

Department	P.G. Department of Commerce with International Business	Effective from the year - 2016	
Course	M.Com (IB)	Semester	I
Subject code Title	16 PIB 101 Executive Communication	Credits	3
Hours/Week	6	Total Hours	72
Objective	<i>To equip the students with language skills required for conducting international business. To make aware the various dynamics in corporate cultures and business etiquette.</i>		

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- 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 from above context	6

REFERENCE BOOK

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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	I
Subject code Title	16 PIB102 Accounting for Decision Making	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with accounting tools & techniques for business decision-making. To equip students to maintain financial records and statements.</i>		

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.(Theory Only)	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, KALYANIPUBLISHERS
3. COST &MANAGEMENT ACCOUNTING–DR. S. N. MAHESWARI, 2013, FOURTEENTH EDITION, J.B.A. PUBLISHERS

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

Department	P.G. Department of Commerce with International Business	Effective from the year –2016	
Course	M.Com (IB)	Semester	I
Subject code Title	16 PIB 103 International BusinessManagement	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To familiarize the students on basic concept of International Management</i> <i>To develop leadership skill among students in the global context</i>		

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 – 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 from above context	6

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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	I
Subject code Title	16 PIB 104 International Marketing Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To make understand the students with the strengths of marketing in International Business To teach different drivers in global marketing.</i>		

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 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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	I
Subject code Title	16 PIB 105 Product Launch	Credits	3
Hours/Week	6	Total Hours	72
Objective	<i>To elevate the students as entrepreneurs that the industry requires To know the new avenues of marketing</i>		

Component	Content	Hours
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 - 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.	28
Open Class Session	<u>Practical demonstration of product launch</u> – Conditions to be fulfilled (i) Product must have a Brand (ii) Product must be new of its kind (iii) Entire qualities of the product including pricing, packaging, labeling, marketing aesthetics to be maintained (iv) All the group members involvement and technical know- how is to be Explained (v) Product line, Product Theme and Existing Marketing tools must coordinate one another (vi) Marketing and demonstration video is to be presented	24
Assessment	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college (Commerce and Management Cluster) (8 Hours) Model Launch - For each group (8 Hours)	20

Assessment Methodology: CIA: 40 Marks Observation – 10 M; Launch Sessions – 20 M;
Record – 5M; Attendance – 5 M
CE: 60 Marks Report – 20 M; Test – 20 M; Viva Voce – 20

REFERENCE BOOK

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

Department	P.G. Department of Commerce with International Business	Effective from the year - 2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB 206 International Business Relations	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To enable the students learn the structure of international business To equip the students to with various environmental factors.</i>		

Unit	Content	Hours
I	International Environment - Meaning – Nature – Concept – Micro & Macro environment – STEPIN factor – Globalization – Concepts – levels – Causes and Issues – MNC's – Reasons for growth of MNC's – Types – Problems and benefits – Control of MNC.	16
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 – Balance of power – meaning and characteristics –Types of balance of Power – Devices and methods.	18
III	Diplomacy and Ideologies – Diplomacy – Definition – main task of Diplomacy – Functions of Diplomat – Open, Secret and Economic Diplomacy – Promotion of National interest – Imperialism, Colonialism and nationalism.	16
IV	India & Its Neighbours –Regional Integration – EU, NAFTA, APEC, LAFTA, G8, G15, G77, SAARC, NATO – ASEAN – SAFTA – BRICS – Recent Trends – India and major Powers – India and its Neighbours – Collective Security and Peaceful Settlement.	15
V	Case studies from above context	7

REFERENCE BOOK

1. INTERNATIONAL RELATIONS –NORMAN DUNBAR, PALMER & HOWARDCECIL PERKINS, 2013,THIRD EDITION, BOSTON, HOUGHTON MIFFLIN PUBLICATION (P) LTD
2. INTERNATIONAL BUSINESS–ROGER BENNET, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PRIVATE LIMITED PUBLICATION

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB 207 Foreign Trade Procedures and Documentation	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with the trade practices and procedures To focus on documentation in international trade</i>		

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 – Organization set up & its functions – Commodity bodies- MPEDA – APEDA – Export Inspection councils – IIFT – IIP – PSU’s – EPC’s - Other organizations .	17
IV	Major tradingpartners – 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:

- 1A 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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB 208 Map Reading & Documentation Filing	Credits	4
Hours/Week	5	Total Hours	60
Objective	<i>To train the students with the practical exposure on trade procedures To enrich student knowledge in routing and tracing maps.</i>		

Component	List of Exercises	Hours
Map Reading with Currency & Languages	Countries and Capital to be identified in different Continents (a) Africa (b) Asia (c) Australia (d) Europe (e) North America (f) South America Countries and Capital to be traced in the World Map with the above Continent	16
Documents to be downloaded and filled	(i) Appendix-2A IEC CODE (ii) Appendix-3B REGISTRATION CUM MEMBERSHIP CERTIFICATE (iii) Appendix-24A BANK GUARANTEE (iv) Appendix-7 INDO-US-MOU (v) Appendix-10A EPCG-SCHEME (vi) Appendix-8 NEGATIVE LIST (vii) Appendix-18A RESTRICTED LIST (viii) Appendix-52 DEPB RATES (ix) Appendix-11B ADVANCE LICENCE (x) Appendix-11H DUTY FREE REPLENISHMENT CERTIFICATE (xi) Appendix-23 GRIEVANCE REPRESENTATION (xii) Appendix-30II GSTP FORM (xiii) Appendix-30IV GSP FORM (xiv) Application for ETX (xv) Format of PACKING LIST (xvi) Template of INVOICE	21
Route Tracing	<u>Popular Sea Routes</u> (i) India to South Africa (ii) India to Yemen (iii) India to Australia (iv) India to New Zealand (v) India to USA (vi) India to Argentina (vii) Italy to Jamaica (viii) South Africa to Europe <u>Canal Oriented Sea Routes</u> (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	12
Assessment	Qualifying Test I - Objective Questions with EXIM Documentation (3 Hours) Qualifying Test II - Objective Questions with Maps and Sea Routes (3 Hours) Country Analysis - Profile of Various Countries (8 Hours)	11

Assessment Methodology: CIA: 40 Marks Observation – 10 M; Qualifying Tests – 20 M;
 Record – 5M; Attendance – 5 M
CE: 60 Marks Report – 20 M; Selection Test – 20 M; Viva Voce – 20 M

REFERENCE BOOK:

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

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year –2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB2N1 International Business	Credits	2
Hours/Week	1	Total Hours	12
Objective	<i>To familiarize the students with the basic concepts of International Business To make students to understand the various phases of International Business.</i>		

Unit	Content	Hours
I	International Environment - 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 Procedures& Documentation Import - 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 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 - 2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16PIB2N2 Financial Report Analysis	Credits	2
Hours/Week	1	Total Hours	12
Objective	<i>To develop the students with the orientation of financial plan</i> <i>To inculcate the outcome of finance in business</i>		

Unit	Content	Hours
I	Introduction - Company- Profile of company – Board of directors – List of products – Company structure – Departments of company- Raising of capital- Sources of finance – Financial management – Functions of financial manager – Financial instruments- Utilisation of funds.	3
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
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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	II
Subject code	16 PIB 2L1	Credits	5
Title	Logistics and Freight Management	Total Hours	72
Hours/Week	6		
Objective	<i>To substantiate all the elements of logistics and freight management</i> <i>To enrich student knowledge in multimodal transportation</i>		

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	Logistics Elements - Information – integrated information technology – logistic information system LIS - operating principles- Protective packaging – forms of protective packaging – protective packaging problems– Packaging terminologies used for both sea and air - warehousing – types of warehousing – transportation	18
III	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
IV	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	18
V	Case studies from above context	6

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 – 2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB 2L2 Supply Chain Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To link all the supply chain partners and to connect the global business To create awareness about supply chain management software.</i>		

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.	15
II	Inventory Orientation With SCM –Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC, MRP, DRP, JIT – Order processing – elements of order processing cost – material handling – purchasing and sourcing management.	18
III	Importance 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	15
IV	Innovation & Excellence in SCM -Companywide innovation – logistics innovation – manufacturers 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.	18
V	Case studies from above context	6

REFERENCE BOOK:

1. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI, 2004, ASHOK SHARMA, FIRST EDITION, TATA MCGRAW- HILL
2. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTH EDITION MACMILLIAN PUBLISHERS INDIA LTD

Department	P.G. Department of Commerce with International Business		Effective from the year – 2016
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB 2C1 Coir Market Trends	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To introduce the role of coir in Indian exports</i> <i>To know the participation of coir board in Coir Industry</i>		
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 - 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 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 – 2016	
Course	M.Com (IB)	Semester	II
Subject code Title	16 PIB 2C2 Indian Coir Industry	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To conceptualize the role play of Indian coir industry</i> <i>To teach different techniques in coir market</i>		

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 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

Department	P.G. Department of Commerce with International Business	Effective from the year - 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 309 Research Methodology	Credits	4
Hours/Week	5	Total Hours	60
Objective	<i>To acquaint the students with the tools and techniques of international research To scrutinize the research problem by applying various analysis.</i>		

Unit	Content	Hours
I	Research & Problem - Research – meaning – purpose - types – research problem –identification of the research problem – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	13
II	Data&Sampling -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – sampling errors – Non- sampling Errors..	14
III:	Tools and Analysis -Questionnaire preparation – Calculation using Tally Bars - editing – coding – tabulation – processing data with diagrams & charts – Percentage Conversions – Chi-Square Test – Regression – Regression Equations – Trend analysis – SPSS.	13
IV	Interpretation and Report writing - Interpretation – Meaning, techniques and precaution measures - report writing – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	15
V	Case studies from the relevant context	5

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

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year - 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 3E1 International Economics	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To focus economic outlook with which international business disseminates To teach various theories to gain from trade.</i>		

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 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 – 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 3E2 Foreign Exchange Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To get familiarize in the areas of foreign exchange management To enrich various foreign exchange operations in international business.</i>		

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 -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 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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 310 Mini Industrial Project	Credits	2
Hours/Week	1	Total Hours	12
Objective	<i>To train the students with the practical exposure in industry</i> <i>To develop entrepreneurship among students</i>		

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.	

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

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 3F1 Export Import Finance	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To focus on the theoretical foundations of international trade finance. The students are made to learn the pattern, structure and policies.</i>		

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 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.

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16PIB 3F2 Global Financial Management	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with the financial management problems</i> <i>To make the students to understand international offshore finance</i>		

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 from above context	8

REFERENCE BOOKS:

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

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 3G1 Apparel Merchandising	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To impart the recent trends in apparel merchandising</i> <i>To focus on sourcing various strategies and standardizing apparel industry.</i>		

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 - 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 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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	III
Subject code Title	16 PIB 3G2 Fashion Dynamics	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To dynamically focus the modern fashion supporting international business</i> <i>To strengthen student knowledge in fashion designing.</i>		

Unit	Content	Hours
I	Origin of fashion- Fashion terminology- various fashion centre-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 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.

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	IV
Subject code Title	16 PIB 411 Global Risk Management and Insurance	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To administer the risky situation and to overcome it through insurance To enhance the concept of risk in international trade, policies and regulations.</i>		

Unit	Content	Hours
I	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 - 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 - 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 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

Department	P.G. Department of Commerce with International Business	Effective from the year– 2016	
Course	M.Com (IB)	Semester	IV
Subject code Title	16 PIB 412 International Human Resource Management	Credits	4
Hours/Week	6	Total Hours	72
Objective	<i>To acquaint the students with concepts& strategies of global human resource management To enhance students skill to effectively manage the human resource in international perspective</i>		

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 from above context	8

REFERENCE BOOK

1. PERSONNEL MANAGEMENT & 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 MANAGEMENT -ASWATAPPA, 2012, SECOND EDITION.

M.Com (IB) SYLLABUS | 2016

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	IV
Subject code Title	16 PIB 4E3 Customs Law and Practices	Credits	5
Hours/Week	6	Total Hours	72
Objective	<i>To give the theoretical framework of customs and its practices in India. To teach various clearance procedures and exemptions in customs.</i>		

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 from CST and GST only	8

REFERENCE BOOK

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

Department	P.G. Department of Commerce with International Business	Effective from the year – 2016	
Course	M.Com (IB)	Semester	IV
Subject code Title	16 PIB 4P1 Major Research project	Credits	8
Hours/Week	12	Total Hours	72 working days
Objective	<i>To seek the students capacity and to make him as a complete researcher To develop students compatibility in research work.</i>		

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 six industrial Visits* & one Industrial Training to carry out the project work.	

Practical Paper: Distribution of marks – CA: 40, CE: 160.

*** denotes HOD's Consideration**
