

Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	I
Subject code Title	15 PIB 101 Executive Communication	Credits	3
Hours/Week	6	Total Hours	72
Objective	To equip the students with language skills that is required for conducting international business.		

Unit	Content	Hours
I : Introduction	Communication – Meaning and Significance – Role of Communication - Types of Communication Media – Media of Communication - Barriers To communication – Principles of Effective Communication - Business letters- Principles of effective business letter-Inquiries and replies- Orders and their execution-Letter of application for employment-Sales letter-Collection letter-Letter related to export and import trade.	18
II : Report Writing & Public Speaking	Report Writing – Structure of Report – Long and Short Report – Formal and informal Reports writing – Business Research Reports – Technical Reports – Norms for including Exhibits and Appendices. Public speaking- selection of topics- presentation methods-Telephone conversation.	17
III : Interview & Body Language	Interview – Importance of the interview method-Types of Interview-Interview Process- Interview Models. Group Discussion- Body Language- Importance of Body Language. Meetings- addressing business meetings- Listening- Problems in listening.	16
IV : Business Etiquette	Business Etiquette- corporate culture-Etiquette in the work place-The Board room and the dining room- Correspondence- Letters and Notes- Stationary- Invitation and addressing-Table manners	15
V: Case Studies	Case studies from above context	6

REFERENCE BOOK

1. BUSINESS CORRESPONDENCE & REPORT WRITING - R.C.SHARMA & KRISHNA MOHAN, 2007, THIRD EDITION, TATA MCGRAW HILL PUBLICATION
2. BODY LANGUAGE - JACQUELINE A.RANKIN, 2006, FIRST PUBLICATION, MASTER MIND BOOKS PUBLICATION
3. ETIQUETTE - MARY MITCHELL JOHN, 2004, THIRD EDITION, DK PUBLICATION

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	I
Subject code Title	15 PIB 102 Accounting for Decision Making	Credits	3
Hours/Week	6	Total Hours	72
Objective	To acquaint students with the accounting tools and techniques for business decision-making.		

Unit	Content	Hours
I : Financial Accounting	Accounting Definition –Objectives – Concepts –Conventions – Classification –Financial accounting – Capital and Revenue items – Basic Records – need of financial accounting-advantages and disadvantages of financial accounting.	15
II : Final accounts	Preparation of journal – posting in ledger accounts – preparation of trial balance- preparation of Final accounts of a sole trader.(simple adjustment problems only)	15
III :Cost Accounting	Element of Cost – Cost sheet: Meaning – Uses - Preparation of Cost sheet and Quotations. Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash and flexible budget	15
IV : Management Accounting	Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. Standard costing - Material and Labour Variance.	12
V :Financial Analysis	Fund flow and Cash flow analysis: Meaning – Objects – Difference - Preparation of fund flow and cash flow Statements.	15

REFERENCES BOOK

- 1.ADVANCED ACCOUNTANCY - S. P. JAIN & K.L.NARANG, 2014 , EIGHTEENTH EDITION, KALYANI PUBLISHERS
2. COST ACCOUNTING - S. P. JAIN & K.L.NARANG, 2014, FOURTEENTH EDITION, KALYANI PUBLISHERS
3. COST & MANAGEMENT ACCOUNTING – DR. S. N. MAHESWARI, 2013, FOURTEENTH EDITION, J.B.A. PUBLISHERS

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Scheme for question paper: Theory 60% and Problems 40%

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	I
Subject code Title	15 PIB 103 International Business Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	To familiarize the students with the basic concepts of International Management		

Unit	Content	Hours
I: Introduction	Management –objectives- importance - science of management-art of management-schools of management thought- managerial functions-Scientific Management - Levels of management - Distinction between administration and management.	16
II: International Management	International management – Trends - Challenges – opportunities - Comparative management – Importance, scope & models – Management styles and practices in Japan, China, India and U.S - Organizational structure of International corporations.	16
III : Direction, Motivation & Control	Concepts – Elements of Direction - motivation - meaning and importance - theories of motivation (M.H theory, Heizberg theory, XY theory, Achievement motivation theories) - Control system for global operation - Managing effective monitoring system.	16
IV: Organization & Leadership In Global Context	Organizing- Importance of organizing – organizing process-Departmentation - Delegation of authority - Centralization vs decentralization – Span of management - Organization structure in national and international context – Leadership – concept - theories of leadership - qualities of leaders - managerial grid – Factors affecting leadership abroad – Cornerstones of leadership theories.	18
V: Case Studies	Case studies from above context	6

REFERENCE BOOK:

1. PRINCIPLES OF MANAGEMENT - J. JAYASHANKAR, 2004, FIRST EDITION, MARGHAM PUBLICATION
2. PRINCIPLES OF MANAGEMENT - DINKAR PAGARE, 2015, FIFTH EDITION, SULTAN CHAND & SONS PUBLICATION
3. INTERNATIONAL MANAGEMENT- TIM HANNAGAN, 2002, THIRD EDITION, PRENTICE HALL PUBLICATION

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	I
Subject code Title	15 PIB 104 Foreign Trade Procedures and Documentation	Credits	5
Hours/Week	6	Total Hours	72
Objective	To acquaint the students with the trade practices, procedures and documentation of international trade		

Unit	Content	Hours
I: Basic of EXIM	Export -Types of Export – Steps for Exporting – Organizing yourself for Export – Registering a firm - Export Documents- Import Documents.	14
II: Foreign Trade Policy	Development of Foreign Trade policy - Foreign Trade policy 2009-2014 –basics - amendments - Highlights of Foreign Trade policy.	15
III : Ministry of Commerce	Ministry of Commerce – Organization set up & its functions – Commodity bodies-MPEDA – APEDA – Export Inspection councils – IIFT – IIP – PSU's – EPC's - Other organizations .	17
IV: Major Trading partners	Major trading partners – Balance of Trade – Major Items of India's Export & Import – Major Competitors – Export and Import Licensing system - DGFT	15
V: Export oriented schemes	Monitoring and administrative control – Purpose - Importance – EHTP – STP – BTP – 100% EOU's – SEZ - AEZ – Features – Legal and administrative frame work – facilities for SEZ Developers' - Indian SEZ – Salient features and facilities – FTA – DTA	11

REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
2. EXPORT WHERE, WHEN, HOW – PARAS RAM, 2008, THIRTY FIRST EDITION, ANUPAM PUBLISHING
3. IMPORT FINANCE AND L/C - NABHI, 2007, THIRTIETH EDITION, ANUPAM PUBLICATION

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	I
Subject code	15 PIB 1E1	Credits	5
Title	Map Reading & Documentation Filing		
Hours/Week	6	Total Hours	72
Objective	To train the students with the practical exposure on procedures and documentation of international trade		

Unit	Content	Hours
I: : Map Reading	Identification of major countries of exports – capital – currency and climate analysis-time difference calculation	18
II: Route Tracing	Allotment of sea route and air route - major sea & air ports in India – minor sea & air ports in India – international airport and air cargo complex identification	15
III : Documentation	Importance of IEC , PAN , bank account – meaning of L/C – bill of lading – bill of exchange – mate receipt – customs clearance – INCO terms- invoice-packing list- –payments terms in international trade	17
IV: Basic Documents	IEC – RCMC – Bank Guarantee – Invoice – Packing List – GSP Certificate – GSTP Certificate – Grievance Representation Form - L/C types.	16
V: Specialized Documents	EPCG – INDO US MOU – Restricted List – Negative List – EPZ/EOU/SEZ - Advance Licence – ETX- Data sheet for DEPB rates.	6

Please note :

1. Depending upon the map reading, route tracing and file maintenance the marks are given to the students
2. The students have to maintain specialized file for documents

REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD

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Practical Paper: Distribution of marks – CA: 80, CE: 20.

Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 205 International Business Relations	Credits	4
Hours/Week	6	Total Hours	72
Objective	To enable the students learn the structure of international business with various environmental factors		

Unit	Content	Hours
I : International Environment	Meaning - Nature - Concept - Micro and Macro Environment - STEPIN - Factor - Globalization - Concepts - Levels - Causes & Issues - MNC'S - Reasons for growth of MNC's – types - problems & Benefits - Control of MNC.	16
II: International Relations & National Power	History and Growth of International Relations-Elements- International relations & Politics- Nature of power – Meaning- Kinds of power – Methods of Exercising– Elements of National power – Balance of power – Meaning and characteristics - Types of Balance of power– Devices and methods.	18
III: Diplomacy & Ideologies	Diplomacy –Definition – main task of Diplomacy – Functions of Diplomat – open, secret & Economic diplomacy – future of diplomacy- Ideologies – Meaning- Role of Ideologies- Promotion of National Interest – Imperialism, colonialism & Nationalism – motives of Imperialism.	16
IV :India and its Neighbours	Regional Integration: EU, NAFTA, APEC, LAFTA, G8, G15, G77, SAARC, NATO-ASEAN-SAFTA BRICKS-Recent trends- India and Major Powers- India and its Neighbours - Shapes of the future-collective security and peaceful settlement	15
V: Case Studies	Case studies from above context	7

REFERENCE BOOK

1. INTERNATIONAL RELATIONS - NORMAN DUNBAR PALMER AND HOWARD CECIL PERKINS, 2013, THIRD EDITION, BOSTON, HOUGHTON MIFFLIN PUBLICATION
2. INTERNATIONAL BUSINESS - ROGER BENNETT, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PVT LTD PUBLICATION

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Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 206 International Marketing Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	To make understand the students with the strengths of marketing in International Business		
	Ms. A. Kokila		

Unit	Content	Hours
I: Marketing for International Business	Marketing – Marketing Mix – International Marketing – Stages of Internationalization – Global Marketing – Evolution of Global Marketing – Benefits of Global Marketing – Barriers to Global Marketing – fundamentals for international marketing – colour – designs – names – aesthetic sense – taste.	17
II: Global Marketing Strategies	Global Marketing strategies - Meaning & Scope – Different Marketing strategies – Benefits from global marketing strategies – Global market Entry strategy – Meaning & Scope – Types of Entry Strategies.	15
III: Global Product Pricing & Branding	Global product – Standardization Vs Customization – Global pricing - Drivers to Global Pricing – Managing price Escalations – Transfer Pricing - Anti dumping Pricing – International Branding – International Retailing.	16
IV : Channels of Distribution & Sales Promotion	Distribution Structure & Pattern – Middleman – Factors affecting choice of Channels – Location, Selection & Motivation of Channel Members - Negotiation with Members- Sales Promotion Measures - Communication Process – Tele marketing — B2B – B2C – C2B - online marketing	18
V: Case Studies	Case studies from above context	6

REFERENCE BOOK:

1. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2012, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION
2. INTERNATIONAL MARKETING - VARSHNEY AND BHATTACHARIYA, 2003, FOURTH EDITION, SULTAN CHAND & COMPANY
3. GLOBAL MARKETING MANAGEMENT - WARREN J. KEEGAN, 2013, EIGHTH REVISED

EDITION, PRENTICE HALL HIGHER EDUCATION

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Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 207 Product Launch	Credits	3
Hours/Week	5	Total Hours	60
Objective	To elevate the students as entrepreneurs that the industry requires		

Unit	Content	Hours
UNIT I : Theoretical Inputs	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 and its role in the present business scenario – positioning- product diffusion and new product development.	30
UNIT II : Open Class Session	Practical demonstration of new product launch.	22
UNIT III : Mock Viva Voce	Marketing file – picturizing – new avenues of marketing – concentration on specific theme.	8

Please Note

1. The product launch may be made with team participation.
2. The students are requested to prepare an marketing file.(with specialization on product)
3. The consolidation of both product launch & marketing file are components of viva voce examination.

REFERENCE BOOK

1. HOW TO PREPARE A MARKETING PLAN – JOHN STAPLETON AND MICHEAL J THOMAS
2012, FIFTH EDITION, GOWER PUBLISHING LIMITED

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Practical Paper: Distribution of marks – CA :80, CE:20.

Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 2N1 International Business	Credits	2
Hours/Week	1	Total Hours	12
Objective	To familiarize the students with the basic concepts of International Business		

Unit	Content	Hours
I- International Environmental	International Business- Meaning- Nature- Concept- Micro & Macro Environment- STEPIN: Social Environment- Technology Environment- Economical Environment- Political Environment- International Environment- Natural Environment.	3
II- International Marketing	Marketing- Marketing Mix- International Marketing- Stages of Internationalization- Global Marketing- Evolution of Global Marketing- Benefits of Global Marketing- Barriers to Global Marketing.	3
III- Export Import Procedures & Documentation	Export- Types of Export- Steps for Exporting- Organizing yours self for export- Registering firm- Basics documents needed for Export & Imports- IEC-RCMC-IMPORT LICENCE.	3
IV- International Logistics Management	Introduction- Logistics Mission- Importance of Logistics- Components of Logistics- Information- Demand Forecasting- Inventory Management- Warehousing- Transportation- Packaging- Order processing- Sourcing & Supply Management	2
V- Case Studies	Case studies from above context	1

REFERENCE BOOK:

1. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2012, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION
2. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD
3. INTERNATIONAL BUSINESS - ROGER BENNETT, 2008, THIRD EDITION, DORLING

KINDERSLEY INDIA PVT LTD PUBLICATION

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Department	P.G. Department of Commerce with International Business		Effective from the year - 2015	
Course	Unit	M.Com (IB)	Content	Hours
Subject code	15PIB2N2	Company- Profile of company – Board of directors – List of products – Credits		2 3
Title	I: Introduction	Financial Report Analysis – Departments of company- Raising of capital-		
Hours/Week	1	Sources of finance – Financial management – Functions of financial		12
Objective	To develop the students with the orientation of financial plan and their outcome in field of business			
II :Framing financial statement		Framing financial statement – Profit and loss account- Balance sheet- Computation statement(Gross profit, Net profit, Before and after deduction, Agriculture income)		3
III : Techniques		Techniques for financial statement analysis – Ratio analysis – Comparative statement – Trend analysis – Common size analysis – Fund flow statement – Cash flow statement.		3

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Iv: Financial Analysis	Evaluation of Financial structure – Capital structure – Capitalisation – Cost of capital – Return on investment – Working capital management.	2
V :Credit rating and FDI	Credit rating for company - Foreign direct investment- Comparative study between India and other nations	1

REFERENCE BOOK

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 1999 AND 2010, MACMILLAN AND ANMAL PUBLICATION (P) LTD
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAPEIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS
3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011, MACMILLAN AND ANMAL PUBLICATION (P) LTD

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 2L1 Logistics and Freight Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	To substantiate all the elements of logistics and freight management		

Unit	Content	Hours
I: Logistics & Freight	Introduction – logistics mission – growing importance of logistic management – work of logistics – logistics performance cycle – global logistics Freight – meaning – definition and importance –types – Freight networks	15
II: Primary Logistics Elements	Information – integrated information technology – logistic information system – demand forecasting – effective forecasting process – operating principles – inventory management – concepts & types – warehousing – types of warehousing – transportation	16
III : Secondary Logistics Elements	Protective packaging – forms of protective packaging – protective packaging problems – order processing – concepts & function – material	17

	handling – principles – basic considerations – purchasing & sourcing management – importance of purchasing – contemporary sourcing & supplier management.	
IV: Indian Shipping Industry	Flags of convenience – conference system – chartering – shipping routes – freight rates – ports in India – stevedores – shipping agents – freight brokers and forwarders – shippers association – sea trade terminologies.	15
V: Air & Multimodal Transportations	Air transport – importance – advantages – constraints – air cargo – tariff structure for air cargo – IATA – roadways- railways - ICDs – combined transport documents – multimodal transportation of goods Act 1993- transportation of hazardous & dangerous goods-International logistics	9

REFERENCE BOOK

1. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTH EDITION MACMILLIAN PUBLISHERS INDIA LTD
2. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI & ASHOK SHARMA, 2004, FIRST EDITION, TATA MCGRAW - HILL
3. LOGISTICS & WORLD SEABORNE TRADE - DR. KRISHNAVENI MUTHIAH, 1999, FIRST EDITION, HIMALAYA PUBLISHING HOUSE

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 2L2 Supply Chain Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	To link all the supply chain partners and to connect the global business		

Unit	Content	Hours
I: Supply Chain – Introduction	SCM – importance – definitions – historical perspectives – SCM types – SCM network – SCM constitutes – SCM activities – supply chain organizations – implementation of supply chain management.	16
II: Inventory Orientation With SCM	Toyota Product System – Super Market Approach – Kaizeen Approach – Total Quality Management – causes and effects diagram – JIT – JIT I - Kanban Production Control System.	15

III : Impact of IT on SCM	IT ON SCM: BPR, ERP, EDI, internet, Ecommerce, SCM Software, E purchasing, E Sourcing, E Procurement, outsourcing in SCM, 7 Myths of SCM outsourcing- CRM AND SCM: Introduction – supply chain vs. demand chain vs. value chain – CRM integrated with SCM	16
IV: Innovation & Excellence in SCM	Companywide innovation – logistics innovation – manufactures innovation – product innovation – service innovation- Dimensions of supply chain excellence – types of SCM (emotional, physical, financial, political, legal, and cultural. Technological, economic) check list to achieve excellence.	17
V: Case Studies	Case studies from above context	8

REFERENCE BOOK:

1. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI, 2004, ASHOK SHARMA, FIRST EDITION, TATA MCGRAW- HILL

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 2C1 Coir Market Trends	Credits	5
Hours/Week	6	Total Hours	72
Objective	To introduce the role of coir in Indian exports		
Ms. A. Kokila			

Unit	Content	Hours
I: History of coir	Coir – Definition – History of Coir – Structure of Coir industry – Processing of coir – brown fiber, white fiber.	17
II: Products of coir	Major products of coir – Products produced through coir – Waste products out of coir – By – Products of coir – Major markets for coir products in overseas.	16

III : Market development	Various types of coir products – Rise in raw material trade – Impact of export marketing assistance Scheme Benefits arrived in participating in Seminars & trade fairs - External market development Programmes.	17
IV: Coir board	Coir board – functioning of coir board - Role of Coir board in promoting exports – coir exports & its impact in world trade – Incentives for coir exports – Promotional activities for coir exports – Trade & industry related functional support services.	14
V: Case Studies	Case studies from above context	8

REFERENCE BOOKS

1. IMPORT EXPORT GUIDE FOR INDIAN COIR INDUSTRY - COIR BOARD MANUAL, 2014, MSME GOVERNMENT OF INDIA PUBLICATION.
2. BOOK OF KERALA COIR INDUSTRY – EDITOR, COIR BOARD OF INDIA, 2010

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	II
Subject code Title	15 PIB 2C2 Indian Coir Industry	Credits	5
Hours/Week	6	Total Hours	72
Objective	To conceptualize the role play of Indian coir industry		
Mr. G. Vignesh			

Unit	Content	Hours
I: Making of coir	Making of coir products – Coir pith block making unit – Coir toys & coir mats – Coir industry Act 1953.	16
II: Geo Textiles	Geo textiles through coir – Effectiveness of coir geo textiles – Problems in geo textiles – Geo textile Export market.	15

III : Coir Market	Growth & development of coir industry in India – External market performance of coir industry – Measure in raising the status of coir industry in India.	16
IV: Indian coir industry	Strength of Indian coir industry – Weakness & Opportunities of coir industry in India – Threats of coir Industry – Quality objectives for coir Industry – Quality policy for coir industry – Quality check and inspection for coir industry – Quality enhancements in coir industry.	17
V: Case Studies	Case studies from above context	8

REFERENCE BOOKS

1. KAYAR (COIR, 1978; TRANSL. INTO ENGLISH, NEW DELHI, 1997) - COIR BOARD OF INDIA
2. IMPORT EXPORT GUIDE FOR INDIAN COIR INDUSTRY - COIR BOARD MANUAL, 2014, MSME GOVERNMENT OF INDIA PUBLICATION.
3. BOOK OF KERALA COIR INDUSTRY – EDITOR, COIR BOARD OF INDIA, 2010

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Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 308 Research Methodology	Credits	4
Hours/Week	6	Total Hours	72
Objective	To acquaint the students with the tools and techniques of international research so as to develop a rational strategy in the area of international trade.		

REFERENCE BOOK

1. RESEARCH METHODOLOGY - C.R.KOTHARI, 2004, SECOND REVISED EDITION, NEW AGE INTERNATIONAL P LTD
2. STATISTICAL METHODS - S.P.GUPTA, 2011, FOURTH EDITION, SULTAN CHAND & SONS

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Unit	Content	Hours
I : Research , Problem & Sampling	Research – types – research problem – research design – Data – types of data – sampling– types of sampling – sampling errors.	10
II : Statistical Report writing & analytical tests	Questionnaire preparation – editing – coding – tabulation – processing data with diagrams & charts – Interpretation – report writing – types of report – steps in writing the research report – bibliography – annexure and conclusions.	17
III :Measure of central value and dispersion	Introduction – types of average – arithmetic mean – simple and weighted arithmetic mean- median- mode-geometric mean-harmonic mean- standard deviation-correlation – types of correlation	16
IV : Operation Research	Origin and development of operations research – scope, phases and advantages of operations research – Linear programming – formulation – graphical method.	14
V : Transportation model & Networking Analysis	Transportation model- Formulation-methods- optimal solution-assignment model- formulation-Hungarian method- Network analysis- meaning rules, numbering and errors in network- Critical path method-Time analysis- Programme Evaluation and review technique-Crashing.	15
Mr.G.Vignesh		

Department	P.G. Department of Commerce with International Business	Effective from the year - 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 309 International Economics	Credits	4
Hours/Week	6	Total Hours	72
Objective	To focus economic outlook with which international business disseminates		

Unit	Content	Hours
I: International Trade Theories	International trade – absolute and comparative cost theory – Haberler theory of opportunity cost curves – H. O. Theory – Kravis theory – Linder's theory - volume of trade and demand pattern – Posner's imitation gap – gains from trade- the terms of trade.	18
II: Commercial Policy of International Trade	Free trade versus protection – Tariffs- Effective rate of protection – non – tariff barriers – import quotas – Dumping – Exchange control- international cartels- state trading – customs union	15
III: Balance of Payments & Foreign Exchange Rate	Balance of payment meaning and components – adjustment mechanisms of balance of payment – internal and external balance – foreign exchange rate policy – Optimum currency area – International capital movements – The transfer problem	18
IV: International Economic Relations	IMF- WORLD BANK - World bank group – International liquidity – International debt problem – GATT – WTO – UNCTAD – ADB – SARRC – NIEO	15
V: Case Studies	Case studies from above context	6

REFERENCE BOOK

1. INTERNATIONAL ECONOMICS - M.L. JHINGAN, 2008, FIFTH EDITION, VRINDA PUBLICATION
2. INTERNATIONAL ECONOMICS - FRANCIS CHERUNILAM, 2008, FIRST EDITION, TATA MCGRAW - HILL
3. INTERNATIONAL ECONOMICS - H.G.MANNUR, 2008, SECOND REVISED EDITION, UBS PUBLISHER

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 3E2 Foreign Exchange Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	To get familiarize in the areas of foreign exchange management		
Unit		Content	Hours
I: Introduction to FOREX		Foreign exchange and foreign trade- Exchange rate- - Types of exchange rate- -Administration of foreign exchange-RBI Regulations –FEDAI-FEMA-Role of banks in foreign exchange- FOREX department-Foreign currency accounts- Foreign exchange market.	17
II: Foreign Exchange Transaction		Foreign exchange transaction-Purchase and sales transactions- Exchange quotations- Direct, Indirect and two way quotations- Spot and forward transaction-Features of forward exchange contract-Exchange control methods and regulations.	15
III :Foreign Exchange Rates		Buying and selling rate- Types – Cross rates on buying and selling rate- Future contract and option contract- Forward contract- Forward exchange rate based on cross rates.	18
IV: Interbank Deals		Interbank dealings- Cover deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures	14
V: Case Studies		Case studies from above context	8

REFERENCE BOOK

1. FOREIGN EXCHANGE MANAGEMENT – C. JEEVANANDAM, 2012, FIFTEENTH EDITION, JAIN BOOK PUBLICATION
2. MULTINATIONAL FINANCIAL MANAGEMENT - SA.L.SHAPIRO, 2009, NINETH EDITION, WILEY PUBLICATION
3. MULTINATIONAL FINANCIAL MANAGEMENT : P.G.APTE, 2008, SECOND EDITION, TATA MCGRAW - HILL

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 310 Mini Industrial Project	Credits	2
Hours/Week	1	Total Hours	12
Objective	To train the students with the practical exposure on procedures and documentation of international trade		

Unit	Content	Hours
Mini industrial project period	- Students should undergo Mini industrial project in any of the export oriented industries for the period of 30 working days - Valuation of the training report will be done through joint evaluation by internal and external examiner.	30 working Days in the second semester holidays
Conditional Clause	Compilation of industry interface ground work	6 hrs
	Preparation of Mini industrial Report & viva voce examination	6 hrs
	It is mandatory for every student to complete four industrial Visits to participate in Industrial Training.	

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Mr. G. Vignesh			

Practical Paper: Distribution of marks – CA :80, CE:20.

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 3F1 Export Import Finance	Credits	5
Hours/Week	6	Total Hours	72
Objective	With the theoretical foundations of international trade finance, the students are made to learn the pattern, structure and policy framework of finance available for EXIM partners.		

Unit	Content	Hours
I: Role of Banks in Export Business:	Introduction – financial services – handling the export documents – export bills for collection –export bill under confirmed irrevocable- letter of credit- Non financial services- connections-client information-counseling services –sourcing –clearing facilities-guarantees-advising and confirming export letter of credit.	15
II: Export Finance:	Assessing the financial needs – bank finance- special features of export credit – modes of finance – Pre-shipment finance- meaning – methods – categories – packing credit to Indian export and pre-shipment finance procedures- Post-shipment finance- meaning methods- availability of finance-procedure for getting post –shipment finance.	16
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- export services- promotional programmes-role of Exim bank in Forfeiting finance.	16
IV: Import Finance & ECGC	Meaning – conditions-types of finance- bulk import finance- import finance against foreign lines of credit-ECIP-imports of inputs for export production. ECGC-meaning-types –approval –financial guarantees-special schemes-financial guarantee to banks by ECGC	17
V: Case Studies	Case studies from above context	8

REFERENCE BOOK:

1. A GUIDE ON EXPORT POLICY PROCEDURE & DOCUMENTATION - M.I MAHAJAN, TWENTY FIFTH EDITIONS, 2012, SNOW WHITE PUBLICATIONS PVT. LTD
2. HOW TO EXPORT – 2013, NABHI'S PUBLICATION -TWENTIETH REVISED.
3. HOW TO IMPORT - 2013, NABHI'S PUBLICATION -TWENTIETH REVISED.

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Ms. S. Pushpavathi			

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	1 5PIB 3F2 Global Financial Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	To acquaint the students with the financial management problems of the multinational corporations and prepare them to tackle these problems		

Unit	Content	Hours
I: International Financial Management	Meaning – Function – needs – goals – trends – emerging changes – multinational corporation and role of financial managers – Indian economy and international finance – international monetary system- European monetary system.	14
II: International Offshore Finance	International money market – Euro currency market- International debt crisis. International bond market –Bond issue drill- benchmark drill – foreign bonds- euro bonds – types of investment- credit rating – euro bond market structure	17
III : Multinational Financial Management	International equity market – Market capitalization – market structure – trading in international equities – Factors affecting international equity returns - FDI – Multinational capital structure – Cost of capital –Multinational capital budgeting – multinational cash management – international tax environment - ADR – GDR – Difference of ADR and GDR.	16
IV: International Banking & Financial Institutions	International banking services –reasons – types – facilities and world largest bank- BASEL I & II standards – Bank Facilities for NRI – NRE – NRO – FCNRB Accounts. IDA – BIS - multinational development bank – major financial institutions.	17
V: Case Studies	Case studies from above context	8

REFERENCES:

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 1999 AND 2010, MACMILLAN AND ANMAL PUBLICATION (P) LTD
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAPEIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS
3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011, MACMILLAN AND ANMAL PUBLICATION (P) LTD

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Ms. A. Kokila			

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 3G1 Apparel Merchandising	Credits	5
Hours/Week	6	Total Hours	72
Objective	To impart the recent trends in apparel merchandising		

Unit	Content	Hours
I: Role of Merchandising	Fundamentals of merchandising – responsibilities of the merchandiser – merchandise planning: target markets, market segmentations and marketing research.	14
II: Planning and control tools in apparel Industry.	Planning and controlling and control tools: marketing calendar, merchandise calendar, sales forecast – Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption – pricing: Pricing strategies, objectives, pricing formula – costing principles and strategies.	17
III :Standardization and quality management	Introduction to standardization and quality control in apparel industry – importance of consumer perception of apparel quality – Managing apparel quality through inspection and sampling procedures.	16
IV: Sourcing strategies	Sourcing strategies: objectives, global sourcing, the role of merchandiser in sourcing – sourcing options – factors in sourcing options – factors in sourcing decision – customer /vendor relationship-domestic and international sourcing process	17
V: Case Studies	Case studies from above context	8

REFERENCE BOOK:

1. APPAREL MERCHANDISING : ROSENAU. A. WILSON DAVID L.DAVID, THIRD EDITION 2014, FAIR CHILD BOOKS

2. MANAGING QUALITY IN THE APPAREL INDUSTRY - MEHTA, PRADEEP, FIRST PUBLISHED, 1998, H.S POPLAI

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Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	III
Subject code Title	15 PIB 3G2 Fashion Dynamics	Credits	5
Hours/Week	6	Total Hours	72
Objective	To dynamically focus the modern fashion supporting international business		
Mr.N.BhuvaneshKumar			

Unit	Content	Hours
I: Origin of fashion	Origin of fashion- Fashion terminology- various fashion centres:-France, Italy, England, Tokyo and US.	10
II: Elements of design	Basic principles of designs – Sources of inspiration and design sources – media, history, theatre and films – Role of designer – forecasting trends – Theme interpretation – fashion forecasting	18
III :Components of fashion	Theories of fashion – design development – seasons, elements and principles of designs and their relationship in the finish product.	17
IV: Fashion cycle	factors affecting fashion trends – Fashion leaders and followers – Fashion designer with special reference to India – strengths of Indian Fashion industry – role of CAD/ CAM in apparel industry – Evolution of 20th century Indian fashion 18.	19
V: Case Studies	Case studies from above context	8

REFERENCE BOOK:

1. ELEMENTS OF FASHION & APPAREL DESIGN : G.J. SUMATHI , 2002 FIRST PUBLISHED, MITTAL PUBLICATION
2. FASHION TECHNOLOGY – TODAY & TOMORROW : NIRUPAMA PUNDAR 2007,FIRST PUBLISHED.

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Ms. S. Pushpavathi			

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	IV
Subject code Title	15 PIB 411 Global Risk Management and Insurance	Credits	4
Hours/Week	6	Total Hours	72
Objective	To administer the risky situation and to overcome it through insurance		

Unit	Content	Hours
I: Introduction To Risk Management	Introduction to risk management: The Concept of Risk – Risk vs. Uncertainty – Types of Risks: – risk management process – Risk financing techniques – Risk Management objectives – Risk Management Information Systems (RMIS) – Risk Control Risk Management by Individuals: Factors effecting individual demands for Insurance - Risk Management by Corporations: Corporate Risk management Process – Types of Risk managing firms.	15
II: Growth & Development Of Indian Insurance Industry	Growth & Development of Indian Insurance Industry - Regulations of Insurance Business and The Emerging Scenario - Introduction to Life & General Insurance - Life Insurance: Features of Life Insurance - Essentials of Life Insurance Contract - Kinds of Insurance Policies - Premium determination - Life Policy Conditions	18
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 – Settlement of claims.	16
IV: Miscellaneous Insurance	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.	15
V: Case Studies	Case studies from above context	8

REFERENCE BOOK

1. INSURANCE AND RISK MANAGEMENT -DR. P.K.GUPTA, SECOND EDITION, 2004, HIMALAYA PUBLISHING

2. FUNDAMENTALS OF INSURANCE -DR. P.K.GUPTA, FIRST PUBLISHED, 2006, HIMALAYA PUBLISHING

3. INSURANCE PRINCIPLES & PRACTICE - MR. C.GOPALA KRISHNAN, 1993, STERLING PUBLISHERS

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Department	P.G. Department of Commerce with International Business		Effective from the year – 2015	
Course	M.Com (IB)		Semester	IV
Subject code Title	15 PIB 412 International Human Resource Management		Credits	4
Hours/Week	6		Total Hours	72
Objective	To acquaint the students with the concepts and strategies of international human resource management and to enhance their skill to effectively manage the human resource in international perspective.			
Mr.N. Bhuvaneshkumar				

Unit	Content	Hours
I: Personnel Management	Nature and challenges of personnel management-role of human relations-natural difference in HRM practices-management style –education system-religious factors-strategies for international HRM	16
II: International selection and recruitment	Human resource planning – objectives-process-recruitment-selection –placement –nationality in staffing policy –issues in staff selection- selection criteria- MNC requirements in selection- use of selection test	15
III :International staff training and development	Meaning and importance of training – training methods for operatives-management development method-expatriate training methods-developing international staffs and multinational teams	16
IV: Multinational performance appraisal and labour relations	Purpose of appraisal- factors affecting appraisal – appraisal methods-essential for good appraisal –labour welfare – role of labour welfare in International HRM	17
V: Case Studies	Case studies from above context	8

REFERENCE BOOK

1. PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS - P.C TRIPATHI
TWENTY FIRST EDITION ,2013, SULTAN CHAND AND SONS
2. PRINCIPLES AND TECHNIQUES OF PERSONNEL MANAGEMENT/HRM- N.
SINGH S.K. BHATIA, N. SINGH, 2013 SECOND EDITION- DEEP AND DEEP
PUBLICATION
3. INTERNATIONAL HUMAN RESOURCE MANAGEMNET - ASWATAPPA, 2012,
SECOND EDITION.

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Mr. N. Bhuvanesh Kumar			

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	IV
Subject code Title	15 PIB 413 Customs Law and Practices	Credits	5
Hours/Week	6	Total Hours	72
Objective	To give the theoretical framework of customs and its practices in India		

Unit	Content	Hours
I: Central Excise	Nature, Scope of Central excise – General Procedures of Central excise – Clearance of Excisable Goods – Concessions to Small Scale Industry under Central Excise Act	15
II: Customs Procedures	Role of Customs in International Trade – Assessable Value – Baggage – Dutiable Goods – Duty – Export , Import Manifest – Bill of Lading- Import of Cargo – Import of Personal Baggage.	16
III : Customs Clearance Procedure	Customs Clearance Procedure for Home Consumption – For Warehousing – For Re Export – Clearances by Post for Imports – Prohibited exports – Canalized Exports – Export against Licensing – Types of Export.	16
IV: Central Sales Tax	Provisions relating to Inter State Sales – Sales or Purchases in Course of Import & Exports out of India – Principles of Determining Levy of Central sales Tax – Concept of sale or Purchase in the course of Central & State Traders – Registration of Dealers – Exemptions & Determinations of turnover.	17
V: Case Studies	Case studies from above context	8

REFERENCE BOOK

1. CENTRAL EXCISE ACT - TAXMANN PUBLICATIONS PVT. LIMITED, 2008
2. CUSTOMS ACT - TAXMANN PUBLICATIONS PVT. LIMITED, 2013
3. CENTRAL SALES TAX ACT - TAXMANN PUBLICATIONS PVT. LIMITED, 2011

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Mr.N.BhuvaneshKumar			

Department	P.G. Department of Commerce with International Business	Effective from the year – 2015	
Course	M.Com (IB)	Semester	IV
Subject code Title	15 PIB 4E3 Major Research project work	Credits	8
Hours/Week	12	Total Hours	72 working days
Objective	To seek the students capacity and to make him as a complete researcher		

Unit	Content	Hours
Research work	• Candidates should undergo research or institutional project work in any of the functional area of their choice with core theme of international business, • Duration of the research work will be for seventy two days (December - February). • Project is to be done with the combination of Primary & Secondary Data or with stand alone Secondary Data. • Candidates should frequently meet their respective guides and submit the valid requisites of the project so that the valuation of the project report shall be done. • Moreover the finalization will be done joint evaluation by internal and external examiner.	72 working days
Conditional Clause		

	It is mandatory for every student to complete eight industrial Visits* & one Industrial Training to carry out the project work.	
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Mr. G. Vignesh			

Practical Paper: Distribution of marks – CA :80, CE:20.

**** denotes HOD's Consideration***
