channel Adoption – International Marketing Information System and Research - Online Marketing	22
Unit V	Case Studies from above units	12
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Power Point Presentation, Group Task.

Assessment Methods

Seminar, Power Point Presentation, Assignments, Group Task.

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Keegan, Warran J. & Mark, C. Green	Global Marketing.	Pearson	2018
2	Varshney & Bhattacharaya	International Marketing Management – An Indian Perspective	Sultan Chand & Sons	2015
3	Cateora .P.R., Gilly.M.C & Graham.J.	International Marketing	Tata Mc Graw Hill Publication	2017

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Joshi, Mohan Rakesh	International Marketing	Oxford University Press	2014
2	Vasudeva. P.K	International Marketing	Excel Book	2017

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.D.Divya	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 102			Title	Batch:	2025 – 2027
				International Economics	Semester:	I
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To focus economic outlook with which international business disseminates

To teach various theories to gain from trade

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To recollect information about international trade	K1
CO2	To get the idea of economic theories and commercial policies	K2
CO3	To apply adjustment mechanism of balance of payment and foreign exchange rate	K3
CO4	To review the international economic relations	K4
CO5	To assess the cases about International economics	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNATIONAL ECONOMICS – 25 PIB 102		
Units	Content	Hrs
Unit I	International Trade Theories - International trade – Absolute Advantage, Comparative cost theory — Heckscher-Ohlin Theory (Factor Endowment) – Porters Diamond Model – Product Life Cycle Theory -Gains from trade – Terms of Trade.	20
Unit II	Commercial Policy of International Trade - Free trade versus protection – Tariffs- Effective rate of protection – <u>non – tariff barriers</u> – import quotas – Dumping – Exchange control- international cartels- state trading – customs union.	20
Unit III	Balance of Payments & Exchange Rate Policy - Balance of payment meaning and components – Adjustment mechanisms of balance of payment – foreign exchange rate policy - internal and external balance — Optimum currency area – <u>International capital movements</u>	20
Unit IV	International Economic Relations - International Monetary Fund (IMF) - WORLD BANK - World bank group – International liquidity – International debt problem – General Agreement on Tariffs and Trade – World Trade Organization (WTO) – United Nations Conference on Trade and Development (UNCTAD) – Asian Development Bank (ADB) – South Asian Association for Regional Cooperation (SARRC) – New International Economic Order (NIEO)	20
Unit V	Case studies from above context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.I. Jhingan	International Economics	Vrinda Publication	2018
2	Francis Cherunilam	International Economics	Tata Mcgraw - Hill	2012
3	H.G.Mannur	International Economics	Second Revised Edition, Ubs Publisher	2008

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Steve Suranovic, George Washington	International Economics: Theory And Policy	Saylor Foundations	2012

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 103			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Accounting for Business Executives	Semester:	I
					Credits:	3

Course Objective

To train the students with accounting tools & techniques for needed for business decision-making.

To equip students to maintain financial records and statements.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concepts of financial accounting	K1
CO2	To get an idea in preparing cost sheet	K2
CO3	To lay a base for budgeting and budgetary control	K3
CO4	To execute break even analysis	K4
CO5	To evaluate the financial status of concern	K5

Mapping

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

High; M-Medium; L-Low

ACCOUNTING FOR BUSINESS EXECUTIVES – 25 PIB 103

Units	Content	Hrs
Unit I	Financial Accounting - Accounting Definition – Objectives – Concepts – Conventions – Classification – Financial accounting – Capital and Revenue items – <u>Basic Records</u> – need of financial accounting – advantages and disadvantages of financial accounting. (Theory Only)	16
Unit II	Cost Accounting - Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting - Preparation of Cost sheet and <u>Quotations</u> .	16
Unit III	Budgeting - Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, <u>Fixed</u> and flexible budget.	20
Unit IV	Management Accounting - Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. <i>Standard costing</i> - Material and Labour Variance.	22
Unit V	Financial Analysis - Fund flow and Cash flow analysis: Meaning – Objects – <u>Difference</u> - Preparation of fund flow and cash flow Statements. (Theory Only)	16
Total Contact Hrs		90

* Concepts underlined and Italicised are self study

* 60 % Problems from Unit II, III and IV ; 40% Theory from Unit I and Unit V

Pedagogy

Seminar, Chalk and talk.

Assessment Methods:

Seminar, Assignments, Test

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S. P. Jain & K.L.Narang	Advanced accountancy	Kalyani Publishers, Eighteenth Edition	2015
2	S. P. Jain & K.L.Narang	Cost Accounting	Kalyani Publishers, Fourteenth Edition	2016
3	Dr.S.N.Maheswari	Cost & Management Accounting	J.B.A.Publishers, Fourteenth Edition	2013

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mamta Shah	Management Accounting for Decision Making	Ane Books	2009
2	Jain and Narang	Advanced Cost Accounting	Kalyani Publication	2013
3	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2015

Course Designed by	Reviewed by	Verified by	Checked by and Approved by	
Dr.D.Divya	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan	
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations	

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 104			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Organizing Business Entities	Semester:	I
					Credits:	4

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the startup landscape and its financing	K1
CO2	To analyze the formation and registration of company	K2
CO3	To understand the procedure for obtaining registration and license	K3
CO4	To evaluate the originality of the product launched	K4
CO5	To portray & predict the merits and shortcomings in the product to be launched	K5

Mapping

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

H-High; M-Medium; L-Low

ORGANIZING BUSINESS ENTITIES – 25 PIB 104		
Units	Content	Hrs
Unit I	Startups in India : Startups – Evolution – Definition of a Startup - Startup India policy – Funding support and incentives - Exemptions for startups – Life cycle of a Startup – Successful Startups in India.	13
Unit II	Business Entities & their Types : Formation of NGOs - Trust: Objectives of a trust – Persons who can create a trust – Differences between a public and private trust – Formation of a Society – Formation of Limited Liability - Partnership - - Business collaboration, Joint venture, Mergers, Acquisitions, Strategic Alliances, Wholly Foreign owned subsidiaries , Licensing, Franchising	14
Unit III	Registration, Licenses and Business Plan : Mandatory registration – PAN, Aadhar, TAN and GST - Preparation – Benefits – Elements – Developing a Business Plan – Guidelines for Preparing a Business Plan – Format – Executive Summary – Vision – Mission Statement – Business Description – Business Environment Analysis – SWOT or SGOC Analysis – Industry Background – Competitor Analysis – Operation Plan – Financial Plan – Achievements & Milestones – Management Summary – Feedback and Presentation.	22
Unit IV	Nuances in Business: Importance of Logo – slogan and caption words and letter head- importance of packaging – content on the package – price fixation – bar code tracer – sealing mechanisms – product life cycle – Its role in the present business scenario – positioning- Segmentation – product diffusion and new product development – Branding – Brand Image – Corporate social responsiveness – Validation of a product – New markets – Customers gaining and retention mechanisms.	21
Tutorial Hours	Tutorial File Launch Sessions Model Launch Joint Evaluation done by Internal Examiner along with an Examiner within our college. Model Launch - For each group	5 10 5
Total Contact Hrs		90

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

Assessment Methods

Seminar, Power Point Presentation, Assignments, Group Task.

Books for Study

S.N O	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	William. M. Luther	The Marketing Plan: How to Prepare and Implement It	Amacom Publishers Fourth Edition	2011
2	Alexander Chernev	The Marketing Plan Handbook	Cerebellum Press Sixth Edition	2020
3	Steve Mariotti, Caroline Glackin	Entrepreneurship and Small Business Management	Amacom Publishers Fourth Edition	2020

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sharon Rowe	The Magic of Tiny Business: You Don't Have to Go Big to Make a Great Living	Berrett-Koehler Publishers First Edition	2018
2	Peri Pakroo, J. D.	Women's Small Business Start-Up Kit, The: A Step-by-Step Legal Guide	Nolo Publisher First Edition	2018

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 1E1			Title	Batch:	2024- 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Global Business Strategies	Semester:	I
					Credits:	5

Course Objective

To develop an idea about Strategic Management concepts and techniques.

To enrich the knowledge of the students with general and competitive business 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 concepts of Strategic management	K1
CO2	To Evaluate the SWOT Analysis-TOWS Matrix.	K2
CO3	To Analyze the form of business environment.	K3
CO4	To Apply the Business Strategy into practices.	K4
CO5	To Evaluate Balanced score card.	K5

Mapping

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

GLOBAL BUSINESS STRATEGIES – 25 PIB 1E1

Units	Content	Hrs
Unit I	Environment Analysis & Internal Analysis of Firm: General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain -identifying critical success factors - to identify the strength & weakness - SWOT – Core Competence - Stockholders' expectations, Scenario-planning - industry analysis.	22
Unit II	Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchy levels of planning - Strategic planning process. Strategy Formation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organizations, nonprofits organizations and large multi product and multiple market organizations.	22
Unit III	Tools of Strategy Planning and evaluation : Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BS matrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing -Assessment of economic contribution of strategy - <u>Strategic funds programming</u> .	18
Unit IV	Strategy implication &Control : Various approaches to implementation of strategy - Matching organization structure with strategy - 7S model - Strategic control process – Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalization - Future of Strategic Management.	18
Unit V	Case studies from above context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk,.

Assessment Methods

Assignments, Group Task

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kazmi,Adela., & Kazmi,Azhar	Strategic Management	Tata McGraw Hill	2020
2	Narsis,Vani	Strategic Management	Atlantic Publishers & Distributors Pvt Ltd	2018
3	Ved, Prakash	Strategic Management	Anmol publications Pvt Ltd	2016

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wheelen,Thomas,Hunger, David,Hoffman, Alan,Bamford,Charles,& Kansal, Purva	Strategic Management and Business Policy: Globalization, Innovation and Sustainability	Pearson Education Limited	2018

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Mrs.M.Raga Prabha	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 1E2			Title	Batch:	2025 - 2027
				Business Ethics and Corporate Sustainability	Semester :	I
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To familiarize the students with the basic needs on Business Ethics.

To make students to understand the various phases of Corporate Sustainability.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept and importance of business ethics	K1
CO2	To enable ethical decision making based on various theories	K2
CO3	To gain knowledge on moral issues relating to business, marketing, advertising, finance, HR and environmental protection	K3
CO4	To understand the concepts of corporate sustainability	K4
CO5	To analyze sustainability information and prepare reports	K5

Mapping

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

H-High; M-Medium; L-Low

BUSINESS ETHICS AND CORPORATE SUSTAINABILITY – 25 PIB 1E2		
Units	Content	Hrs
Unit I	Introduction to Business Ethics & Ethical Theories: Business Ethics - n Meaning and Definition of Ethics – Nature of Business Ethics - Role and importance of Business Ethics and values in Business - Causes of unethical behavior - Ethical issues- Application of Ethical Theories in Business- Traditional Ethical Theories- Lawrence Kohlberg’s Theory Model Development	5
Unit II	Moral Issues in Business : Moral Issues in Business - Importance of moral issues and reasoning - Whistle Blowing - Ethical issues in functional areas of business. Marketing and Advertising - Truth in Advertising Trade Secrets - Corporate disclosure - Insider trading. Finance - Fairness’ and efficiency in Financial Market – Greenmail - HR: Workers Rights and Duties - Work place Safety - Sexual Harassment - Equal Employment Opportunity- Environmental Protection - Safety and acceptable risk- Harm, Pollution and its Control– <u>Product Safety and Corporate Liability</u> .	7
Unit III	Corporate Sustainability : Corporate Sustainability - Concepts of sustainability - Social, Environmental and Economic dimensions -Sustainability in a business context. Principles of Sustainable Development: History and emergence of the concept of Sustainable Development - Environmental issues and crisis, Resource degradation, Greenhouse gases, Desertification, Social insecurity, Industrialization, Globalization and Environment.	7
Unit IV	Sustainability Reporting : Sustainability Reporting - Investors, customers, government and media- Disclosing sustainability information – report and website - Transparency and Accountability - One Report movement – Financial and non-financial together - Triple bottom line concept for Sustainable Business.	7
Unit V	Case Studies from above Context	4
Total Contact Hrs		30

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms
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Assessment Methods:

Tests. Power Point Presentations. Assignments. Group Task. GD

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Muraleedharan K P and Satheesh E	Fernando's Business Ethics and Corporate Governance	Fer Fernando's Business Ethics and Corporate Governance, 3 rd Edition	2021
2	John G. Cullen	Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations	Sage Publications Pvt. Ltd	2022
3	Khanka S S	Business Ethics and Corporate Governance	S Chand & Co Ltd, 1 st Edition	2013

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mandal S K	Ethics in Business and Corporate Governance	McGraw Hill Education, 2nd edition	2017
2	David Chandler	Strategic Corporate Social Responsibility: Sustainable Value Creation"	Sage Publications Pvt. Ltd , 4 th Edition	2016

Course Designed by	Reviewed by	Verified by	Checked by & Approved by
Mrs.M.Raga Prabha	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 205			Title	Batch:	2024 – 2025
				International Business Relations	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To enable the students learn the structure of international business.

To equip the students with relevant inputs environmental factors.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To recollect the terms in international environment	K1
CO2	To get the idea of Multinational Corporations and Globalization	K2
CO3	To deploy the importance of balance of power in national power	K3
CO4	To estimate the idea of neighboring countries and their regional integration	K4
CO5	To develop the cases about International Economic.	K5

Mapping

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

High; M-Medium; L-Low

INTERNATIONAL BUSINESS RELATIONS – 25 PIB 205		
Units	Content	Hrs
Unit I	International Environment - Meaning – Nature – Concept – Micro & Macro environment – STEPIN factor – Globalization – Concepts – levels – Causes and Issues – <u>MNC's</u> – Reasons for growth of MNC's – Types – Problems and benefits – Control of MNC.	18
Unit II	International Relations & National Power – History and growth of international relations – elements – International Relations and Politics – Nature of Power – Meaning – Kinds of Power – methods of exercising - Elements of National power – <u>Balance of power</u> – meaning and characteristics –Types of balance of Power – Devices and methods.	20
Unit III	Diplomacy and Ideologies – Diplomacy – Definition – main task of Diplomacy – <i>Functions of Diplomat</i> – Open, Secret and Economic Diplomacy – Promotion of National interest – Imperialism, Colonialism and Nationalism.	22
Unit IV	India & Its Neighbours – Regional Integration – European Union (EU), USMCA (United States, Mexico, and Canada) - Asia-Pacific Economic Cooperation (APEC), Latin American Free Trade Association (LAFTA), G8, G15, G 20, G77, South Asian Association for Regional Cooperation (SAARC), North Atlantic Treaty Organization (NATO) – Association of Southeast Asian Nations (ASEAN) – South Asian Free Trade Area (SAFTA) – Brazil, Russia, India, China and South Africa (BRICS) – Recent Trends – India and major Powers – India and its Neighbours – Collective Security and Peaceful Settlement.	20
Unit V	Case Studies from above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Roger Bennett	International Business	Dorling Kindersley India Private Limited Publication	2018
2	Stephen Mc. Glinchey	International Relations	E – International Relations	2016

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Norman Dunbar, Palmer & Howard Cecil Perkins	International Relations	Houghton Mifflin Publication (P) Ltd	2013
2	Mason A Carpenter	International Business	Saylor foundations	2011
3	Robert Grosse	International Business and Government Relations	Cambridge University Press	2009

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Prof.. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 206			Title	Batch:	2025 - 2027
				Foreign Trade Procedures and Documentation	Semester:	II
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5		Credits:	5

Course Objective

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the legal framework governing international trade	K1
CO2	To apply the concepts learned in terms of delivery and international trade pricing to actual transactions	K2
CO3	To examine the role and importance of export-import documentation framework	K3
CO4	To analyze the nuances of import and export clearance procedures	K4
CO5	To describe the export incentives and promotional schemes	K5

Mapping

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

H-High; M-Medium; L-Low

FOREIGN TRADE PROCEDURES AND DOCUMENTATION -25 PIB 206		
Units	Content	Hrs
Unit I	Legal framework and Policy Overview: Facilities and Registration for Export Business - DGFT, IEC, <u>GST</u> , RCMC and Custom registration – Method of Export - Selection of Products Importability – Exportability - Prohibited and Restricted, ITC (HS Code).	18
Unit II	Terms of delivery:- INCOTERMS purpose and objective & salient features of each term. Methods of payment: Features of payment terms, applicability & explanation viz. Advance payment, open account, documentary collections, and documentary letters of credit.	15
Unit III	Foreign Trade Policy - Development of Foreign Trade policy - basics – Foreign Trade policy 2023-2028 - Highlights of FTP - General provision regarding Imports and Exports - Export Incentive and Promotional Schemes – EPCG, Duty drawback, Duty exemption and remission schemes, Star exporter's scheme, RODTEP Scheme/SEIS/ etc	17
Unit IV	Export-Import documentation framework:- Role and importance of documents; Category of documents; Commercial & regulatory documents; Documents for claiming Export incentives; Insurance; Documents required by foreign buyers& customs etc.; Features of various document.	16
Unit V	Export and Import clearance procedures: -Types of duties, legal Framework, <u>EDI clearance</u> , understanding the role of shipping bill/Bill of export and custom procedure: Import Management – Types of bills of entry, EDI procedure for import clearance, duties & applications – ICEGATE – Importance of ICEGATE.	19
Tutorial Hours - Discussion on Foreign Trade Policy and Customs Clearances		5
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk

Assessment Methods

Seminar, Power Point Presentations, Assignment, Experience Discussion

Books for Study

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

Books for Reference

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

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

Programme Code:	M.Com, IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 207			Title	Batch:	2024– 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Global Business Environment	Semester:	II
					Credits:	4

Course Objective

To be familiar with the basic concept of international business environment

To have insight knowledge about cultural factors and attitude

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To Recall the national physical environment and its impact on international business.	K1
CO2	To Explain the complex business environment with international business perspectives by applying and establish the strategies with ethical and social values to achieve the market share for their establishment for longer period.	K2
CO3	To Identify the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building.	K3
CO4	To Examine the effective use of world resources with social, cultural and ethical background.	K4
CO5	To Evaluate the environmental protection and economics policies to offer valuable solution for sustainability.	K5

Mapping

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

High; M-Medium; L-Low

GLOBAL BUSINESS ENVIRONMENT – 25 PIB 207

Units	Content	Hrs
Unit I	Fundamentals of Environment – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India's policy and the relevant constitutional provisions – law of environment – protection in India.	22
Unit II	The national physical environment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure- Inflation-foreign investment	18
Unit III	Cultural environment: Material culture – language – Aesthetics – design, color, music, brand names – educational – religious – <i>Attitudes and values</i> – Eastern Vs Western Culture.	16
Unit IV	Legal environment – Bases for legal system – Jurisdictions International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.	22
Unit V	Case Studies from the above units	12
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kapoor,Mansi	Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution	SAGE Publications Pvt. Ltd, First Edition	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Morrison, Janet	The Global Business Environment: Towards Sustainability?	Red Global Press	2020
2	Ahmed, Faisal, Alam, M. Absar	Business Environment : Indian and Global Perspective	PHL Learning	2021

Course Designed by	Reviewed by	Verified by	Checked by & Approved by	
Dr.D.Divya	Dr. B. Rohini	Dr. G. Vignesh	Prof.. K. Srinivasan	
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations	

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 208			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	5	Map Reading and Route Tracing	Semester:	II
					Credits:	4

Course Objective

To train the students with the practical exposure on trade procedures

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

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

MAP READING AND ROUTE TRACING -25PIB208		
Units	Content	Hrs
I. Countries and their Prospects	Countries, Capital, Currency and Languages to be identified in different Continents (a) Africa (b) Asia (c) Australia (d) Europe (e) North America (f) South America along with the Flag and their properties - Time Difference Calculation using Time Zone Calculator.	20
II. Map Reading and Plotting	Reading and Plotting the details of Countries and Capital to be traced in the World Map (i) Asian (ii) African (iii) Australian (iv) North American (v) South American (vi) European Continents.	20
III. Country Analysis & Expansions	A country will be given to each individual and it is to be reciprocated in amidst of the students – Class Discussion Session. INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	20
IV. Route Tracing	<u>Popular Sector Wise Sea Routes</u> Australia / New Zealand Sector ; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ; U.S. North America Sector ; South America Sector (Only the eight traditional routes) <u>Canal Oriented Sea Routes</u> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA Locating and marking the major business ports,	20
Tutorial Hours	Group Task I - Objective Questions in Map Reading and Plotting	5
	Individual Task I - Subjective Questions with Maps, Sea Routes and INCO Terms	5
Total Contact Hrs		90

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom

Assessment Methods

Seminar, Power Point Presentation, Assignments, Group Task.

Books for Study

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

Books for Reference

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

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
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Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 2E3			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Logistics Management	Semester:	II
					Credits:	5

Course Objective

The objective of this course is facilitating an understanding of international logistics operations in students and imparts knowledge for effective management of international logistics operations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic framework of international logistics management.	K1
CO2	To relate the concepts learned in terms outsourcing ,3PL and 4PL	K2
CO3	To examine the role and importance of customer service in logistics.	K3
CO4	To analyze role of transportation system in International Trade	K4
CO5	To describe the importance warehousing and material Handling.	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNATIONAL LOGISTICS MANAGEMENT – 25 PIB 2E3		
Units	Content	Hrs
Unit I	International Logistics & Customer Service: Introduction, Concepts, Scope and Components. Framework of Logistics & SCM, Domestic and International Logistics, <u>Recent Trends and development.</u> Outsourcing, 3PLs, 4PLs, Reverse logistics, Green logistics.	22
Unit II	Inventory Management and Material Handling: Introduction, Nature & Importance , functions of inventory in logistics, Elements of Inventory costs, Just in time system. Material Handling – objectives, Guidelines & Principles, Equipments and Handling Considerations.	18
Unit III	Order Processing and Warehousing: Order Processing - Introduction, functions, Elements of order processing cost and Significance. Warehousing Concepts, Types, Functions, Costs, Warehousing Layout & Design, Operating Mechanism.	18
Unit IV	Protective Packing and Transportation: Protective Packages Concepts, functions, costs, Functions, Forms and Packaging problems, International Transport: Domestic and international transportation, Different modes of Transport: Surface, Water, Air, Multi-Modal Transports etc, Containerization and Selection of Transportation Mode.	22
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts underlined and Italicized are self study

Pedagogy

Seminar, Power Point Presentation, Chalk and talk

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D K Agrawal	Text Book of Logistics and Supply Chain Management	MacMillan	2013
2	Vinod V.Sople	Logistics Management	Pearson	2012
3	S. K. Nandi, S. L. Ganapathi.	Logistics Management	Oxford University Press	2015

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Philippe Wieser	Essentials of Logistics and Management	EPFL Press	2012
2	Pienaar Wessel	Business Logistics Management	Oxford University Press Southern Africa	2017
3	Long, D.	International Logistics: Global Supply Chain Management.	Kluwer Academic Publisher	2013

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 2E4			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Chartering and Ship Brokering	Semester:	II
					Credits:	5

Course Objectives

To Educate the students, with the importance of Chartering

To Impart knowledge to the students on the chartering functions, Rights, Responsibilities and Liabilities

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To Recollect the nature, principles and terminology of Chartering	K1
CO2	To Explain importance of brokers in chartering and their functions.	K2
CO3	To Examine various types of charters.	K3
CO4	To Evaluate Freight and hire calculations	K4
CO5	To Analyze Individual rights, responsibilities and liabilities	K5

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

Mapping

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

H-High; M-Medium; L-Low

CHARTERING AND SHIP BROKERING – 25 PIB 2E4

Units	Content	Hrs
Unit I	Principles of Chartering: Introduction to Chartering: Chartering -Voyage Charter - Time Charter - Chartering Negotiations - Chartering and the internet - Charter Parties - Construction of voyage charter parties - Loading place and cargo - Loading rates - Lay days and cancelling date- Cost of loading and discharge - Time charter - The agents influence upon the charter - The port agents' role in charter party negotiations.	20
Unit II	Dry Cargo Chartering : Dry Cargo Trades & Ships- Dry Cargo ship tonnages, Load line, Dimensions and cargoes – Propulsion - Cargo Ship Documents and Classification- Classification-Freight Markets and Market Practice-The Baltic Exchange-Methods of ship employment - Freight Derivatives for Dry cargo.	18
Unit III	Tanker Chartering : Tanker Chartering Trade & Ships-Geography for tanker chartering-Origin and use of world scale- -Factors influencing the Freight Markets - Oil Demand - Tanker Scrapping - Cargo description - World scale hours terms and conditions - Production of charter party-Demurrage and dispatch-Contract of Affreightment-Tenders.	20
Unit IV	Financial Elements of Dry Cargo and Tanker Charter Parties : Voyage Chartering - Cargo size - Alternative means of calculating freight - Dead freight - Freight Taxes - Commissions and Brokerages -Time Chartering -Voyage Estimating – Computerization - Estimate form Itinerary - Expenses-Income - Time Charter Estimating - smaller tonnage – Freight – Demurrage – Commissions - Methods of Freight Payment - Arbitration-Warranty of Authority-Bills of lading-Freight Futures for Tankers-Voyage Estimating-Route-Port Time-Bunkers-Port Disbursements-Insurance and Crew Expenses-Lump sum rate- Time charter	22
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1		Dry Cargo Chartering	ICS International Chamber of Shipping Publication	2014
2		Tanker Chartering.	ICS International Chamber of Shipping Publication	2014

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Metaxas B.N	The Economics of Tramp Shipping	Athlone Press	2004
2	Lars Gorton	Ship broking and Chartering Practice	Lloyds, Seventh Edition	2003
3	H. Williams	Chartering Documents	LLP Limited, 3 rd Edition	1966

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Mrs.M.Raga Prabha	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 2N1			Title	Batch:	2025 - 2027
				Basics to International Business	Semester :	II
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.			Credits:	2

Course Objective

An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand role of International business.

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of international business.	K1
CO2	To Identify the role and impact of foreign exchange market in international business	K2
CO3	To analyze international business from a multi-centric perspective, avoiding ethnocentrism	K3
CO4	To know the importance of the world trade organization in International trade.	K4
CO5	To evaluate the basic documents needed for export and import from India.	K5

Mapping

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

High; M-Medium; L-Low

BASICS OF INTERNATIONAL BUSINESS – 25 PIB 2N1		
Units	Content	Hrs
Unit I	Introduction to International business – Need - Theories of international trade - Difference between Domestic and international/Foreign Trade.	6
Unit II	Foreign Exchange: Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, <u>spot</u> -future forward and option market.	5
Unit III	Balance of Payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.	5
Unit IV	WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, <u>SAFTA</u> , NAFTA, ASEAN, CARICOM and EU.	8
Unit V	Procedure and Documents: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - <u>Packing list</u> - Incentives to exports, Exim policy	6
Total Contact Hrs		30

**** Concepts Underlined and Italicised are self study**

Pedagogy and Assessment Methods:

Seminar, Chalk and talk.

Assessment Methods:

Seminar, Assignments, Tests

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rakesh Mohan Joshi	International Business	Oxford University Press	2009
2	Sonia Gupta	International Business	McGraw-Hill Education	2012
3	Peter Buckley	International Business	Taylor & Francis	2017

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neelankavil, Rai, Anoop	Basics of International Business	Taylor & Francis Group	2019
2	Aswathappa	International Business	McGraw-Hill Education (India) Pvt Limited	2016
3	Dr. V.C. Sinha	International Business.	SBPD Publishing House	2020

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.D.Divya	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 2N2			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Organizations Fostering International Trade	Semester:	III
					Credits:	2

Course Objective

*To acquaint the students with the various sectors of the economy
To scrutinize support sustainable economic, social and institutional development on international trade*

Course Outcomes

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.	K1
CO2	Recall the conditions of financial markets and its impact in facilitating the international trade.	K2
CO3	Evaluate the awareness on the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments in facilitating institutions.	K3
CO4	Examine international monetary fund and concepts its principles.	K4
CO5	Identify various concepts based on international development association and features.	K5

Mapping

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

H-High; M-Medium; L-Low

ORGANIZATIONS FOSTERING INTERNATIONAL TRADE – 25 PIB 2N2		
Units	Content	Hrs
Unit I	Export promotion in India : Export promotion in India - Department of Commerce - Functional divisions - Advisory bodies Commodity organizations – DGFT - Export promotion councils (EPCs) - Commodity Boards - Autonomous bodies - Service Institutions and organizations-Government trading organizations - State trading corporations.	6
Unit II	Role of RBI in Export Finance: International Chamber of Commerce – EXIM Bank Finance & Forfeiting Finance - MSME finance- Agri finance- export services- finance for export oriented units promotional programmes - role of Exim bank - Forfeiting finance .	5
Unit III	WTO, IMF: World Trade Organization - GATT - Objectives-Evolution of WTO - Functions- Principles of WTO - Organization structure- WTO agreements - GATS – TRIMS - TRIPS - Objectives of IPRS benefits – International Monetary Fund (IMF) - Objectives - Organization and management- Resources Financing facilities- Conditions on borrowers.	5
Unit IV	World Bank and IDA: World Bank - Purpose Organization structure- Guiding principle- Leading programs. International Development Association (IDA) – Objectives - Memberships – Loan assistance - International Financial Corporation (IFC) – Objectives - Main features - Asian Development Bank (ADB) -Objectives – UNCTAD – Functions - Basic principles - International trade centre.	9
Unit V	ECGC- meaning - types - approval - financial guarantees - special schemes-financial guarantee to banks by ECGC.	5
Total Contact Hrs		30

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
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Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cherunilam Francis	International Business	PHI Learning Pvt. Ltd .	2016
2	Rao P Sudha	International Business	Himalaya Publications	2016
3	Acharya & Jain	Export Marketing	Himalaya Publications	2013

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cherunilam Francis	International Business environment	PHI Learning Pvt. Ltd	2016
2	Goode W	Dictionary of Trade Policy Terms	Cambridge University Press	2020

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 309			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	International Supply Chain Management	Semester:	III
					Credits:	5

Course Objective

To instill the students with the commercial, operational and technical components of ship management

To impart knowledge to the students on the provisions of International CISG

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Understand and evaluate provisions of International CISG	K1
CO2	To Explain the difference between valid, void and voidable con	K2
CO3	To Recollect Regulations relating to cargoes, dangerous and Hazardous cargoes	K3
CO4	To Evaluate the documentation procedure.	K4
CO5	To Understand the commercial, operational and technical components of ship management	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNATIONAL SUPPLY CHAIN MANAGEMENT – 25 PIB 309

Units	Content	Hrs
Unit I	Supply Chain – Introduction - Importance – definitions – historical perspectives – SCM types – SCM network – SCM constitutes – SCM activities – supply chain organizations – implementation of supply chain management - <u>Green SCM</u> – Benefits and Improvements of green supply chain management.	18
Unit II	Inventory Orientation With SCM – Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC (Always, Better and Control) , MRP (Material Resource Planning) , DRP (Distribution Requirement Planning) , JIT (Just – in – Time) – Order processing – elements of order processing – material handling – purchasing and sourcing management.	20
Unit III	Importance of IT on SCM : BPR (Business Process Re-Engineering) – ERP (Enterprise Resource Planning) – EDI (Electronic Data Interchange) – Internet and E Commerce - The role of IT in Supply chain - Uses of IT in inventories - transportation & facilities within a supply chain - The Supply Chain IT frame Work -AI in SCM	22
Unit IV	Decision support systems for SCM - Components - types - processing information - specific types of DSS –SCM Software – E Purchasing – E Sourcing – E Procurement – Outsourcing in SCM – 7 Myths of SCM Outsourcing - Block chain Technology in SCM: Improving transparency, traceability, and security)	20
Unit V	Case studies from above context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	D.K.Agarwall	Logistics & Supply Chain Management	Macmillan Publishers India Ltd, Fourth Edition	2010

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sarika Kulkarni	Supply Chain Management	Ashok Sharma, First Edition, Tata Mcgraw- Hill	2004
2	Peter Meindl, Sunil Chopra, D.V.Kalra)	Supply Chain Management	Pearson 6 th Edition	2016
3	Sanders Nada R	Supply Chain Management	Wiley India Pvt. Ltd	2017

Course Designed by	Reviewed by	Verified by	Checked by and Approved by	
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan	
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations	

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 310			Title	Batch:	2025 - 2027
				Research Methodology	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To acquaint the students with the tools and techniques of international research

To scrutinize the research problem by applying various analysis

Course Outcomes

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

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

Mapping

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

H-High; M-Medium; L-Low

RESEARCH METHODOLOGY – 25 PIB 310		
Units	Content	Hrs
Unit I	Research & Problem - Research – meaning – purpose - types – research problem – <i>identification of the research problem</i> – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	18
Unit II	Data & Sampling -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – <i>sampling errors</i> – Non-sampling Errors.	17
Unit III	Tools and Analysis -Questionnaire preparation – Calculation using Tally Bars-editing– coding–tabulation–processing data with diagrams & charts – Percentage Conversions – Chi-Square Test –Trend analysis.	16
Unit IV	Interpretation and Report writing - Interpretation – Meaning, techniques and precaution measures - <i>report writing</i> – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	17
Unit V	Research Design Writing – Questionnaire Preparation – Pilot Study – Discussion on Pilot Study - Case Discussion	17
Tutorial Hours	Pilot Study Preparation and Presentation	5
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
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Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C.R. Kothari	Research Methodology	New Age International P Ltd Revised Edition	2018
2	S. P. Gupta	Statistical Methods	Sultan Chand and Sons Sixth Edition	2019
3	C.R. Kothari and Ravilochanan	Research Methodology	Pearson Publications Fourth Edition	2018

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Geoffrey Marczyk, David DeMatteo	Essentials of Research Design and Methodology	Wiley Publishers Founding Edition	2005
2	Louis Cohen, Lawrence Manion, Keith Morrision	Research Methods in Education	Routledge Publisher Eighth Edition	2018
3	Michael Quinn Patton.	Qualitative Research and Evaluative Methods	Sage Publications Third Edition	2012

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 311			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Foreign Exchange Management	Semester:	III
					Credits:	5

Course Objective

To get familiarize in the areas of foreign exchange management

To enrich various foreign exchange operations in 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 basic framework of FERA and FEMA.	K1
CO2	To keep in mind the exchange rates and its types	K2
CO3	To get the idea of foreign exchange transactions.	K3
CO4	To evaluate the administration of foreign exchange with RBI Regulation	K4
CO5	To review the foreign exchange rates with the contract of interbank deals	K5

Mapping

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

H-High; M-Medium; L-Low

FOREIGN EXCHANGE MANAGEMENT – 25 PIB 311		
Units	Content	Hrs
Unit I	Introduction to FOREX - Foreign exchange and foreign trade - Exchange rate- <i>Types of exchange rate</i> - Administration of foreign exchange-RBI Regulations – FEDAI - FERA – FEMA - Role of banks in foreign exchange- Authorized Dealers - FOREX department- Foreign currency accounts-Foreign exchange market.	22
Unit II	Foreign exchange transaction -Purchase and sales transactions- <i>Exchange quotations</i> - Direct, Indirect and two way quotations- Spot and forward transaction-Features of forward exchange contract-Exchange control methods and regulations.	18
Unit III	Foreign Exchange Rates - Buying and selling rate- Types – Cross rates on buying and selling rate- Future contract and option contract- <i>Forward contract</i> - Forward exchange rate based on cross rates.	18
Unit IV	Interbank Deals - Interbank dealings- Cover deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	22
Unit V	Case Studies from above context	10
	Total Contact Hrs	90

* Concepts Underlined and Italicised are self study

Pedagogy

Digital Presentations, Chalk and talk

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment
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Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C Jeevanandam	Foreign Exchange & Risk Management	S Chand	Latest
2	Risk Management	Indian Institute of Banking and Finance	Macmillan Latest	Latest
3	Alan C. Shapiro, Peter Moles	International Financial Management	Wiley	2016

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	VyputakeshSharan	International Financial Management	PHI	2012
2	O P Agarwal	International Financial Management	Himalaya	2017
3	By Hubert C. Walter	Modern Foreign Exchange	Taylor & Francis	2017

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	24 PIB 312			Title	Batch:	2024 - 2026
Lecture Hrs./Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	5	Customs Compliance & Communication Practices	Semester:	III
					Credits:	4

Course Objectives

To educate the students with the necessary terminologies of Customs Compliances

To inculcate students to identify the hidden link in Communication Practices

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To make the students to aware about international Trade code.	K1
CO2	To outline the analytical skills on Customs Clearance Procedures with GST	K2
CO3	To figure out the methods of compliance and calculating customs duty.	K3
CO4	To evaluate the concept and role of communication in exports and to expose the latest trends in containerization.	K4
CO5	To inculcate real time situations in customs and situation handling	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	M	H	H	M	H	M	H	M	H	H
CO2	L	M	H	L	M	L	M	H	M	L	L	H
CO3	H	M	M	H	H	M	H	M	H	M	H	M
CO4	H	L	H	H	H	M	M	H	H	M	H	H
CO5	M	M	H	M	M	M	L	H	M	M	M	M

H-High; M-Medium;

CUSTOMS COMPLIANCE AND COMMUNICATION PRACTICES – 24 PIB 312		
Unit	Content	Hours
I	ITC HS Code Identification & GST - Introduction – Harmonized Items –Description of HS Code-Structure of the HS code – Sections and Chapters Notes, Including Sub Heading notes – HS and HSN Code – GST – Introduction – Meaning – Journey of GST in India - Advantages of GST – Components of GST in India – Types of GST – IGST – CGST, CGST.	18
II	Customs Compliance and Duty Calculation : Role of Customs in International Trade – Assessable Value – Baggage – Dutiable Goods – Types of Customs duty – Rate of duty – Transaction Value – Items exclusion from assessable value – Calculation of customs duty payable – computation of Assessable value – Calculation of Customs duty – Procedure for filing customs duty.	18
III	Customs and Containerization – Usage of containers in International Trade – types and sizes of the container – container type code. Marking of Containers –Identification Number –CSC Plate –Mandatory operational marks –Quality of marking – Container corner fitting dimensions - Calculation of check digit in a container – Owner prefix – equipment Identifier –Serial number –check digit	20
IV	Trade Letters & Import and Export Correspondence – Enquiries - Orders and Their Execution - Credit and Status Enquiries – Sales Letters – Circular Letters - Collection Letters - Insurance Correspondence - Claims and Adjustments - Bank Correspondence - Forms to be prepared –IEC Number - Commercial Invoice - Bill of Lading - Bills of Exchange - Letter of Credit - Certificate of Origin - Packing List - Airway Bill - Export Inspection Certificate - Bill of Entry	22
Tutorial Practices	Application Letters - Business Presentation Agenda - Minutes of Meeting Listening (Audios / Video Presentations) - Reading - Telephonic Conversation –Based on Business Situations - Self-Introduction - Preparation of Resume - Group Discussion	12
Total Contact Hours		90

Viva Voce Pre-Requisites: Students should prepare a Report for Customs Compliances and Communication Practices. The Finalized report will be evaluated, jointly by Internal and External Examiners.

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring System

Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	V. S. Datey	Customs Law & Practice with Foreign Trade Policy	Taxmann Publications Private Limited	2024
2	K. M. Bansal	GST & Customs Law for B.COM (Hons.)	Taxmann Publications Private Limited, 12th Edition	2025
3	Dr. NV Suresh, Dr. V. Suganya, Dr. M. Kalaivani	Executive Communication	Blue Store One Stories Publication	2023

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Vinod Kumar Adwani	Customs Duty: Law and Practice: Law and Practice	Kindle Publication	2021
2	Neeta Jain and Shoma Mukherji	Effective Business Communication Concept	Tata McGraw Hill, Noida	2020

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 313			Title	Batch:	2025 - 2027
				Internship	Semester:	III
Lecture Hrs./Week	-	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To train the students with the practical exposure in industry
To develop entrepreneurship among students

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Helps to choose and list the industries	K1
CO2	To outline the nature and scope of the industries	K2
CO3	To get associate with the industry-academia interface	K3
CO4	To examine the work carried out in the industry	K4
CO5	To design the internship report with elements of industry	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNSHIP – 25 PIB 313		
Unit	Content	Hours
Internship Period	<ul style="list-style-type: none"> Students should undergo Internship in any of the industries for the period of More than 3 weeks to maximum of 30 working days in the Second Semester holidays Valuation of the training report will be done through joint evaluation by internal and external examiner. 	More than 3 weeks to maximum of 30 working days in the Second Semester holidays
	Compilation of industry interface ground work	
	Preparation of Internship Report & Viva Voce examination	
Special Clause	Viva Voce to be kept in the Third Semester	Viva Voce to be kept in the Third Semester
Conditional Clause	It is mandatory for every student to complete two Industrial visits to participate in Internship.*	

Pedagogy

Direct Instruction, Digital Presentation
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Assessment Methods:

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

Viva Voce: Distribution of Marks – CA:25, CE: 75

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. * HOD Discretion is final

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr. G.Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 3E5			Title	Batch:	2024 – 2025
				Export Import Finance	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To focus on the theoretical foundations of international trade finance

The students are made to learn the pattern, structure and policies

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To remember the role play of international trade finance	K1
CO2	To understand the financial sources available for EXIM trade	K2
CO3	To apply the services of EXIM Bank of India	K3
CO4	To analyse the sourcing of finance through EXIM Finance to international business	K4
CO5	To evaluate the EXIM finance benefited	K5

Mapping

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

High; M-Medium; L-Low

EXPORT IMPORT FINANCE – 25 PIB 3E5		
Units	Content	Hrs
Unit I	Export Finance - Assessing the financial needs – bank finance- special features of export credit – modes of finance – Pre-shipment finance- meaning – procedures – methods – types – quantum of packing credit – Post-shipment finance- meaning methods- availability of finance-procedure for getting post – <u>shipment finance</u> – differences between pre-shipment and post-shipment finance	20
Unit II	Role of Banks in Export Business - Introduction – financial services – handling the export documents – Documentary bills for collection – DP / DA - export bill under confirmed irrevocable- letter of credit- Non financial services – connections - client information-counseling services – <u>sourcing</u> – clearing facilities - guarantees-advising and confirming export letter of credit.	20
Unit III	EXIM Bank Finance & Forfeiting Finance - Organization – EXIM banks role - coordination role - financing services- export credits – finance for export oriented units – MSME finance- Agri finance- <u>export services</u> - promotional programmes-role of Exim bank in Forfeiting finance.	20
Unit IV	Import Finance & ECGC - Meaning – conditions - types of finance - bulk import finance - import finance against foreign lines of credit - imports of inputs for export production. ECGC-meaning-types –approval –financial guarantees - special schemes-financial guarantee to banks by ECGC	20
Unit V	Case studies from above context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS
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Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M.I Mahajan	A Guide On Export Policy Procedure & Documentation	Snow White Publications Pvt. Ltd	2015
2	<u>Mr Kishor Bhatt</u>	Export Finance	JBS Academy Pvt Ltd	2017

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nabhi`s Board of Editors	How To Export	Nabhi`s Publication	2016
2	Nabhi`s Board of Editors	How To Import	Nabhi`s Publication	2017

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Mrs.D.Diya	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 3E6			Title	Batch:	2025 - 2027
				E-Commerce	Semester:	III
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To educate the students, on concept of e-commerce and different e-transactions

To impart knowledge to the students on the issues of e-Business and internet marketing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect e-commerce and various e-transactions in business	K1
CO2	To identify the transactions security in e-business activities	K2
CO3	To start identifying and use the electronic payment system	K3
CO4	To evaluate the issues in the e-business and internet marketing	K4
CO5	To create new business segments through the trends available in e-commerce	K5

Mapping

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

H-High; M-Medium; L-Low

E-COMMERCE – 25 PIB 3E6		
Units	Content	Hrs
Unit I	E-Commerce and Electronic Payment Systems : Introduction of Electronic Commerce - Advantages and Limitations - Types - Overview of the Electronic payment technology- Requirements for Internet based payments –Electronic Payment Methods –Electronic Banking.	18
Unit II	Electronic Data Interchange & Model of E- Commerce : Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. E-Commerce models: B to C- B to B- C to C- B to G.	17
Unit III	. E-security and Web based business: Security in the cyberspace -Designing for security- Virus -Security Protection and Recovery - Encryption - Business-to-Business Electronic Commerce - Intranets and Extranets -Intranets and Supply Chain Management –Legal and Ethical issues	20
Unit IV	Issues in Ecommerce : Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E- Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.	15
Unit V	Case Studies from above context	20
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations, You Tube Videos Sharing

Assessment Methods

Seminars, Group Task, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias. M. Awad	Electronic Commerce	Prentice-Hall of India Pvt Ltd. Third Revised Edition	2019
2	RaviKalakota, Andrew B. Whinston	Electronic Commerce - A Manager's guide	Addison-Wesley First Edition	2017
3	Efraim Turban, Jae Lee, David King, H.Michael Chung	Electronic Commerce – A Managerial Perspective	Addison-Wesley Third Edition	2018

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias M Award	Electronic Commerce from Vision to Fulfillment	Print House of India, Third Edition	2008
2	Judy Strauss , Adel El-Ansary, Raymond Frost	E-Marketing	Pearson Education, Third Edition	2015

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Mrs.M.Raga Prabha	Dr. B. Rohini	Dr. G. Vignesh	Prof. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 414			Title	Batch:	2024– 2025
				Global Risk Management and Insurance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	4

Course Objective

To administer the risky situation and to overcome it through insurance To enhance the concept of risk in international trade, policies and regulations

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To remember the kinds of available risks	K1
CO2	To get the idea of risk control and risk mitigation	K2
CO3	To execute concepts of insurance policies and its association with risk management	K3
CO4	To analyse the methods of issuing of insurance policy	K4
CO5	To evaluate the settlement of all kinds of insurance claims	K5

Mapping

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

H-High; M-Medium; L-Low

GLOBAL RISK MANAGEMENT AND INSURANCE – 25 PIB 414

Units	Content	Hrs
Unit I	Introduction to risk management -The Concept of Risk – Risk vs. Uncertainty – Types of Risks: – risk management process – Risk financing techniques – Risk Management objectives – <u>Risk Management Information Systems (RMIS)</u> – Risk Control Risk Management by Individuals – Risk Management by Corporations: Corporate Risk management Process.	20
Unit II	Growth & Development of Indian Insurance Industry – Basics of insurance - Kinds of Insurance Policies - Introduction to General Insurance - General Insurance: Features of General Insurance - Essentials of General Insurance Contract - Premium determination - General Policy Conditions	18
Unit III	Fire and Marine insurance - Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage — Policies For stocks — Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: Marine Insurance Contract — Types of Marine Insurance – Marine Cargo Losses and Frauds – <u>Settlement of claims</u> .	18
Unit IV	Miscellaneous Insurance - Motor Insurance – Employer's Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.	19
Unit V	Case studies from above context	15
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classes

Assessment Methods

Test, Seminar, Quiz, Assignments, Group Task, GD, Roll Play, APS

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. P.K.Gupta	Insurance And Risk Management	Himalaya Publishing	2014

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. P.K.Gupta	Fundamentals of Insurance	Himalaya Publishing	2016
2	Mr. C.Gopala Krishnan	Insurance Principles & Practice	Sterling Publishers	1993
3	<u>Dr. Sunil Kumar</u>	Fundamentals Of Insurance And Risk Management	JSR Publishing House	2020

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.D.Divya	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 415			Title	Batch:	2024- 2025
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4	Indian Knowledge Systems in Human Resource Management	Semester:	IV
					Credits:	4

Course Objective

To acquaint the students with fundamental principle of Indian Knowledge systems in context with Human Resource Management.

To enhance philosophical, cultural, and ethical dimensions of Indian thought facilitating Human Resource Management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce students to the foundational concepts of Indian knowledge systems.	K1
CO2	To explore the intersection of Indian philosophy and HRM principles.	K2
CO3	To analyze the applicability of Indian cultural values in HRM practices.	K3
CO4	To develop cross-cultural competency in HRM.	K4
CO5	To build behavioral adequate traits through the study of Indian knowledge systems.	K5

Mapping

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

H-High; M-Medium; L-Low

INDIAN KNOWLEDGE SYSTEMS IN HUMAN RESOURCE MANAGEMENT - 25 PIB 415		
Units	Content	Hrs
Unit I	Indian Knowledge Systems - Philosophy and Ethics in HRM : Overview of Indian philosophy, spirituality, and cultural heritage. - Key concepts: Dharma, Karma, Ahimsa. - Historical context: Vedic, Upanishad, and Classical periods - Ethical principles in Indian philosophy: Satya, Ahimsa, Seva. - Application of Indian ethical values in HRM decision-making.	18
Unit II	Leadership - Indian Cultural Dynamics with HRM: Leadership models in Indian scriptures: Bhagavad Gita, Ramayana. - Application of leadership principles in HRM. - Role of spirituality and mindfulness in effective leadership - Understanding Indian cultural values and their impact on HRM. - Hofstede's cultural dimensions and their applicability to India. - Strategies for managing cultural diversity in HRM.	20
Unit III	Talent Acquisition, Retention and Performance Management: Recruitment strategies in the Indian context - Talent management practices: Training, development, and career planning. - Employee retention strategies in Indian organizations. Performance appraisal systems in Indian companies. - Goal-setting and feedback mechanisms. - Challenges and best practices in performance management - <u>Work-Life Balance and Well-being</u> - Work-life balance initiatives in Indian organizations. - Employee well-being programs: Yoga, meditation, stress management. - Impact on employee engagement and productivity.	22
Unit IV	Diversity, Inclusion and Corporate Social Responsibility in Indian HRM : Managing diversity in the workplace: Gender, religion, caste. - Inclusive HRM practices: Affirmative action, diversity training. - Corporate Social Responsibility (CSR) in India - Evolution of CSR practices in Indian organizations. - <i>CSR initiatives: Community development, environmental sustainability.</i>	18
Unit V	Case Studies : Ethical dilemmas in HRM practices - Successful diversity and inclusion initiative - Emerging trends in Indian HRM: Digitalization, remote work.	12
Total Contact Hrs		90

* Concepts Underlined and Italicized are self study

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms
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Assessment Methods

Tests, Power Point Presentations, Assignments, Group Task

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Aswathappa	International Human Resource Management	Mcgraw Hill Education	2015
2	Sinha, P. (Ed.).	Indian Models of Economy, Business and Management.	Springer.	2017
3	Krishnan, R.	Indian Business Wisdom: Commonsense Strategies for Success	HarperCollins India.	2012

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhattacharya, S., & Kothari, A	Indian Business: Understanding a Rapidly Emerging Economy.	Routledge.	2017
2	Ramesh Soundararajan	Winning on HR analytics	Sage publishing	2019

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 416			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	World's Intellectual Property Rights	Semester:	IV
					Credits:	4

Course Objective

To educate the students to get an adequate knowledge on Intellectual Property Rights

To make students aware about current trends in IPR

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To introduce fundamental aspects of Intellectual property Rights.	K1
CO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects.	K2
CO3	To disseminate knowledge on copyrights and its related rights and registration aspects.	K3
CO4	To disseminate knowledge on trademarks and registration aspects	K4
CO5	To provide the students a further way for developing their idea or innovations in Intellectual property Rights.	K5

Mapping

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

H-High; M-Medium; L-Low

WORLD'S INTELLECTUAL PROPERTY RIGHTS - 25 PIB 416		
Units	Content	Hrs
Unit I	Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India & abroad - Major International Instruments concerning IPR : Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994	22
Unit II	Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties	20
Unit III	Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights	20
Unit IV	Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - <u>Registration of Trademarks</u> - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties.	18
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicized are self study

Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms
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Assessment Methods

Tests, Power Point Presentations, Assignments, Group Task

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Nithyananda, K V	Intellectual Property Rights: Protection and Management.	Cengage Learning India Private Limited	

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neeraj, P., & Khusdeep, D	Intellectual Property Rights. India	PHI learning Private Limited	2014
2	Ahuja, V K.	Law relating to Intellectual Property Rights	Lexis Nexi	2017

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 417			Title:	Batch:	2025 - 2027
Lecture Hrs./Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4	Design Thinking and Project Management	Semester:	IV
					Credits:	3

Course Objectives

To seek the students capacity in Design Thinking and to make him as a innovative learner

To develop students compatibility in managing projects through administrative dimensions

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To design and examine the thinking process for the existing scenario	K1
CO2	Lay the outline for the chosen design and inculcation of system	K2
CO3	To figure out objectives, methodology and overviews to be applied	K3
CO4	To evaluate the compatibility and competence of the project	K4
CO5	To design and prepare the report at par with the society framework	K5

Mapping

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

H-High; M-Medium; L-Low

Pedagogy

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring

Assessment Methods

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

DESIGN THINKING AND PROJECT MANAGEMENT – 25 PIB 417		
Unit	Content	Hours
I	Design Thinking Fundamentals : Design Thinking Process – Common methods to change human thinking process – Origin – Importance – Design Vs Design Thinking – Problem solving need - Approach to Design Thinking – Tools -	19
II	Empathize and Ideation : Design Thinking Phases – Role of Empathy – Purpose of empathy maps – Things prior to empathy mapping - Challenges in Idea Generation – Importance of Visualization – Generating Design Ideas – Lateral Thinking – Analogies – Brain Storming – Mind Mapping – Development of Innovative Work – Story Telling – Evaluation	20
III	Project Management : Meaning, Nature – Types – Project Life Cycle – Role of Project Manager – Project Environment – Identifying Investment Opportunities – Project Screening – Selection – Stages in Project Formulation – Guidelines	20
IV	Project Appraisal, Planning and Scheduling : Objectives – Market Appraisal – Technical Appraisal – Financial Appraisal – Socio-Economic Appraisal – Management Appraisal – Planning Process – Good Planning – Designing and Scheduling – Time Estimation – Availability of Manpower – Release of Funds – Cost and Time Trade Cost	19
V	Project Execution and Administration: Project Contracting – Contract Pricing – Project Organisation – Forms of Organisation – Project Direction – Project Coordination – Project Communication – Project Time Management – Project Control	12

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Tim Brown	Change by Design – How Design Thinking Transforms	Harper Collins Publishers	2019
2	Bhaves M Patil	Project Management	Vikas Publishing House	2021

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Roger Martin	The Design of Business	Harvard Business Press	2019
2	S. Choudhary	Project Management	Tata Mc Graw Hill and Co	2024

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

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 4E7			Title	Batch:	2025 - 2027
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	World Shipping and Cargo Management	Semester:	IV
					Credits:	5

Course Objective

To impart knowledge of international shipping, the role of ports, shipping documentation and cargo handling.

To gain an idea on principles and practices involved in the management of shipping operations, cargo logistics, and international trade.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To Understand about International Shipping Industry.	K1
CO2	To impart knowledge on Shipping Operations	K2
CO3	To gain insights on Cargo Handling Techniques.	K3
CO4	To figure out about Shipping Insurance and risk handling techniques	K4
CO5	To analyze and drive solution to the case studies .	K5

Mapping

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

H-High; M-Medium; L-Low

WORLD SHIPPING AND CARGO MANAGEMENT – 25 PIB 4E7		
Units	Content	Hrs
Unit I	Introduction to International Shipping : Overview - The role of shipping in global trade - Key players in the shipping industry (shippers, freight forwarders, carriers, ports) - International trade routes and shipping lane.	22
Unit II	Shipping Operations and Shipping Lines : Ship – Classifications of ships - Principal dimensions - Ship's tonnages (GT, NT, DWT) - Cargo carrying capacity -Types of shipping services (liner vs. tramp services) - Ship chartering and leasing - Scheduling and routing	20
Unit III	Cargo Handling : Principles of cargo handling and storage in Shipping - Types of Cargo - Handling Equipment – Risk and safety management in cargo handling - Cross-border e-commerce and its impact on cargo management.	18
Unit IV	Shipping Insurance and Risk Handling: Types of shipping insurance (hull and machinery, cargo, liability) - Risk management in international shipping - Cargo loss, damage, and claims handling - Maritime liability and legal frameworks.	20
Unit V	Cases Studies from the above Units	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
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Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	John Benny	Handbook of Logistics, Shipping & Commercial Terminologies	Notion Press.	2019
2	ICS	Ship Operations and Management	International Chamber of Shipping Publications	2011/12
3	Luny	Shipping and Logistics Management	Springer	2010

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett	International Business: The Challenge of Global Competition	Mc Graw Hill	Latest
2	John. W. Dicke	Reeds 21st Century Ship Management	Bloomsbury Publishing	2014

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh	Prof K. Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB 4E8			Title	Batch:	2025 - 2027
				International Financial Management	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To instill the students with the importance and nature of international flow of funds

To impart knowledge to the students on various international financial market

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the importance and nature of international flow of funds	K1
CO2	To gain knowledge on the various features and transactions in the foreign exchange market	K2
CO3	To analyze the techniques of international investment decisions for building a better portfolio	K3
CO4	To understand the flow of funds in the international banks	K4
CO5	To become familiar with various international instruments	K5

Mapping

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

H-High; M-Medium; L-Low

INTERNATIONAL FINANCIAL MANAGEMENT – 25 PIB 4E8		
Units	Content	Hrs
Unit I	International Financial Management : International Financial Management: An overview – Importance – Nature and Scope – International flow of Funds – Balance of Payments – International Monetary System.	20
Unit II	International Investment Decisions: Foreign Direct Investment – International Capital Budgeting – International Portfolio Investment: Meaning – Benefit of International Portfolio Investment – <u>Problem of International Investment</u> .	20
Unit III	International Financial Decisions: Overview of the International Financial Market – Channels for International Flow of Funds – Role and Functions of Multilateral Development Banks – International Banking: Functions – Credit Creation – Control of International Banks.	22
Unit IV	International Financial Market Instruments Short-term and Medium-term Instruments – Management of Short-term Funds – Management of Receivables and Inventory – Factors behind the Debt Crisis.	18
Unit V	Case Studies from the above Context	10
Total Contact Hrs		90

* Concepts Underlined and Italicised are self study

Pedagogy

Direct Instructions, Digital Presentations
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Assessment Methods

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Vyuptakesh Sharan	International Financial Management”	Prentice Hall India Learning Pvt. Ltd, 6th Edition,	2010
2	Varshney R L and Bhashyam S	International Financial Management An Indian Perspective	Sultan Chand & Sons,	2016
3	Apte P G	International Financial Management	MCGraw Hill, 4th Edition	2006

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kevin S	Fundamentals of International Financial Management	Prentice Hall India, 2 nd Edition	2022
2	Amuthan R	International Financial Management	Himalaya Publishing House Pvt Ltd, 3 rd Edition	2021

Course Designed by	Reviewed by	Verified by	Checked by and Approved by	
Dr.D.Divya	Dr. B. Rohini	Dr. G. Vignesh	Prof K. Srinivasan	
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations	

Programme Code:	M.Com. IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB AL1			Title	Batch:	2025-2027
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.		Entrepreneurial Development	Semester:	II
					Credits:	Grade

Course Objective

To inculcate the knowledge of Entrepreneurship and their role in Economic development.

To get an idea of supporting agencies for Entrepreneurship.

CO Number	CO Statement	Knowledge Level
CO1	To recollect the concept of Entrepreneurship.	K1
CO2	To understand the factors influencing Entrepreneurship.	K2
CO3	To apply the knowledge in Innovation and Creativity.	K3
CO4	To analyze the supporting agencies for Entrepreneurship	K4
CO5	To Evaluate the problems of women entrepreneurship and provide remedies for the problems.	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	M	H	H	M	H	M	H	M	H	H
CO2	L	M	H	L	M	L	M	H	M	L	M	L
CO3	H	M	M	H	H	M	H	M	H	M	H	H
CO4	H	L	H	H	H	M	M	H	H	M	M	H
CO5	M	M	H	M	M	M	L	H	M	M	H	M

H-High; M-Medium; L-Low

ENTREPRENEURIAL DEVELOPMENT-24 PIB AL1

Units	Content	Hrs
I	<p>Entrepreneurship: Definition, Nature and Characteristics Of Entrepreneurship – Qualities Of Successful Entrepreneurs –Phases Of Entrepreneurship Development Programme – the difference between entrepreneur and Intrapreneur - Types Of Entrepreneurship.</p> <p>ததொழில்முனைவொரினெ் dனரயனை, இயல்பு மைறும் பண்புகள் - தdனெ்றிகரமொை ததொழில்முனைவொரினெ்குணங்கள்- தொழில்முனைவொர்வமம்பொட்டுத்திட்டத்தினெ்கட்டங்கள்-ததொழில்முனைவொருக்கும் உள் முனைவொருக்கும் இனடயிலொை வஹுபொடு- ததொழில்முனைவொரினெ் dனககள்</p>	6
II	<p>Factors Influencing Entrepreneurship -Internal and External factors -Institutional finance to entrepreneurs –Short-term financial requirements- Long-term financial requirements - Types of finance.</p> <p>ததொழில்முனைவொனர பொதிக்கும் கொரணிகள்-உள் மைறும் தdளி கொரணிகள்- ததொழில்முனைவொருக்கு நிறுடெ் நிதி -குறுகிய கொல நிதி வதனடகள் - நீண்ட கொல நிதி வதனடகள் - நிதி dனககள்.</p>	5
III	<p>Functions Of Support Agencies -District Industries Centers (DICs) - Small Industries Development Organization (SIDO) - Small Industries Service Institutes (SISIs) - State Industries Development Corporation (SIDCO) - National Small Industries Corporation (NSIC) - National Alliance of Young Entrepreneurs (NAYE) - Khadi and Village Industries Commission(KVIC) - Technical Consultancy Organizations (TCOs) - Industrial and Technical Consultancy Organization of Tamil Nadu Limited (ITCOT)- Industrial Finance Corporation of India (IFCI).</p> <p>மொட்டத்ததொழில்னமயங்கள்(DICs)-சிறுததொழில்வமம்பொட்டுநிறுடெம்(SIDO)- சிறுததொழில்கள்வேனநிறுடெ்ங்கள்(SISIs)-மொநிலததொழில்dளரெ்்சிக் கழகம் (SIDCO)-வதசியசிறுததொழில்கழகம்(NSIC)-இளம்ததொழில்முனைவொர்வதசிய கூட்டனமப்பு(NAYE) -கொதிமைறும்கிரொமத்ததொழில்கள்ஆனணயம்(KVIC) - ததொழில்நுட்பஆவலொேனைநிறுடெ்ங்கள்(TCOs)-தமிழ்நொடுததொழில்Fனைமைறும் ததொழில்நுட்பஆவலொேனைஅனமப்பு(ITCOT)-இந்தியததொழில்நிதிகழகம்(IFCI).</p>	8
IV	<p>Entrepreneurship And Economic Development- Role Of Entrepreneur in Economic Development- Innovation and Entrepreneurship - Creativity and Its Importance - Global and Indian Innovations</p> <p>ததொழில்முனைவுமைறும்தபொருளொதொரவமம்பொடு-தபொருளொதொரவமம்பொட்டில் ததொழில்முனைவொரினெ்பங்கு-புFனமைறும்ததொழில்முனைவு-பனடப்பொைெல் மைறும்அதைமுக்கியத்Fdம்-உலகளொவியமைறும்இந்தியகண்டுபிடிப்புகள்</p>	5
V	<p>Women Entrepreneur – definition - Development Of Women Entrepreneur -Support And Financial Assistance to Women Entrepreneurs In India - Problems Faced By Women Entrepreneurs -Remedies For The Problems Of Women Entrepreneurs.</p> <p>தபண்ததொழில்முனைவொர்-dனரயனை-தபண்ததொழில்முனைவொரினெ் dளரெ்்சி -இந்தியொவில்தபண்ததொழில்முனைவொருக்குஆதரவுமைறும்நிதிஉதவி-தபண் ததொழில்முனைவொர் எதிர்தகொள்ளும் பிரே்னைகள் - தபண் ததொழில்முனைவொரினெ் பிரே்னைகளுக்கொை தீர்வுகள்.</p>	6
Total Contact Hrs		30

Regional Language Teaching Course is given for Advance Learners

Pedagogy

Power Point Presentation, Group Task, Tests

Assessment Methods

Seminar, Assignments, Group Task, Tests

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	Dr.C.B.Gupta	Entrepreneurial Development	Sultan Chand & Sons	2020
2	Dr. Jayshree Suresh	Entrepreneurial Development	Margham Publishers	2021
3	Vasant Desai	Entrepreneurship: Development and Management	Himalaya Publishing House	2022

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	Khanka S.S.	Entrepreneurial Development	S.Chand	2017
2	Abha Mathur	Entrepreneurial Development	Taxmann	2021
3	Robert D. Hisrich	Entrepreneurship	Mc Graw Hill	2020

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.D. Divya	Dr.B. Rohini	Dr.G.Vignesh	Prof.K.Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations

Programme Code:	M.Com IB – International Business			Programme Title:	Master of Commerce with International Business	
Course Code:	25 PIB VA1 –ValueAdded Course			Title	Batch:	2025-2027
				Skill Sets on Personality Development	Semester:	III
Lecture Hrs./Week	30 (Outside the College hours)	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

*To make understand various traits to stick on enhancing personality
To enrich student knowledge to balance and develop the individual personality
To create awareness about employee quotient and personality quotient*

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the dimensions of personality and confrontations in it.	K1
CO2	To understand the techniques on attitude, motivation and self esteem.	K2
CO3	To understand the need for lateral thinking and its significance in self-esteem.	K3
CO4	To review the differences among conflict and stress management.	K4
CO5	To choose practical templates for psychometric analysis and mock interviews.	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	M	H	H	M	H	M	H	M	H	H
CO2	L	L	H	L	M	L	M	H	M	L	M	H
CO3	M	M	M	H	H	M	H	M	H	M	H	M
CO4	M	M	H	H	H	M	M	H	H	M	M	H
CO5	M	M	H	M	M	M	L	H	M	M	H	M

H-High; M-Medium ;L-Low

SKILL SETS ON PERSONALITY DEVELOPMENT – 25 PIB VA1		
Unit	Content	Hours
I	Introduction to Personality Development: The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.	9
II	Attitude, Motivation & Self Esteem : Attitude - Concept - Significance -Factors affecting attitudes - Positive attitude – Advantages –Negative attitude-Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation-Factors leading to de-motivation - Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking.	11
III	Essentials of Personality Development & Employability Quotient : Body language - Problem-solving - Conflict and Stress Management -Decision-making skills - Leadership and qualities of a successful leader – Character building - Team-work – Time management - Work ethics – Good manners and etiquette Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.	10
Total Contact Hrs		30

Pedagogy

Digital Presentations, Direct Instructions, Flipped Classrooms, Mentor system

Assessment Methods

Seminars, Assignments, Group Task.

Books for Study

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\ EDITION	YEAR OF PUBLICATION
1	Hurlock, E.B	Personality Development	28th Reprint. New Delhi: Tata McGraw Hill	2016
2	Stephen P. Robbins and Timothy A. Judge	Organizational Behavior	16th Edition: Prentice Hall	2014
3	Smith, B	Body Language	Delhi: Rohan Book Company.	2019

Books for Reference

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\ EDITION	YEAR OF PUBLICATION
1	Andrews, Sudhir	How to Succeed at Interviews	21st (rep.) New Delhi. Tata McGraw-Hill	2018
2	Heller, Robert	Effective leadership	Essential Managers series. Dk Publishing,	2022
3	Hindle, Tim	Reducing Stress	Essential Managers series. Dk Publishing,	2013
4	Lucas, Stephen	Art of Public Speaking	New Delhi. Tata-Mc-Graw Hill.	2019
5	.Mile, D.J	Power of positive thinking	Delhi: Rohan Book Company	2014

Course Designed by	Reviewed by	Verified by	Checked by and Approved by
Dr.G.Vignesh	Dr.B. Rohini	Dr.G.Vignesh	Prof.K.Srinivasan
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator & Controller of Examinations