PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

NGM COLLEGE - POLLACHI

B. COM – INTERNATIONAL BUSINESS

OUTCOME BASED EDUCATION – SYLLABUS

ACADEMIC YEAR

2018 - 2021

NGM COLLEGE

(Autonomous)

Vision

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society.

Mission

Training students to become role models in academics arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty to ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life.

PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

Vision

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

SCHEME OF EXAMINATIONS – B. Com International Business

(With effect from 2018-2021 Batch)

Part	Subject Code	Title	Ins. Hours Per Week	Exam				Credit
				Hours	CIA	ESE	Total	
Semester – I								
I	18UTL101/ 18UHN101	Tamil / Hindi / French Paper – I	6	3	25	75	100	3
II	18UEN101	English for Enrichment – I	5	3	25	75	100	3
III	18UIB101	CORE I : Principles of Accounting	6	3	25	75	100	4
	18UIB102	CORE II : Modern Marketing	6	3	25	75	100	3
	18UIB1A1	ALLIED I : Elements of Management	5	3	25	75	100	4
IV	18UHR101	Human Rights in India	1	2	-	50	50	2
	18HEC101	Human Excellence: Personal Values & Sky Yoga Practice-I	1	2	25	25	50	1
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
		Total	**30**	**-**	**150**	**450**	**600**	**20**
Semester – II								
I	18UTL202 / 18UHN202	Tamil / Hindi / French Paper – II	6	3	25	75	100	3
II	18UEN202	English for Enrichment – II	5	3	25	75	100	3
III	18UIB203	CORE III : Cost and Management accounting	6	3	25	75	100	4
	18UIB204	CORE IV : Economic Analysis	6	3	25	75	100	3
	18UIB2A2	ALLIED II : Statistics for Business	4	3	25	75	100	4
IV	18EVS201	Environmental Studies	2	2	-	50	50	2
	18HEC202	Human Excellence: Family Values & Sky Yoga Practice-II	1	2	25	25	50	1
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-

Semester – III								
	18UIB305	CORE V : Banking Law and Practice	6	3	25	75	100	4
		Total	**30**	**-**	**150**	**450**	**600**	**20**
	18UIB306	CORE VI : Legal Aspect of Business	6	3	25	75	100	4
III	18UIB307	CORE VII : Export marketing	6	3	25	75	100	4
	18UIB308	CORE VIII : Practical Banking – I	5	3	40	60	100	4
	18UIB3A3	ALLIED III : Business Application Software – I**	5	3	40	60	100	4
IV	18HEC303	Human Excellence: Professional Values & Sky Yoga Practice-III	1	2	25	25	50	1
	18UIB3N1 / 18UIB3N2	NME: Global Business / Tourism Marketing	1	2	-	50	50	2
V	-	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	-	-	-
Total			**30**	**-**	**180**	**420**	**600**	**23**
Semester – IV								
III	18UIB409	CORE IX : Business Taxation	5	3	25	75	100	4
	18UIB410	Core X : International trade procedures and documentation	5	3	25	75	100	4
	18UIB411	CORE XI : Global business Environment	5	3	25	75	100	4
	18UIB412	CORE XII : Principles of Logistics	4	3	25	75	100	3
	18UIB413	CORE XIII : Practical Banking – II	4	3	40	60	100	3
	18UIB4A4	ALLIED IV : Business Application Software – II**	5	3	40	60	100	4
IV	18HEC404	Human Excellence: Social Values: Sky Yoga Practice-IV	1	2	25	25	50	1
	18UIB4N3 / 18UIB4N4	NME: Global Logistics / Tour Operation Management	1	2	-	50	50	2
V	18UNC401 / 18UNS402 / 18USG403	Extension Activities (NSS, NCC, Sports & Games)	-	-	-	50	50	1
Total			**30**	**-**	**205**	**545**	**750**	**26**

Semester – V								
III	18UIB514	CORE XIV : Fundamentals of Supply Chain Management	5	3	25	75	100	4
	18UIB515	CORE XV : EXIM Management	5	3	25	75	100	4
	18UIB516	CORE XVI : Information Security & Executive Communication	4	3	25	75	100	3
	18UIB517	CORE XVII : Human Resource Management	5	3	25	75	100	3
	18UIB518	Major Elective-I : Tally – I**	5	3	40	60	100	5
	18UIB519	CORE XIX : EXIM Documentation – I	4	3	40	60	100	3
IV	18UIB505	Human Excellence: National Values: Sky Yoga Practice-V	1	2	25	25	50	1
	18UIB 5S1 / 18UIB 5S2	SBE(Major): Personality Building / Garment costing	1	2	-	50	50	2
	18GKL501	General Knowledge and General Awareness (SBE)	*SS	2	-	50	50	2
Total			**30**	**-**	**205**	**545**	**750**	**27**
Semester – VI								
III	18UIB620	CORE XIX : Global Sourcing Management	6	3	25	75	100	4
	18UIB621	CORE XX : International Finance	6	3	25	75	100	4
	18UIB622	CORE XXI : Shipping, Ocean and freight Management	4	3	25	75	100	3
	18UIB623	Major Elective-II : Tally – II**	6	3	40	60	100	5
	18UIB624	Major Elective-III : EXIM Documentation – II	6	3	40	60	100	5
IV	18HEC606	Human Excellence: Global Values & Yoga Practice-VI	1	2	25	25	50	1
	18UIB 6S3 / 18UIB 6S4	SBE (Major) : Intellectual Property Rights / Garment Merchandising	1	2	-	50	50	2
Total			**30**	**-**	**180**	**420**	**600**	**24**
Grand Total			**180**	**-**	**1070**	**2830**	**3900**	**140**

Bloom’s Taxonomy Based Assessment Pattern

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

1. Part I,II & III- Theory: 75 Marks

(i) TEST- I & II and ESE:

Knowledge Level	Section	Marks	Description	Total
K1 Q1-Q10	A(Answer all)	10x1=10	MCQ/Define	75
K2 Q11-Q15	B (Either or pattern)	5x5=25	Short Answers	
K3& K4 Q16-Q21	C(Answer 4 out of 6) (16 th question compulsory)	4x10=40	Descriptive/ Detailed	

2. Part IV --Theory: 50 Marks

Knowledge Level	Section	Marks	Description	Total
K1	A(Answer all)	10x1=10	MCQ/Define	50
K2, K3& K4	C(Answer 5 out of 8)	5 x 5 =25	Descriptive/ Detailed	

3. Practical Examinations: 100 Marks

Knowledge Level	Section	Marks	Total
K3	Practical’s & Record work	60	100
K4		40	
K5			

Components of Continuous Assessment

Components		Calculation	CIA Total
Test 1	75	$\frac{75+75+25}{7}$	25
Test 2	75		
Assignment/Seminar	25		

Program Outcomes

PO1. To inculcate the students with various categories of knowledge needed to compete internationally.

PO2. To provide students, the necessary inputs on the macro (academic) environment and micro (practical) environment, in this current global scenario.

Programme Specific Outcomes

PSO1 To develop the communicative skills of the students through academia

PSO2 To render knowledge on accounting and computer proficiency with their empirical background

PSO3 To institute learners on the knowledge of Logistics, Supply Chain Management, Export Import and International Finance.

PSO4 To create physical interest in crossing borders among management, documentation, banking, and transportation through literary workings.

PSO5 To check and reveal the practicalities through theoretical knowledge

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Busine	
Course Code:	18UIB101	Title	Batch	2018-2021
		Principles of Accounting	Semester	I
Hrs/Week	6		Credits	4

Objective

On successful completion of this course, the student should have understood concepts and
Conventions of Accounting and Basic Accounting Frame work

K1	CO1	To remember the accounting concepts
K2	CO2	To get the idea of Journal, Ledger and Trial Balance
K3	CO3	To execute final accounts book keeping methodology
K4	CO4	To evaluate balance sheet of different multinational concerns

Unit	Content	Hours
I	Introduction to Accounting-Need for Accounting –objectives of Accounting-Methods of Accounting-Types of Accounts	15
II	Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance	15
III	Final accounts of a sole trader with adjustments – Errors and rectification	15
IV	Bill of exchange- Accommodation bills – Average due date – Account current.	12
V	Accounting for consignments and Joint ventures	15
	Note: Distribution of Marks between problems and theory shall be 80% and 20%.	

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. N.Vinayakam, P.L.Mani, K.L.Nagarajan – *Principles of Accountancy* – S.Chand&Company Ltd.,
2. T.S.Grewal – *Introduction to Accountancy*- S.Chand& Company Ltd.,
3. R.L.Gupta, V.K.Gupta, M.C.Shukla – *Financial Accounting* – Sultanchand& sons
4. T.S.Grewal, S.C.Gupta, S.P.Jain – *Advanced Accountancy*- Sultanchand& sons
5. K.L.Narang, S.N.Maheswari - *Advanced Accountancy*-Kalyani publishers
6. S.K.Maheswari, T.S.Reddy - *Advanced Accountancy*-Vikas publishers
7. A.Murthy -Financial Accounting – Margham Publishers
8. P.C.Tulsian - *Advanced Accountancy* – Tata McGraw Hill Companies.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<table>
<tr><td>Programme Code</td><td>B.Com – IB</td><td>Programme Title</td><td colspan="2">Bachelor of Commerce – International Busines</td></tr>
<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB102</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Modern Marketing</td><td>Semester</td><td>I</td></tr>
<tr><td>Hrs/Week</td><td>6</td><td>Credits</td><td>3</td></tr>
</table>

Course Objectives

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

Course Outcomes

K1	CO1	To remember the marketing concept and its changing role in society.
K2	CO2	To understand the key features of the modern marketing environment.
K3	CO3	To apply the role of modern marketer managers and their role in a multiple stakeholders environment.
K4	CO4	To analysis buyer behaviour as a basic for market segmentation.

Unit	Content	Hours
I	Marketing Management: Concept Philosophy & Process. Marketing Mix; Definition, Importance& Factors Determining Marketing Mix. Meaning &, Nature of Product, Concept of Product Mix. Product Planning and New Product Development. Product Life Cycle. Product Packaging: Definition, Functions And *Requisites Of Good Packaging*. Branding &Labeling.	13
II	Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies. Types of Pricing Decisions.	11
III	Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels. Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches Of Logistics (Total Cost & Total System Approach)	12
IV	Promotion: Meaning, Nature & Importance. Types of Promotion. Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing.	12
V	Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning. *Product Differentiation Vs Market Segmentation*. Contemporary Issues In Marketing.	12

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Kotler,Keller,Koshy And Jha " Marketing Management" 13th edition Pearson Education
2. Ramaswamy VS, Namakumari "Marketing Management" 4th Macmillan
3. Shukla A.K. "Marketing Management" 2st edition, VaibhavLaxmiPrakashan
4. Evance&Berman " Marketing Management"2007, Cenage Learning
5. Mcdenial,Lamb,Hair " Principles Of Marketing 2008"Cenage Learning
6. William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
7. Stanton W.J. et al: Fundamentals of Marketing, McGraw H
8. Cundiff, Edward W et al:Basic Marketing - Concepts, Decisions &Strategties; PHI
9. Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB1A1	Title	Batch	2018-2021
		Elements of Management	Semester	I
Hrs/Week	5		Credits	4

Objective

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

Course Outcomes

K1	CO1	To remember the importance of management process in current scenario.
K2	CO2	To point of various levels of management in Multinational company.
K3	CO3	To implement the elements of management.
K4	CO4	To evaluate concept and theories of management.

Unit	Content	Hours
I	Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	13
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives– Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – *Process of Decision* – making – Types of Decision.	12
III	Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.	14
IV	Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.	11
V	Co-ordination – Need, Type and Techniques and Requisites for excellent Coordination – Controlling – Meaning and Importance – *Control Process*.	10

*** Italic denotes self-study topic

Seminar, Assignment, Experience Discussion

REFERENCE BOOK

1. Principles of Management - Koontz and O'Donald

2. Business Management - Dinkar - Pagare

3. The Principles of Management - Rustom S. Davan

4. Business Organization and Management - Y. K. Bhushan

5. Business Management - Chatterjee

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

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<tr><td rowspan="2">Course Code:</td><td rowspan="2">18UIB203</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Cost and management accounting</td><td>Semester</td><td>II</td></tr>
<tr><td>Hrs/Week</td><td>6</td><td>Credits</td><td>4</td></tr>
</table>

Course Objectives

On successful completion of this course the student should have Knowledge in the practical applications of accounting.

Course Outcomes

K1	CO1	To recollect the concept of depreciation, investment and hire purchase account
K2	CO2	To deduce the reserve for depreciation, Royalty and branch accounting.
K3	CO3	To execute method of providing depreciation and instalment systems.
K4	CO4	To interpret the single entry system with statement of affairs and conversion method.

Unit	**Content**	**Hours**
I	Cost Accounting: Definition-Meaning and Scope-Relationship of Cost Accounting with Financial Accounting and Management Accounting – Costing as an Aid to Management –Limitations and Objectives against cost Accounting – Elements of Cost – Cost Sheet.	15
II	Inventory Control Techniques- Materials-Levels of Inventory- EOQ-Methods of Valuing Materials Issues-FIFO-LIFO-Simple Average-Weighted Average.	12
III	Process Costing- Meaning-Features-General Principles –Process Losses-Normal Loss-Abnormal Loss- Abnormal Gain (Excluding Equivalent Production)	15
IV	Management Accounting-Meaning-Definition-Objectives-Scope-Relationship between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting-Common Size Statement and Comparative Statement and Trend Analysis.	15
V	Ratio Analysis – Meaning-Uses-Limitations-Classifications of Ratios from Financial Statements- Preparation of Balance Sheet	15

*** Italic denotes self-study topic

Seminar, Quiz, Assignment

REFERENCE BOOK

1. S.P. JAIN AND K.L NARANG-2014- COST ACCOUNTING-EIGHTEENTH EDITION,KALYANI PUBLISHERS

2. DR.S.N. MAHESWARI-2013-COST AND MANAGEMENT ACCOUNTING-FOURTEENTH EDITION,J.B.A. PUBLISSHERS

3. SHARMA,R.K. AND SHASI K.GUPTA-2014 –MANAGEMENT ACCOUNTING-THIRTEENTH REVISED,NEW DELHI, KALYANI PUBLISHERS

4.PILLAI,R.S.N AND V.BAGAVATHY-2015,MANGEMENT ACCOUNTING – FOURTH EDITION S.CHAND AND COMPANY PRIVATE LIMITED.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com – IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB204	Title	Batch	2018-2021
		Economic Analysis	Semester	II
Hrs/Week	6		Credits	3

Course Objectives

To equip the students with various importance of demand and supply.
To make aware the various fundamental and technical concepts of economics.

Course Outcomes

K1	CO1	To remember the use of economics terminologies in oral and written communications.
K2	CO2	To understand the decisions wisely using cost-benefit analysis.
K3	CO3	To implement the benefits and costs of a global economy.
K4	CO4	To apply the basic theories of economics in critical thinking and problem solving.

Unit	Content	Hours
I	SCOPE OF METHODOLOGY: Definition of Economics – Nature and Scope of Economics – Utility analysis – Law of diminishing utility – Law of Equilibrium…Marginal utility – Indifference curve – Approaches of Economic Analysis – Methodology of Economics maximisation and other objectives – Marshall's utility Analysis – Law of Diminishing Marginal Utility – Social Responsibilities.	10
II	THEORY OF CONSUMER BEHAVIOUR: Demand Analysis – Demand Schedule –Law of Demand – Demand Curves – Elasticity of Demand – Consumer's surplus – Analysis Schedule.	10
III	Production – Factors of Production – Law of diminishing Returns – Law of variable proportions – Returns to scale – scale of production – Law of supply – Cost and Revenue– concepts and Curves – THEORY OF PRODUCTION : Production Function – Factors of Production – Enterprise as a Factor.	10
IV	PRODUCT PRICING : Market Definition – Types – Equilibrium under perfect competition of Firm and Industry – Pricing – Pricing under perfect competition, Monopoly – Price Discrimination – Pricing under Monopolistic competition – Pricing under Oligopoly.	8
V	FACTOR PRICING – Marginal Productivity theory – Theories of wages, rent,	10

	interest and profit.	

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Case Studies

REFERENCE BOOK

1. Principles of Economics - Seth M.L.

2. A Text Book of Economic Theory - Stonier and

3. Macro Economics - Jhingan

Mapping

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

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

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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB2A2</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Statistics for Business</td><td>Semester</td><td>II</td></tr>
<tr><td>Hrs/Week</td><td>4</td><td>Credits</td><td>4</td></tr>
</table>

Course Objective

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

Course Outcomes

K1	CO1	To remember the importance of statistics and its role in business
K2	CO2	To understand various techniques and tools used for statistics calculation.
K3	CO3	To implement statistical problem in commerce.
K4	CO4	To review various usage of statistics in current scenario.

Unit	**Content**	**Hours**
I	Introduction - Classification and tabulation of statistical data - Diagrammatic and *graphical representation of data.*	9
II	Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness.	10
III	Correlation - Karl Pearsonâ€™s Coefficient of Correlation - Spearmanâ€™s Rank Correlation -Regression Lines and Coefficients.	10
IV	Time Series Analysis - Trend - *Seasonal Variation.*	10
V	Introduction to OR - Linear Programming - Graphical and Algebraic Solution (maximizationand minimization)	9

*** Italic denotes self-study topic

Seminar, Assignment, Experience Discussion

REFERENCE BOOK

1.Statistical Methods - S.P. Gupta

2. Introduction to Operations Research - Dr. P.R. Vittal

3. Statistics - Elhance

4. Operations Research - Hira and Gupta, S. Chand.

5. Operations Research - Handy and A. Taha

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
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Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – Internationa Business	
Course Code	18UIB305	**Title**	**Batch**	2018-2021
		Banking law & Practice	**Semester**	III
Hrs/Week	6		**Credits**	4

Objective

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

Course Outcomes

K1	CO1	To remember the banking regulation act of 1949
K2	CO2	To understand the various types of banks and its usage.
K3	CO3	To execute the principles of lending, borrowing and negotiation instruments.
K4	CO4	To figure out the role of RBI and its function in banking industry.

Unit	Content	Hours
I	Banking Regulation Act, 1949 (Definition of Banking, Licensing, Opening of branches, Functions of Banks, Inspection)-Role of RBI and their functions.	15
II	Opening of an Account - Types of Deposit Account – Types of Customers (individuals, firms, Trusts and Companies) – *Importance of customer relations* – Customers grievances and redressal.	15
III	Commercial Banks - Functions – Accepting Deposits – Lending of funds, E-Banking, ATM Cards, Debit Cards, Personal Identification Number - Online Enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System.	16
IV	Principles of Leading – Types of Borrowings – Precautions to be taken by a banker.	14
V	Negotiation Instruments : Promissory Notes – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – material Alternation – Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques – *Role of Collecting Banker.*	12

*** Italic denotes self-study topic

Power point Presentations, Seminar, Assignment, Activity, Case study

REFERENCE BOOK

1. Banking Law, Theory and Practice – Sundaram and Varshney – Sultan Chand Co.,
2. Banking and Finance System – B. Santhanam(Margham Publishers)
3. Banking Law, Theory and Practice – S.N. Maheswari, Kalyani Publications.
4. Indian Banking – Parameswaran – S.Chand and Co,
5. Banking Law, Theory and Practice – Tanon

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

<table>
<tr><td>Programme Code</td><td>B.Com - IB</td><td>Programme Title</td><td colspan="2">Bachelor of Commerce – International Business</td></tr>
<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB306</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Legal aspects of business</td><td>Semester</td><td>III</td></tr>
<tr><td>Hrs/Week</td><td>6</td><td>Credits</td><td>4</td></tr>
</table>

Objective

On successful completion of this course, the student should be well versed in basic provisions regarding legal frame work governing the business world.

Course outcomes

K1	CO1	To remember the functioning of law and legal systems.
K2	CO2	To understand the basic principle and origin in the area of commercial law.
K3	CO3	To execute the law of sale of goods.
K4	CO4	To analyze and evaluate the various types of law followed in business.

*** Italic denotes self-study topic

Unit	Content	Hours
I	Law – Meaning and objects – Mercantile law, meaning – Sources of contracts – Classification of contracts – Essentials of a valid contract – Offer, acceptance, legality of object and consideration – *Void agreement*.	13
II	Capacity to contract – Free consent – Quasi contracts – Contingent contracts – Performance of contract – Discharge of contract – Remedies for breach of contract.	12
III	Contract of Agency – Creation of Agency – Personal liability of an Agent – Agency by ratification – Conditions and effects – Termination of Agency.	11
IV	Contract of indemnity and guarantee – Rights and Liabilities of surety – Discharge of surety – Bailment – *Rights and Duties of bailor and bailee* – Pledge by non-owners	12
V	Law of sale of goods – Distinction between sale and agreement to sell – Conditions and warranties to sell – Conditions and Warranties – Transfer of Ownership – Transfer of title by Non-owners – Performance of contract of sale – Rights and Duties of buyer – Rights of unpaid seller.	12

*** Italic denotes self-study topic

Power point Presentations, Seminar, Activity, Quiz, Assignment, Experienceand Discussion

REFERENCE BOOK

1. N.D.Kapoor------ Business Laws – Sulthan Chand & Sons

2. R.S.N. Pillai and Bagavathy------Business Laws- S.Chand& Co.,

3. M.C.Kuchhal---- Mercantile Law---Vikas Publications

4. K.R.Bulchandani----Business Law----Himalaya Publishing House

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Dr. G. Vignesh	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code:	18UIB307	Title	Batch	2018-2021
		Export Marketing	Semester	III
Hrs/Week	6		Credits	4

Course objective

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

Course outcome

K1	CO1	To keep in mind about export marketing.
K2	CO2	To understand the concept of international marketing while starting export business
K3	CO3	To apply export pricing in international marketing.
K4	CO4	To analyze the role of promotional organization in India

Unit	Content	Hours
I	**Introduction to Export Marketing**: Meaning and features of Export Marketing- Importance of Exports for a Nation and a Firm –Difference between Domestic Marketing and Export Marketing – Motivations for Export	15
II	**International Marketing**: Meaning, *Trade Barriers* – Tariffs and Non-Tariffs – WTO and its implications on International Marketing with reference to Agreements : TRIPs, TRIMs, GATS, Agreements on Agriculture and its implications on Developing Nations	15
III	**Preliminaries for Starting Export Business**: Overseas Market Research – Identifying Foreign Markets – Factors for Selecting Foreign Markets – Product Planning Strategies for Exports – New Product Development Process – International Products Life Cycle	15
IV	**Export Pricing**: Factors determining Export Price – Basic data required for Export Pricing decisions, Marginal Cost Pricing – *Export Pricing Strategies* – Main Export Pricing Quotations.	15
V	**Export Marketing and Promotional Organisations in India**: Export Marketing Organizations – Export Promotion Organisations – Export Promotion Councils – Commodity Boards	12

*** Italic denotes self-study topic

Case Analysis, Seminar, Quiz, Assignment

REFERENCE BOOK

1. International Marketing – S C Jain

2. International Marketing – Philip Coteora

3. International Marketing – Keegan

4. International Marketing – Czinkotia

5. International Marketing – Vasudevan

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB308	Title	Batch	2018-2021
		Practical banking– I	Semester	III
Hrs/Week	5		Credits	4

Objective

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

Course Outcomes

K2	CO2	To understand the various types of accounts and its usage.
K3	CO3	To execute the usage of negotiation instruments.
K4	CO4	To figure out the importance of currency in trade activities.

Unit	Content	Hours
I	**Introduction to Accounts Filing:** Account opening – Savings Account – Current Account – Recurring deposit – Fixed deposit – Term deposit – ATM Application form – Know your customer form.	12
II	**Negotiable Forms:** Payment – Paying Slip – Cash – Cheque – Demand Draft – Bankers cheque	12
III	**Negotiable Forms:** Cash Withdrawal Form – Cheque – DD Application Form – Account transfer fund	12
IV	**Fund Support:** Loan – Housing Loan – Vehicle Loan – Jewel Loan – Agri Loan – Pledge – Mortgage – Forfeiting of Property – Termination of Loan	12
V	**Know your Currency:** Types of Currency – Currency Size – Particular in currency – Secrecy terminology – Coins – Shape and Size	12

Assessment: Form Filing Test – 1

Form Filing Test – 2

Form Filing, Documents, Seminar, Quiz, Experience Discussion

Assessment Methodology: CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – International Business	
Course Code	18UIB3A3	**Title**	**Batch**	2018-2021
		Business Application Software – I	**Semester**	III
Hrs/Week	5		**Credits**	4

Course Objective

This paper would make students learn about the latest version MS Windows operating system. The application software covered under this paper would include MS word and excel.

Course Outcomes

K2	CO2	To understand the various types of business application software.
K3	CO3	To execute mail merge concept by linking documents.
K4	CO4	To analyse the familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications

Unit	Content	Hours
I	**Microsoft Word:** Basics - Creating Documents – Mouse, Keyboard Operations, Keys – Formatting Features – Menus, Commands, Toolbars and their Icons.	12
II	Creating Templates, Creating Tables, Changing Font and Text Size, Borders and Shadings, Text box, Formatting, Insert picture.	12
III	Mail Merge - Creating the Main Document – Creating data source, Adding fields, removing fields – Merging Documents - Macros – Inserting Headers and Footer – Recording macros.	12
IV	**Microsoft Excel**: Introduction – Navigation, Selecting Cells, Entering and Editing Text, Entering Numbers and Formulas – Alignments – Menus, Commands, Toolbars and their Icons.	12
V	Spreadsheet Overview – Creating Worksheet - Managing and Analyzing Complex Worksheet – Creating Charts – Creating Form Templates – Sharing Data Between Applications	12

Record Note, Observatory, Seminar, Quiz, Assignment

REFERENCE BOOK

1. Sanjay Saxena, “MS-Office 2000”, Vikas Publishing House Private Ltd.

2. Timothy J.O’Leary and LindaiO’Leary, “ MS-Office “, IRWIN/McGraw Hill

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB3N1	Title	Batch	2018-2021
		Global Business	Semester	III
Hrs/Week	1		Credits	2

Objective

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

Course Outcomes

K1	CO1	To keep in mind about the evolution of international business.
K2	CO2	To understand the modes of entering international business.
K3	CO3	To apply the changes of MNCs in global business.
K4	CO4	To analysis the various terminology used in international business.

Unit	Content	Hours
I	**Introduction To International Business**: Evolution of international business, nature of international business, need & importance of International Business, *stages of internationalization*.	3
II	**Modes Of Entering International Business**: International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, ,Joint ventures-Mergers and Acquisitions- Foreign direct investment -Comparison of different modes of entry.	3
III	**Globalization**: Meaning- Definition and Features-Globalization, -Advantages and Disadvantages, Socio–Cultural, Political &Legal and Economic Implications, *Globalization and India*. GATT and WTO.	2
IV	**MNCS And International Business:** Definition, Distinction among Domestic Companies, International company, MNC, Global Company and TNC, Merits and Demerits, MNC s and India.	2

V	**Export Import Documentation**: Important Trade Terms in International Trade:[Introduction: CIF, F.O.B, F.O.B Contract with additional services, F.O.B Contract FAS, EX SHIP & Arrival Contracts, C& F, EX WORKS & EX STORE CONTRACTS, FOR CONTRACTS, SALE OF A CARGO & EX-QUAY Contracts.	2

*** Italic denotes self-study topic

Power point Presentations, Case study,Seminar, Quiz, Assignment

REFERENCE BOOK

1. SumatiVarma. (2013). International Business (1st edi), Pearson.
2. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
3. Warren J. Keegan. (2010). Global Marketing Management (9th edi), Prentice Hall of India, New Delhi.
4. International Business by Daniel and Radebaugh –Pearson Education- 10th Edition

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB3N2</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Tourism Marketing</td><td>Semester</td><td>III</td></tr>
<tr><td>Hrs/Week</td><td>1</td><td>Credits</td><td>2</td></tr>
</table>

Course Objective

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

Course Outcomes

K1	CO1	To remember the role of marketing in tourism.
K2	CO2	To understand the marketing mix strategies for a tourism product.
K3	CO3	To apply the elements in the marketing planning process.
K4	CO4	To evaluate stakeholders and variables in the marketing environment.

Unit	Content	Hours
I	**Marketing:** Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. *Economic importance of marketing.*	2
II	**Analysis and selection of market:** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)	2
III	**Marketing Strategies:** Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.	3
IV	**Planning marketing programmes :**Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. *Distribution channels and strategies*.	2

V	**Tourism Marketing:** Service characteristics of tourism, Unique features of tourist demand and tourist product, Tourism Marketing Mix. Marketing of Tourism, Services: Marketing of Airlines, Hotel, Resort, *Travel Agencies* and other tourism related services – Challenges and Strategies	3

*** Italic denotes self-study topic

Seminar, Assignment

REFERENCE BOOK

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
2. Sinha, P.C : Tourism marketing
3. Vearne, Morrisson Alison: Hospitality marketing
4. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
5. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
6. Crough, Marketing Research for Managers.
7. Singh Raghubir, Marketing and Consumer Behaviour.
8. Patel, S.G., Modern Market Research, Himalaya Publishing

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Busines	
Course Code	18UIB409	Title	Batch	2018-2021
		Business taxation	Semester	IV
Hrs/Week	5		Credits	4

Course Objective

To train the students with taxation skills required for international business.
To make aware the various framework of business taxation.

Course Outcomes

K1	CO1	To keep in mind about the basic objectives of taxation.
K2	CO2	To understand the basic types of indirect taxation followed in India.
K3	CO3	To apply framework of business taxation.
K4	CO4	To analyze the role of indirect taxation in Indian economy.

Unit	Content	Hours
I	Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.	11
II	Central Excise Duty – Classification – *Levy and Collection of Excise duty* – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.	10
III	The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.	9
IV	Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – *Goods of Special Importance* – Offences and penalties.	9
V	Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.	9

*** Italic denotes self-study topic

Power point Presentations, Brain storming, Seminar, Quiz, Assignment

REFERENCE BOOK

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Practical Approach to Income Tax – Ahuja Girish and Gupta Ravi
5. Students Guide to Income Tax by Dr.Vinod K. Singhania and Monica Singhania.
6. Indirect Taxes – Datty
7. Business Taxation – T.S.Reddy&Dr.Hariprasad Reddy

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB410</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">International Trade Procedures & Documentation</td><td>Semester</td><td>IV</td></tr>
<tr><td>Hrs/Week</td><td>5</td><td>Credits</td><td>4</td></tr>
</table>

Course Objective

To train the students with trade procedures required for doing international business.
To make aware the various dynamics in documentation.

Course Outcomes

K1	CO1	To keep in mind about the trade procedures and documentation needed for exports.
K2	CO2	To get the idea on various documents used for international trade.
K3	CO3	To apply basic policy and terms followed in export import business.
K4	CO4	To analyse the role of documentation in international trade.

Unit	**Content**	**Hours**
I	International Market Research – Strategies, Product Planning, and Cost estimation, sales Forecast, Different Registers, Significance of Documentation & Related procedures, Export management, Organization Structure.	14
II	Export and Import Policy and Procedures, Preliminary information, Export sales Quotation, Different Inco terms: FOB / C&F, CIF etc. *Methods of payments*.	15
III	Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, and other related procedures of registration.	16
IV	Exchange Control Regulations: RBI Guide Lines, Authorised Dealers, *FERA / FEMA*, Permitted Currencies, Export Realization, Procedure & Related documents.	15
V	Export Documents : Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading / Airway Bill, Bill of Exchange, Shipping Bill, Certificate of Origin, Invoice, Packing List, GSP Certificate, Legislation of Documents, Bank Certificate of Export & Realization	12

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Foreign trade policy procedures and documents – M.I. Mahajan

2. 100% Export oriented unites special economic zones award procedure – S.M. Bhatt Nagar

3. Import – M.I. Mahajan

4. Import Management – Nand Kishore sharmas

5. Import do it yourself – M.L. Mahajan

Mapping

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

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

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
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Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – Internationa Business	
Course Code	18UIB411	Title	Batch	2018-2021
		Global Business Environment	Semester	IV
Hrs/Week	5		Credits	4

Course Objective

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

Course Outcomes

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

Unit	Content	Hours
I	Introduction to Global Business Environment – Meaning – Nature – Concept – Scope of Global Business – Modes of Entry into International Business – *Internationalization Process* - Globalisation – Concepts – Levels – Causes – Issues and Concerns.	15
II	International Business Environment – STEPIN factors – Social & Cultural – Technology – Economic – Political & Legal – Natural factors – Framework for analysing International Business Environment.	15
III	Balance of Payment Account: Concepts and Significance of Balance of Payment account – Current and Capital account components – Accounting system – Balance of Payment deficits and correction policies.	16
IV	International Economic Intuitions and agreements – WTO, WTO and Developing countries – IMF – World Bank (IBRD) – UNCTAD – International commodity trading and agreement	14
V	Regional Integration – European Union – NAFTA – SAFTA – APEC – LAFTA – SAARC – NATO – ASEAN – *BRICS* - Recent Trends	12

*** Italic denotes self-study topic

Power point Presentations, Seminar ,Quiz, Assignment, Case study

REFERENCE BOOK

1. Essentials of Business Environment – K. Aswathappa
2. Business Environment – Francis Cherunilam
3. Business Environment – Chopra, R.K.
4. Legal Environment of Business – K. Aswathappa
5. Government Grading in India & France – IIFT
6. Marketing Segmentation – S.A. Sherlekar

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – Internationa Business	
Course Code	18UIB412	**Title**	**Batch**	2018-2021
		Principles of Logistics	**Semester**	IV
Hrs/Week	4		**Credits**	3

Course Objective

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

Course Outcomes

K1	CO1	To keep in mind about role of logistics within the firm as well as between organization.
K2	CO2	To understand the structure of logistics management.
K3	CO3	To apply the logistics strategy to redefine the points necessary to make this harmonization.
K4	CO4	To analyze the importance of the term value creation and to propose actions in the field of management of logistics.

Unit	**Content**	**Hours**
I	Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-*retails logistics*-Emerging concept in logistics.	12
II	Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistic Management- Evolution of the concept- model - process-activities (in brief).	12
III	Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers	12
IV	Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy	12
V	Quality customer service & integrated logistics-customer service-importance elements- *the order cycle system*-distribution channels-Functions performed-Types designing.	12

*** Italic denotes self-study topic

Power point Presentations, Activity, Case study, Quiz, Assignment

REFERENCE BOOK

1. David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox& David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi&RakeshSingh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
4. KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.
5. Logistics and Supply chain management - D.K. Agrawal

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB413	Title	Batch	2018-2021
		Practical Banking-II	Semester	IV
Hrs/Week	4		Credits	3

Course Objective

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

Course Outcomes

K2	CO2	To understand the types of online banking facility available for end users.
K3	CO3	To apply framework of smart banking.
K4	CO4	To analyse the role of internet banking in current scenario.

Unit	Content	Hours
I	**Online Booking:** Bus ticket – Online portal – Various transport services – Train ticket – IRCTC – User Id registration and ticket preference – Air/Flight ticket – Agencies involved in Air ticket – Individual login registration	11
II	**Domestic Usages Online :** Electricity Bill – Water payment charges – Property tax – Gas Booking – Cell phone Recharge – DTH Recharge – Pay TM – Free charge – Other Agencies supporting these recharge	10
III	**Smart Banking** – Mobile Banking – Internet Banking – ATM – Debit card – Credit card – Cash cards – Payment wallet	9
IV	**Terminology in Banking** : NEFT – RTGS – CBS – IFCS – MICR – Clearance of cheque – DD – Bankers cheque	9
V	**Forex Account**: Opening of NRI account, NRO account and NRE account.	9

REFERENCES: Internet Sources of relevant websites.

Assessment: ID Generation, Creation and Login Test; Payment Test

Record Note, Observation Note, Assignment, Experience Discussion

Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com – IB	Programme Title	Bachelor of Commerce – International Busines	
Course Code	18UIB4A4	Title	Batch :	2018-2021
		Business Application Software – II	Semester	IV
Hrs/Week	5		Credits:	4

Objective

This paper would make students learn about the latest version MS Windows operating system. The application software covered under this paper would include MS PowerPoint and access.

Course Outcomes

K2	CO2	To get the idea of about company presentation by using power point.
K3	CO3	To implement database creation and its usage in current business.
K4	CO4	To evaluate the role of business application software role in international business.

Unit	Content	Hours
I	**Microsoft PowerPoint:** Basics – Using Text – Adding Visual Elements – Charts and Tables – Drawing – Clipart – Sounds – Animation – Apply Time Transitions to Slides - Menus, Toolbars and Navigation in Power Point.	12
II	Working with PowerPoint: Slide Sorter – Date and Time – Symbol – Slide Layout – Font – Slide Colour Schema – Macros – Custom Animation	12
III	**Microsoft Access**: Database Overview- Creating Database – Creating database through Table Wizard – Modifying Table.	12
IV	Creating a Table – Rename Columns – Saving the Database – Relationships - Forms.	12
V	Filtering and Querying Tables – Crating Reports and Mailing Labels – Sharing Information between Applications.	12

Record Note, Observation Note, Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Sanjay Saxena, “MS-Office 2000”, Vikas Publishing House Private Ltd.

2. Timothy J.O’Leary and LindaiO’Leary, “ MS-Office “, IRWIN/McGraw Hill.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – Internationa Business	
Course Code	18UIB4N3	**Title**	**Batch**	2018-2021
		Global logistics	**Semester**	IV
Hrs/Week	1		**Credits**	2

Objective

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

Course Outcomes

K1	CO1	To keep in mind about the importance of business logistics in current scenario.
K2	CO2	To understand the role of logistics in a market oriented society.
K3	CO3	To apply the theoretical knowledge with practical knowledge on logistics.
K4	CO4	To analyze the general concept of customer service application of logistics information systems.

Unit	**Content**	**Hours**
I	**Introduction to Business Logistics:** Business Logistics: Origin, meaning and definition, Importance of logistics in modern business and foreign trade, Objectives of business logistics, Logistics- Strategy & Planning	3
II	**Transportation Management:** Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance, Service choices and their characteristics, *Transport Service Selection*, Vehicle Routing & Scheduling: meaning and importance.	3
III	**Inventory Management &Control:** Inventory: Meaning, definition, types and role, Appraisal of inventories, Inventory Objectives, Storage & handling decisions, Inventory control.	2
IV	**Warehousing & Location Management:** Warehouse: Meaning, definition, types and importance. Location/Facility Management: Meaning and importance, *Ware house layout*.	2

V	**Purchasing and Sourcing Management:** Introduction, nature and scope, importance of purchasing, purchasing process, trends for improved productivity.	2

*** Italic denotes self-study topic

Power point Presentations, Group discussions, Seminar, Experience Discussion

REFERENCE BOOK

1. Business Logistics/Supply Chain Management: Ronal H. Ballou& Samir Srivastava: Pearson
2. Management of Business Logistics - A supply Chain Perspective: Coyle,Bardi, Langley
3. Text book of Logistics and Supply Chain management: D.K.Aggarawal
4. Logistic Management -A Supply Chain Imperative: Vinod V. Sople
5. Logistical Management- Donald J. Bowersox& D.J. Closs

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB4N4</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Tour Operation Management</td><td>Semester</td><td>IV</td></tr>
<tr><td>Hrs/Week</td><td>1</td><td>Credits</td><td>2</td></tr>
</table>

Course Objectives

To equip the students with tour operations

To make aware the various places of tourism in world

Course Outcomes

K1	CO1	To remember basic knowledge of the tour operation industry.
K2	CO2	To understanding legal aspects in tour and travel operations.
K3	CO3	To apply the travel related procedure and activities.
K4	CO4	To analyze the travel transfer and accommodation planning.

Unit	**Content**	**Hours**
I	Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telex & Fax, *special Handling of business correspondence*, Method of Taking Care of Customers.	3
II	Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other	2
III	International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges	2

IV	Places of Tourist interest in various destinations in India, Types of accommodation available, *Modes of transportation and length of stay*. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.	3
V	Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.	2

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Chand, M., Travel Agency Management: An Introductory Text Seth, P. N., Successful Tourism Management
2. Travel operation: South Asia Integrated Tourism Human Resource Development Programme (SAITHRDP)Tour Guiding: SAITHRDP.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB514	Title	Batch	2018-2021
		Fundamentals of Supply Chain Management	Semester	V
Hrs/Week	5		Credits	4

Course Objective

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

Course Outcomes

K1	CO1	To recollect the role of supply chain in international scenario.
K2	CO2	To understand fundamental supply chain management concepts.
K3	CO3	To apply knowledge to evaluate and manage an effective supply chain.
K4	CO4	To analyze and improve supply chain processes.

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

*** Italic denotes self-study topic

Power point Presentations, Case study,Seminar, Quiz, Assignment

REFERENCE BOOK

1. Strategic Logistics Management by D.M. Lambert and J.R. Stock.

2. The Management of Business Logistics by J.J Coyle, E.J. Bardi and C.J. Langley.

3. Logistical Management by D.J. Bowersox, D.J. Closs, O.K. Helferich.

4. Business logistics Management by Ronald H. Ballou

5. Inventory Management and Production Planning and Scheduling by Edward A. Silver, David F. Pyke&Rein Peterson

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB515</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">EXIM Management</td><td>Semester</td><td>III</td></tr>
<tr><td>Hrs/Week</td><td>5</td><td>Credits</td><td>4</td></tr>
</table>

Course Objective

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

Course Outcomes

K1	CO1	To keep in mind about the fundamentals of export and import policy.
K2	CO2	To picture the overview of export and import procedure.
K3	CO3	To implement payment methodology followed in international settlements.
K4	CO4	To figure out the custom clearance procedure and agencies in Exim business.

Unit	Content	Hours
I	FUNDAMENTALS OF IMPORT AND EXPORT : Role of Import and Export Trade in an Economy - Institutional Framework for Foreign Trade in India -Role of Director General of Foreign Trade and Commerce	15
II	OVERVIEW OF EXPORT AND IMPORT Marketing for Exports - Negotiation and finalization of Export contract - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses	15
III	DOCUMENTATION FRAMEWORK: Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - *Role of Logistics in Import*	16
IV	CREDIT AND PAYMENTS Payment methods in Foreign Trade - Documentary Credit / Letter of Credit–UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.	15
V	CUSTOMS CLEARANCE AND AGENCIES Roles of Service providers in EXIM transactions –Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors – Quarantine Agencies – Pest Control Agencies – Chamber of Commerce.	11

*** Italic denotes self-study topic

Seminar, Assignment, Experience Discussion

REFERENCE BOOK

1. Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.
2. UshaKiranRai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.
3. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Dr. G. Vignesh	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	Programme Title	Bachelor of Commerce – International Business	
Course Code	18UIB516	Title	Batch	2017-20
		Information Security & Executive Communication	Semester	V
Hrs/Week	4		Credits	3

Course Objective

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

Course Outcomes

K1	CO1	To recollect and respond the communication difference effectively.
K2	CO2	To understand opportunities in the field of communication.
K3	CO3	To apply communication theories.
K4	CO4	To analyse the current technology related to the communication field.

Unit	Content	Hours
I	Components of communication system – transmission media- protocol definition-introduction to TCP/IP – wireless network-basics of internet- types of attack- information security goals-information security threats and vulnerability, spoofing identity, tampering with data, repudiation, information disclosure, denial of service, *elevation of privilege.*	10
II	Authentication-password management-e-commerce security-windows security -network security: network intrusion detection and prevention systems-firewalls-software security-web security: user authentication, authentication-secret and session management, cross site scripting, cross site forgery, SQL injection. Computer forensics- Steganography.	10
III	Business Communication: Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters - Layout.	8
IV	Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.	10
V	Application Letters – *Preparation of Resume* - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations.	10

*** Italic denotes self study topic

Power point Presentations, Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Chand & Sons, New Delhi, 2006.

2. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.

3. Rodriquez M V, "Effective Business Communication Concept" Vikas Publishing Company, 2003.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – International Business	
Course Code	18UIB517	**Title**	**Batch**	2018-2021
		Human Resource Management	**Semester**	V
Hrs/Week:	5		**Credits**	3

Course Objective

To familiarize the students with the different aspects of managing Human Resource in the Organization

To equip the students with appropriate knowledge and skills required for acquisition, development and retention of Human Resources

Course Outcomes

K1	CO1	To keep in mind the specific human resource component of the organization's business plan.
K2	CO2	To understand the specific features of recruitment, selection & retention process in company.
K3	CO3	To execute the performance appraisal methods for a company.
K4	CO4	To analyze the functioning of human resource management in the domestic and international context.

Unit	Content	Hours
I	-Introduction – Human Resource Management (HRM) – Concept, Scope, functions. Human Resource Procurement: - Manpower planning – concept and objectives, process of manpower planning.	12
II	Recruitment, meaning, Source of Recruitment, Modern trends in Recruitment. Selection – Meaning and Important- Steps in selection procedure. Interviews – Types of Interviews – Test – types of test, physical examination, induction, follow up. Job changes – transfer, promotions, demotions, separations.	12
III	Human Resource Development:-Training – Concept and importance, Methods of Training. Executive Developments – Process and Techniques - Career Planning and Development	12
IV	Compensation Management: Job evaluation – concept and process of job evaluation – Advantage and Limitations of job evaluation. Components of employee remuneration – Basic Wage, Dearness allowance, Bonus – Fringe benefits and incentives. Performance and potential appraisal – concept and	12

	objectives, traditional and modern methods. Limitations of Performance appraisal	
V	Personal Grievance Redressal: Grievance – meaning and causes of grievances, Procedure of grievances handling – Absenteeism Discipline –code of discipline.	12

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion

REFERENCE BOOK

1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.

2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff.

3. Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.

4. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford.

5. Greenhaus, J.H., Career Management, Dryden, New York.

6. Aswathappa. K, Human Resource Management

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB518</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Tally – I</td><td>Semester</td><td>V</td></tr>
<tr><td>Hrs/Week</td><td>5</td><td>Credits</td><td>5</td></tr>
</table>

Course Objective

This course is designed to impart knowledge regarding concepts of financial accounting used in tally.

Course Outcomes

K2	CO2	To understand the accounting concept, tools and technique influencing business organization.
K3	CO3	To apply alteration and deletion of details in tally.
K4	CO4	To review the trial balance, profit and loss and final accounts in tally software.

<table>
<tr><th>Unit</th><th>Content</th><th>Hours</th></tr>
<tr><td>1</td><td>1. Creation / Setting up of a company in tally.
2. Alteration of companies’ details.
3. Ledger creation and display of ledger.
4. Ledger alteration and deletion.
5. Voucher creation and display of voucher.
6. Voucher alteration and deletion.
7. Preparation of trail balance.
8. Preparation of profit and loss account.
9. Preparation of final accounts.
10. Preparation of the following subsidiary books:
• Purchase book
• Sales book
• Purchase return
• Sales return
11. Prepare and display of stock summary.
12. Go down creation and alteration</td><td>60</td></tr>
</table>

Record Note, Observatory Note, Seminar, Quiz, Assignment, Experience Discussion

Assessment: Practical Test – 1

Practical Test – 2

Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – Internationa Business	
Course Code	18UIB519	**Title**	**Batch**	2018-2021
		EXIM Documentation – I	**Semester**	V
Hrs/Week	4		**Credits**	3

Objective

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

Course Outcomes

K2	CO2	To understand the steps, procedure and formalities in export business and its applications.
K3	CO3	To implement the basic registration forms and export documents.
K4	CO4	To evaluate the transport documents needed for exports.

Content	Hours
Registration Forms for Exporter; 1. Permanent Account Number (PAN) 2. Import Export Code (IEC) 3. Registration Cum Membership Certificate (RCMC) 4. Bank Guarantee	16
Basic Export Documents; 1. Commercial Invoice 2. Consular Invoice 3. Customs Invoice 4. Packing List 5. Certificate of origin 6. Certificate of Insurance 7. Bill of Exchange 8. Shipment Advice	16
Transportation Documents; 1. Bill of Lading / Mate Receipt 2. Airway Bill 3. Railway Receipt 4. Lorry Receipt 5. Combined Transport Document(CTD)	16

Assessment: Documentation Filing Test – 1

Documentation Filing Test – 2

Record Note, Observatory Note, Seminar, Quiz, Assignment

Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com - IB	**Programme Title**	Bachelor of Commerce – International Busines	
Course Code	18UIB5S1	**Title**	**Batch**	2018-2021
		Personality Building	**Semester**	V
Hrs/Week	1		**Credits**	2

Course Objective

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

Course Outcomes

K1	CO1	To keep in mind about the importance of personality building.
K2	CO2	To get the idea on body language and public speaking.
K3	CO3	To execute the business etiquette.
K4	CO4	To interpret the communication skills with organizations.

Unit	**Content**	**Hours**
I	Communication Skills- importance of communication- development of communication - *Communication in an organization*.	3
II	Public Speaking- Developing public speaking skills- Factors influencing in public speaking Do’s and don’ts in public speaking.	2
III	Body Language- Importance- Gestures- facial expressions- hand shaking- Do’s and Don’ts.	3
IV	Group Discussion- Importance- Types- *Role playing* – points to be considered in group discussion.	2
V	Business etiquette-objectives-table manners-Time Management- Barriers to time management- points to be considered to maintain time management.	2

*** Italic denotes self study topic

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

Power point Presentations, Case study, Seminar, Quiz, Assignment

Mapping

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

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

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<tr><td rowspan="2">Course Code:</td><td rowspan="2">18UIB5S2</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Garment costing</td><td>Semester</td><td>V</td></tr>
<tr><td>Hrs/Week</td><td>1</td><td>Credits</td><td>2</td></tr>
</table>

Course Objective

To equip the students with costing terminologies

To make aware the various dynamics in Garment Industry

Course Outcomes

K1	CO1	To remember the cost related to garment industry.
K2	CO2	To get the idea about pattern in apparel industry costing.
K3	CO3	To apply apparel marketing cost analysis for garment costing.
K4	CO4	To analyze the budgeting process for apparel industry.

Unit	Content	Hours
I	Introduction to Cost Accounting : Responsibility accounting, uses of cost accounting, elements of cost, Direct material, Direct labour, factory overhead; cost of goods manufactured statements, cost behavior	2
II	Patterns in the apparel industry-fixed variable, semi variable job order for process costing; Accounting for factory overhead: Capacity level concepts, production and service departments direct and indirect costs over and under applied overhead. *cost volume profit analysis;*	3
III	Breakeven analysis: Contribution margin, Variable, cost ratio, marginal income.; sales mix by garment style, effect of volume change, price/column analysis	2
IV	Apparel Marketing cost Analysis: Marketing cost accounting, marketing cost standards, variance analysis for marketing cost, effective variance, price variance; Determining Pricing of apparel products: Price elasticity of demand and supply, sample costing-marginal revenue and marginal cost, cost plus pricing methods; Full cost pricing, conversion cost pricing differential cost pricing .variable cost pricing, direct cost pricing derivation of cost of apparel products-woven knits:	3

V	The budgeting process: Budgeting principles for the apparel industry, *fixed vs. variable budget* ,master budget, laminations of budgets any justification effort	2

*** Italic denotes self-study topic

Power point Presentations, Case Study, Seminar, Quiz, Assignment

REFERENCE BOOK

1. Richord D. Irwin Icn, "Principles of cost Accounting: Managerial Applications" Revised by Gayle Rayburn 1983

2. Sultan Chand&sons" Management Accounting"New Delhi, 2nd edition 1998

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com – IB	**Programme Title**	Bachelor of Commerce – International Busines	
Course Code:	18UIB620	**Title**	**Batch**	2018-2021
		Global Sourcing Management	**Semester**	VI
Hrs/Week	6		**Credits**	4

Course Objective

On successful completion of this course, the student should be well versed in the fundamental concepts of Auditing

Course Outcomes

K1	CO1	To recollect the legal aspects of global sourcing management.
K2	CO2	To understand global sourcing process and condition.
K3	CO3	To apply the general condition for efficient global sourcing.
K4	CO4	To analyze the profitable growth and increasing the stakeholder value through global sourcing.

Unit	**Content**	**Hours**
I	Global Sourcing – procuring from all over the world: Meaning, Opportunities and Challenges in Global Sourcing – Differences between Global Sourcing and other sourcing Strategies - Global Sourcing Process – examples of successful companies profiting from Global Sourcing – General conditions required for efficient Global Sourcing.	15
II	The most attractive regions for international procurement: important criteria when selecting country – *Significant tools for country assessment* – sourcing market: China, India, and Eastern Europe.	15
III	Global Sourcing as a profit booster – products suitable for Global Sourcing – Positioning the purchasing department for Global Sourcing – Operational procurement – Strategic procurement management – Clear decision for or against Global Sourcing – Product specification for comparable offers – Suitability for various countries for various products – Search for finding optimal supplier – supplier information for Global Sourcing – Procurement, Controlling.	15
IV	Legal aspects of Global Sourcing – basic elements of Global Sourcing contract - Significance of Global Sourcing of the UN convention on contracts for the international sale of goods –Agreements on default – payment terms – securities – Enforcement of claims in International Business – Assessment of country and debtor risk.	15

V	Profitable growth and increasing the shareholder value through Global Sourcing - Global Sourcing as a growth booster – Global Sourcing as a value enhancement instrument for private equity houses – *Positive effects of Global Sourcing on shareholder value.*	12

*** Italic denotes self-study topic

Seminar, Quiz, Assignment

REFERENCE BOOK

1. GerdKerkhoff "Global Sourcing –for the future", Wiley publishers.
2. Borstelmann, Kai,"Global Sourcing", Wiley publishers. 80
3. Wolfgang Schneid, "Global Sourcing – Strategic Reorientation of purchasing", Grin Verlag

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB621</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">International Finance</td><td>Semester</td><td>VI</td></tr>
<tr><td>Hrs/Week</td><td>6</td><td>Credits</td><td>4</td></tr>
</table>

Course Objective

After the successful completion of the course the student should have a thorough knowledge on the Management Accounting Techniques in business decision making.

Course Outcomes

K1	CO1	To recollect the models with capital flows and show their relevance to the global finance.
K2	CO2	To understand the key factors that influence international finance.
K3	CO3	To apply theories of currency market movements.
K4	CO4	To analyze historical and contemporary international financial systems and compare their relevance to financial markets.

Unit	Content	Hours
I	Terms of Payment - Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis, *Import Trust Receipt*; Deferred Payment Imports.	15
II	Sources of Finance - Short-term sources and Medium and long term sources of Finance (Factoring, Forfeiting, External Commercial Borrowing).	12
III	Pre-shipment Finance (Packing Credit) – Pre-shipment finance in Indian rupee, Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.	15
IV	Post-shipment Finance in Indian Rupees - By a) Purchase of Export Bills b) Goods sent on consignment c) Indrawn balance d) Retention Money e) Claims of duty drawback, f) *Negotiation of Export Documents drawn under* L/C. g) Post shipment credit in Foreign Currency.	15
V	Import Finance- a) Sellers credit b) Trust receipt finance by commercial bank c) Bankers acceptance d) Discounting of trade drafts e) Buyers credit-short term loans from foreign banks - EXIM Bank	15

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Case Studies

REFERENCE BOOK

1. Finance of International Trade – Whitting D.P
2. The Finance of International Business – Kettel Brain
3. Foreign Exchange – C.Jeevananandan
4. How to export – Nabhi Publication
5. Export Import Procedures &Documention – KhushpatS.Jain

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB622</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Shipping and Ocean Freight Management</td><td>Semester</td><td>VI</td></tr>
<tr><td>Hrs/Week</td><td>4</td><td>Credits</td><td>3</td></tr>
</table>

Course Objective

To equip the students with skills required for logistics in global trade
To make aware the various dynamics in managing logistics.

Course Outcomes

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

Unit	Content	Hours
I	Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - superstructure - tonnages &cubics - drafts & load lines - flag registration - Different types of cargo. (Packaging, utility or value). Trimming - Cleansing - Unitized cargo	12
II	Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services – Seaports – Vessel Operations – pilotage - Stevedoring - Dock Labour Boards - charges –Automated Container Handling - *security at ports and harbours*. Role of security agencies - lighterage services.	12
III	Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service	12
IV	Operations - Volume / Weight calculations - Shipment Planning basics – Preparing & loading containers– Types of container services - FCL - Consolidation –LCL - Advanced Scientific shipment planning –Container de-stuffing	12

V	Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – *Multimodal Transport Document (MTD)* - Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation - Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.	12

*** Italic denotes self-study topic

Power point Presentations, Case study, Seminar, Assignment

REFERENCE BOOK

1. Michael Robarts, Branch‟s Elements of Shipping, Ninth Edition, Routledge, 2014.

2. Peter Brodie, Commercial Shipping Handbook, Third Edition, Informa Law from Routledge, 2014.

3. Review of Maritime Transport, UNCTAD, 2014.

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code	B.Com – IB	**Programme Title**	Bachelor of Commerce – Internationa Business	
Course Code:	18UIB623	**Title**	**Batch**	2018-2021
		Tally – II	**Semester**	VI
Hrs/Week:	6		**Credits**	5

Course Objective

It provides tally fundamental learning how to use of tally, processing of transactions, report generation and cost category.

Course Outcomes

K2	CO2	To understand the bill wise details and bank reconciliation statement.
K3	CO3	To implement a program to calculate foreign gain or loss.
K4	CO4	To analyse a programme for vat and TDS using tally.

Content	**Hours**
1. Prepare bill -wise details. 2. Display of bank reconciliation statement. 3. Design cost centre and cost categories. 4. Display of ratio analysis. 5. Printing and displaying the content of check using tally. 6. Interest calculation using interest parameter rate at 14%. 7. Interest calculation using interest parameter rate at 12% & 16%. 8. Generating a program to calculate foreign gain/loss. 9. Design a programme for VAT calculation. 10. Budget displaying. 11. Calculate of TDS using tally. 12. Preparation of fund flow and cash flow statement.	72hours

Record Note, Observation Note, Seminar, Quiz, Assignment, Experience Discussion

Assessment: Practical Test – 1

Practical Test – 2

Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB624</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">EXIM Documentation - II</td><td>Semester</td><td>VI</td></tr>
<tr><td>Hrs/Week</td><td>6</td><td>Credits</td><td>5</td></tr>
</table>

Course Objective

It aims to provide basic practical knowledge about regulatory documents, transport documents and procedure followed in India

Course Outcomes

K2	CO2	To understand the basic regulatory documents need for custom clearance.
K3	CO3	To implement and identify sources of information on export restrictions and documentation associated with foreign countries.
K4	CO4	To analyse the role of INCOTERMS in international trade.

Content	Hours
Regulatory Documents; 1. Exchange Control Declaration Form – GR Form 2. PP Form 3. SOFTEX Form 4. Freight Payment Certificate 5. ARE1 Form 6. Bill of Export – Land ways	24
Bill of Entry- Import Document 1. Bill of Entry for Home Consumption 2. Bill of Entry for Warehouse 3. Bill of Entry for Ex. Bond Clearance for Home Consumption 4. EDI declaration Form for Import	24

Assessment: Documentation Filing Test – 1 Documentation Filing Test – 2

Record Note, Observation Note, Seminar, Quiz, Assignment, Experience Discussion

Assessment Methodology:

CIA: 40 Marks: Test 20 M; Record 10 M; Observation 10 M

CE: 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
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<tr><td rowspan="2">Course Code</td><td rowspan="2">18UIB6S3</td><td>Title</td><td>Batch</td><td>2018-2021</td></tr>
<tr><td rowspan="2">Intellectual Property Rights</td><td>Semester</td><td>VI</td></tr>
<tr><td>Hrs/Week</td><td>1</td><td>Credits</td><td>2</td></tr>
</table>

Course Objective

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

Course Outcomes

K1	CO1	To remember differentiating different types of intellectual property and their roles in contributing to organization.
K2	CO2	To understand the framework of strategic management of intellectual property.
K3	CO3	To execute derive value from intellectual property and leverage its value in new product.
K4	CO4	To evaluate the legal management of intellectual property and understanding of real life practice.

Unit	Content	Hours
I	**Overview of Intellectual Property:** Need for IPR – IPR in India and Abroad – Importance of IPR	3
II	**Patents:** Patentdocument– *Granting of patent* – Rights of patent – Drafting and filing of a patent.	2
III	**Copy Right:** Meaning – Coverage – Protection of Copy Right – Other Related Rights – Distinguish between related rights and copyright	3
IV	**Trade Marks:** Meaning – Rights – Kinds of signs – Types of trademark – Functions – *Well know marks*	2
V	**Unfair Competition:** Meaning – Relationship between unfair and intellectual property laws – Merits and Demerits of unfair Competition	2

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Experience Discussion, Case Studies, Group Discussions

REFERENCE BOOK

1. P.N. Chereminisin off, R.P. Ouellette and R.M. Bartholomew, Biotechnology Applications and Research, Technomic Publishing Co., Inc. USA, 1985
2. AjitParulekar and Sarita D' Souza, India Patents Law – Legal & Business Implications; Macmillan India ltd, 2006
3. B.L. Wadehra; Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications; Universal law Publishing Pvt. Ltd., India 2000

Mapping

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

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

Course Designed by	**Verified by HoD**	**Checked by CDC**	**Approved by COE**
Mr. N. Bhuvaneshkumar	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
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Programme Code	B.Com – IB	**Programme Title**	Bachelor of Commerce – Internationa Business	
Course Code:	18UIB6S4	**Title**	**Batch**	2018-2021
		Garment Merchandising	**Semester**	VI
Hrs/Week	1		**Credits**	2

Objective

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

Course Outcomes

K1	CO1	To recollect the fundamentals of merchandising in garment industry.
K2	CO2	To understand production methods appropriate to product quality and cost.
K3	CO3	To implement the standardization concept and quality in apparel industry.
K4	CO4	To review the elements of visual merchandizing.

Unit	Content	Hours
I	Fundamentals of merchandising - Responsibilities of the merchandiser – Merchandise planning: target markets, market segmentations and marketing Research.	2
II	Planning and Controlling and control tools: marketing calendar, merchandise Calendar, sales forecast - Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption -Pricing: pricing strategies, *objectives*, *pricing formula* - Costing principles and strategies	2
III	Introduction to Standardization and Quality control in apparel industry- Importance of consumer perception of apparel quality- Managing apparel quality through inspection and sampling procedures.	3
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	3
V	Fashion Visual Merchandising- *Functions of Visual Merchandising*- Elements of Visual Merchandising - Store exteriors, interiors& windows – image, atmosphere 7 theatrics - Display props, fixtures, mannequins, floral, signage & graphics.	2

*** Italic denotes self-study topic

Seminar, Quiz, Assignment, Case Analysis

REFERENCE BOOK

1. Rosenau, J. A., Wilson David L. David., Apparel Merchandising-The line starts here, Fairchild publications, New York.2006

2. Mehta, Pradeep., Managing Quality in the Apparel Industry, New Age International Pvt. Limited,2004

3. Stone, Elaine. & Samples, J.A., Fashion Merchandising, McGraw Hill Book Co

Mapping

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

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

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