PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

NGM COLLEGE - POLLACHI

M. COM – INTERNATIONAL BUSINESS

OUTCOME-BASED EDUCATION – SYLLABUS

ACADEMIC YEAR

2019 - 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 – M. Com International Business
(With effect from 2019-2021 Batch)

SEMESTER - I								
S. No	Subject Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	19 PIB 101	Cyber Security and Business Communication	6	3	25	75	100	3
2	19 PIB 102	Accounting for Decision Making	6	3	25	75	100	4
3	19 PIB 103	Management & Marketing - International Perspective **(CORE -1)**	6	3	25	75	100	4
4	19 PIB 104	International Business Relations **(CORE -2)**	6	3	25	75	100	4
5	19 PIB 105	Product Launch Practical	6	-	40	60	100	3
Sub Total			**30**				**500**	**18**

SEMESTER - II								
S. No	Subject Code	Subject	Hours/ Week	Hours/ Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	19 PIB 206	Shipping and Air Cargo Management **(CORE -3)**	6	3	25	75	100	4
2	19 PIB 207	Foreign Trade Procedures & Documentation **(CORE -4)**	6	3	25	75	100	5
3	19 PIB 208	Logistics & Freight Management **(CORE -5)**	6	3	25	75	100	5
4	19 PIB 209	Supply Chain Management **(CORE -6)**	6	3	25	75	100	5
5	19 PIB 210	Map Reading & Documentation Filing Practical	5	-	40	60	100	4
6	19 PIB 2N1 19 PIB 2N2	Fundamentals of Global Business Financial Report Analysis	1	3	-	100	100	2
Sub Total			**30**				**600**	**25**

SEMESTER - III								
S. No	Course Code	Subject	Hours / Week	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	19 PIB 311	Research Methodology	5	3	25	75	100	4
2	19 PIB 3E1	International Economics	6	3	25	75	100	5
3	19 PIB 312	Export Import Finance **(CORE -7)**	6	3	25	75	100	5
4	19 PIB 313	Global Financial Management **(CORE -8)**	6	3	25	75	100	5
5	19 PIB 3E2	Foreign Exchange Management	6	3	25	75	100	5
6	19 PIB 314	Mini Industrial Project*	1	-	20	80	100	2
Sub Total			**30**				**600**	**26**

SEMESTER - IV								
S. No	Course Code	Subject	Hours / Wk	Hours / Exam	Maximum Marks		Total	Credit Points
					CA	CE		
1	19 PIB 415	Global Risk Management & Insurance **(CORE -9)**	6	3	25	75	100	4
2	19 PIB 416	International Human Resource Management **(CORE -10)**	6	3	25	75	100	4
3	19 PIB 4E3	Customs Law & Practices	6	3	25	75	100	5
4	19 PIB 4P1	Major Research Project **	12	-	40	160	200	8
Sub Total			**30**				**500**	**21**
Grand Total [all the four semesters]							**2200**	**90**

Bloom's Taxonomy Based Assessment Pattern

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

1. Theory: 75 Marks

(i) TEST- I & II and ESE:

Knowledge Level	Section	Marks	Description	Total
K1 Q1-10	A (Answer all)	10x1=10	MCQ/Define	75
K2 Q11-15	B (Either or pattern)	5x5=25	Short Answers	
K3& K4 Q16-21	C (Answer 4 out of 6) **16th Question is Compulsory**	4x10=40	Descriptive/ Detailed	

2. Practical Examinations: 100 Marks

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

3. Institutional Training Record Work & Viva Voce Examinations: 100 Marks

Knowledge Level	Section	Marks	Total
K3	Institutional Training Record work & Viva Voce Examinations	80	100
K4		20	
K5			

4. Record Work & Viva Voce Examinations: 200 Marks

Knowledge Level	Section	Marks	Total
K3	Record work & Viva Voce Examinations	160	200
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		

Programme Outcomes

PO1. To instill the students, the practicalities, dimensions of international business.

PO2. To make available students, the essentials on specialized field of logistics, finance, coir and garments in this existing inclusive scenario.

Programme Specific Outcomes

PSO1 To develop the innovative skills of the students through practical proficiencies

PSO2 To provide knowledge on accounting and customs with their empirical background

PSO3 To institute learners on the knowledge of Logistics, Coir Exports, Garments Exports and Finance.

PSO4 To create interest in documentation, human resource and foreign exchange through fictional works.

PSO5 To check and reveal the facts through theoretical knowledge and industrial visit

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB101	**Title**	**Batch :**	2019-2021
		Cyber Security & Business Communication	**Semester**	I
Hrs/Week:	6		**Credits:**	3

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 (CO)

K1	CO1	To remember concepts of cyber security
K2	CO2	To understand the importance of communication in business
K3	CO3	To execute business letter and export import correspondence
K4	CO4	To analyse the need of body language and business etiquette in firms

Unit	Content	Hours
I	**Overview of cyber security:** confidentiality, integrity and availability – **Threads:** Malicious software (Viruses, Trojans, root kits, worms, bot nets), Memory exploits (buffer overflow, heap overflow, integer overflow, format string)-Cryptography Authentication, Password system-windows security.	18
II	**Network security:** Network intrusion detection and prevention systems, firewalls-**Software security:** Vulnerability auditing, penetration testing , sandboxing, control flow integrity – **Web security**: User authentication – **Legal And Ethical Issues:** Cyber crime , intellectual property rights, copy rights, patent, trade secret, hacking and intrusion, privacy, identity theft.	17
III	**Introduction**- Communication – Meaning and Significance – Role of Communication - Types of Communication Media – Media of Communication -Barriers To communication – Principles of Effective Communication	16

IV	**Business letters** – Meaning – Importance - Principles of effective business letter-Inquiries and replies- Orders and their execution-Letter of application for employment-Sales letter-Collection letter-Letter related to export and import trade–E-mail communication	15
V	**Interview & Business Etiquette** - Interview – Importance of the interview method - Types of Interview - Interview Process - Interview Models. Group Discussion - Etiquette in the work place-The Board room and the dining room-Correspondence- Letters and Notes- Stationary- Invitation and addressing-Table manners	6

*** Italic denotes self study topic

Seminar, Case Studies, Power Point Presentations, Quiz, Assignment

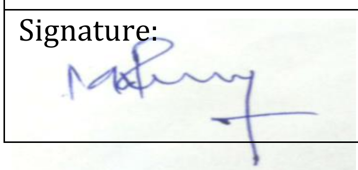
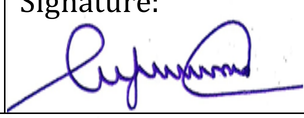
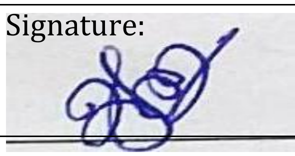
REFERENCE BOOKS

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

Mapping

PO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	H	M	S
CO2	H	M	H	S	H
CO3	S	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. M. Prem	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature: 	Signature: 	Signature: 	Signature: 

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB102	**Title**	**Batch :**	2019-2021
		Accounting for Decision Making	**Semester**	I
Hrs/Week:	6		**Credits:**	4

Course Objective

To train the students with accounting tools & techniques for needed for business decision-making.
To equip students to maintain financial records and statements

Course Outcomes (CO)

K1	CO1	To recollect the concepts of financial accounting
K2	CO2	To get the idea of cost accounting and budgeting
K3	CO3	To execute break even analysis
K4	CO4	To analyse the financial status of concern

Unit	Content	Hours
I	**Financial Accounting** - Accounting Definition –Objectives – Concepts – Conventions – Classification –Financial accounting – Capital and Revenue items – *Basic Records* – need of financial accounting-advantages and disadvantages of financial accounting.	15
II	**Cost Accounting** - Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting -Preparation of Cost sheet and *Quotations*.	15
III	**Budgeting** Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, *Fixed* and flexible budget.	15
IV	**Management Accounting** - Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. *Standard costing* - Material and Labour Variance.	12

V	**Financial Analysis** - Fund flow and Cash flow analysis: Meaning – Objects – Difference - Preparation of fund flow and cash flow Statements.(***Theory Only***)	15

*** Italic denotes self study topic

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

REFERENCES BOOK

1. ADVANCED ACCOUNTANCY - S. P. JAIN & K.L.NARANG, 2014, EIGHTEENTH EDITION, KALYANI PUBLISHERS

2. COST ACCOUNTING - S. P. JAIN & K.L.NARANG, 2014, FOURTEENTH EDITION, KALYANIPUBLISHERS

3. COST & MANAGEMENT ACCOUNTING – DR. S. N. MAHESWARI, 2013, FOURTEENTH EDITION, J.B.A. PUBLISHERS

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

Mapping

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

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

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

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB103	**Title**	**Batch :**	2019-2021
		Management & Marketing – International Perspective	**Semester**	I
Hrs/Week:	6		**Credits:**	4

Course Objective

To familiarize the students on basic concept of International Business Marketing
To develop leadership skill among students in the global management context

Course Outcomes (CO)

K1	CO1	To know about the basics of business management
K2	CO2	To understand the objectives and importance of business administration
K3	CO3	To deploy the management styles and practices followed in different nations
K4	CO4	To review the theories of control system and leadership qualities

Unit	Content	Hours
I	**Introduction** – Management - Science of management - art of management - Levels of management - Distinction between administration and management. Organizing- Importance of organizing – organizing process- Departmentation- Delegation of authority- *Centralization vs decentralization* – Span of management - Concepts – Elements of Direction- *motivation*-meaning and importance-theories of motivation.	16
II	**Management & Leadership** – Trends - Challenges – opportunities- Comparative management – Management styles and practices in Japan, China, India, Europe, UAE and U.S - Organizational structure of national and International corporations - Leadership – concept - theories of leadership-qualities of leaders-managerial grid – Factors affecting leadership abroad – Cornerstones of leadership theories.	16
III	Marketing – Marketing Mix – International Marketing – Stages of Internationalization – Global Marketing – Evolution of Global Marketing –	16

	Barriers to Global Marketing – fundamentals for international marketing.	
IV	**Global Product Pricing, Branding & Distribution** - Global product – Global pricing - Drivers to Global Pricing – Managing price Escalations – *Transfer Pricing* – International Branding – International Retailing - Channels of Distribution & Sales Promotion - Distribution Structure & Pattern – Middleman – Factors affecting choice of Channels – Location, Selection & Motivation of Channel Members - Negotiation with Members- Sales Promotion Measures.	18
V	Case studies from above context	6

*** Italic denotes self study topic

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

REFERENCE BOOK:

1. MANAGEMENT CONCEPTS – TIM HANNAGAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD

2. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2012, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION

3. GLOBAL MARKETING MANAGEMENT - WARREN J. KEEGAN, 2013, EIGHTH REVISED EDITION, PRENTICE HALL HIGHER EDUCATION

Mapping

PO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	S	H	S
CO2	H	M	H	S	H
CO3	H	S	L	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. M. Prem	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB104	Title	Batch :	2019-2021
		International Business Relations	Semester	II
Hrs/Week:	6		Credits:	4

Course Objective

To enable the students learn the structure of international business
To equip the students with relevant inputs environmental factors.

Course Outcomes (CO)

K1	CO1	To recollect the terms in international environment
K2	CO2	To get the idea of Multinational Corporations and Globalisation
K3	CO3	To deploy the importance of balance of power in national power
K4	CO4	To estimate the idea of neighboring countries and their regional integration

Unit	Content	Hours
I	**International Environment -** Meaning – Nature – Concept – Micro & Macro environment – STEPIN factor – Globalization – Concepts – levels – Causes and Issues – *MNC's* – Reasons for growth of MNC's – Types – Problems and benefits – Control of MNC.	16
II	**International Relations & National Power**–History and growth of international relations – elements – International Relations and Politics – Nature of Power – Meaning – Kinds of Power – methods of exercising - Elements of National power – *Balance of power* – meaning and characteristics –Types of balance of Power – Devices and methods.	18
III	**Diplomacy and Ideologies**– Diplomacy – Definition – main task of Diplomacy – *Functions of Diplomat* – Open, Secret and Economic Diplomacy – Promotion of National interest – Imperialism, Colonialism and nationalism.	16

IV	**India & Its Neighbours**–Regional Integration – EU, NAFTA, APEC, LAFTA, G8, G15, G77, SAARC, NATO – ASEAN – SAFTA – BRICS – Recent Trends – India and major Powers – India and its Neighbours – Collective Security and Peaceful Settlement.	15
V	Case studies from above context	7

*** Italic denotes self study topic

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

REFERENCE BOOK

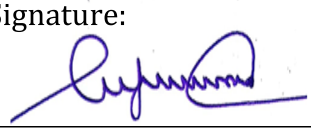
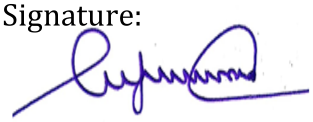
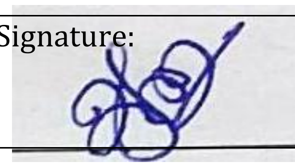
1. INTERNATIONAL RELATIONS –NORMAN DUNBAR, PALMER & HOWARDCECIL PERKINS, 2013, THIRD EDITION, BOSTON, HOUGHTON MIFFLIN PUBLICATION (P) LTD

2. INTERNATIONAL BUSINESS–ROGER BENNET, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PRIVATE LIMITED PUBLICATION

Mapping

PO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	H	S	M	H	S
CO2	H	M	H	S	H
CO3	M	S	S	L	S
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**
Dr. G. Vignesh	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature: 	Signature: 	Signature: 	Signature: 

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB105	**Title**	**Batch :**	2019-2021
		Product Launch Practical	**Semester**	I
Hrs/Week:	6		**Credits:**	3

Course Objective

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

Course Outcomes (CO)

K3	CO2	To apply the idea of product designing and packaging
K4	CO3	To evaluate the originality of the product launched
K5	CO4	To review the merits and shortcomings of the launch

Component	Content	Hours
Theoretical Inputs	Importance of Logo – slogan and caption words and letter head-importance of packaging – content on the package – price fixation – bar code tracer – sealing mechanisms – product life cycle - Its role in the present business scenario – positioning- Segmentation - product diffusion and new product development – Branding – Brand Image – Corporate social responsiveness – Validation of a product – New markets – Customers gaining and retention mechanisms.	28
Open Class Session	Practical demonstration of product launch – Conditions to be fulfilled (i) Product must have a Brand (ii) Product must be new of its kind (iii) Entire qualities of the product including pricing, packaging, labeling, marketing aesthetics to be maintained (iv) All the group members involvement and technical know-how is to be Explained (v) Product line, Product Theme and Existing Marketing tools must coordinate one another (vi) Marketing and demonstration video is to be presented	24

Assessment	Launch Sessions – Joint Evaluation done by Internal Examiner along with an Examiner within our college (Commerce and Management Cluster) (10 Hours) Model Launch - For each group (10 Hours)	20

Practical Launch Sessions, Case Studies, Power Point Presentations, Panel Discussions

Assessment Methodology:

CIA: 40 Marks Observation – 15 M; Launch Sessions – 20M; Record – 5M.

CE: 60 Marks Report – 20 M; Test – 20 M; Viva Voce – 20

REFERENCE BOOK

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

Mapping

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

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:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB206	**Title**	**Batch :**	2019-2021
		Shipping and Air Cargo Management	**Semester**	II
Hrs/Week:	6		**Credits:**	4

Course Objective

To equip the students with skills required for freight in air and sea cargo management
To make aware the dynamics of air and sea cargo management.

Course Outcomes (CO)

K1	CO1	To recollect the role of shipping and air 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 air and shipment
K4	CO4	To analyze the basic documentation used in the air and 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	Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes - Airports - codes – Consortium –Hub & Spoke – Process Flow	12
V	Air Freight Forwarding: Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) – Communication – Handling COD shipments – POD –Conditions of contract - Dangerous (DGR) or Hazardous goods	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.
4. Air Cargo Tariff Manuals
5. IATA Live Animals Regulations Manuals
6. IATA Special Mail Manual.

Mapping

PO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	H	S	M	H	S
CO2	H	M	H	S	H
CO3	M	S	S	L	S
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**
Ms. T. Bhavani	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature:	Signature:	Signature:	Signature:

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB207	**Title**	**Batch :**	2019-2021
		Foreign Trade Procedures and Documentation	**Semester**	II
Hrs/Week:	6		**Credits:**	5

Course Objective

To acquaint the students with the trade practices and procedures
To focus on documentation in international trade

Course Outcomes (CO)

K1	CO1	To remember the information about documentations
K2	CO2	To understand the current foreign trade policy and their highlights
K3	CO3	To implement the organizational setup powered by the ministry of commerce
K4	CO4	To analyse the trading partners and their linkages with export oriented schemes

Unit	Content	Hours
I	**Basic of EXIM** - Export -Types of Export – Steps for Exporting – Organizing yourself for Export – *Registering a firm* - Export Documents- Import Documents.	14
II	**Foreign Trade Policy** - Development of Foreign Trade policy - Foreign Trade policy 2015-2020 –basics - amendments- Highlights of Foreign Trade policy.	15
III	**Ministry of Commerce** – Organization set up & its functions – Commodity bodies-MPEDA – APEDA – Export Inspection councils – IIFT – IIP – PSU's – EPC's - Other organizations .	17
IV	**Trading Partners** – Export house- star trading houses – super star trading house – Canalizing agency – STC –MMTC – PEC – *ECGC – ITPO*.	15
V	**Export oriented schemes** - Monitoring and administrative control – Purpose - Importance – EHTP – STP – BTP – 100% EOU's –SEZ - AEZ – Features – Legal and administrative frame work – facilities for SEZ Developers' - Indian SEZ – Salient features and facilities – *FTA* – *DTA*	11

*** Italic denotes self study topic

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

REFERENCE BOOK:

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

2. EXPORT WHERE, WHEN, HOW –PARAS RAM, 2008, THIRTY FIRST EDITION, ANUPAM PUBLISHING

3. IMPORT FINANCE AND L/C - NABHI, 2007, THIRTIETH EDITION, ANUPAM PUBLICATION

Mapping

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

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

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

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB208	Title	Batch :	2019-2021
		Logistics & Freight Management	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

To substantiate the work of logistics and freight management
To enrich student knowledge in basic elements and operational elements

Course Outcomes (CO)

K1	CO1	To recollect the knowledge of logistics and freight
K2	CO2	To understand the techniques followed in logistics management
K3	CO3	To execute practicalities in basic elements of logistics
K4	CO4	To review the importance of operational elements in business

Unit	Content	Hours
I	**Logistics** - Introduction – logistics mission – Evolution of Logistics concept - growing importance of logistic management – Components of logistics management – Work of logistics – 3 PL – 4 PL -logistics performance cycle – global logistics – Reverse Logistics	15
II	**Freight –** Introduction **-** meaning – definition and importance – Freight Rates – Principles – types of sea freight rates – Liner Freight – Tramp Freights – Freight networks	18
III	**Basic Elements in Logistics -** Information – integrated information technology – logistic information system LIS – Protective packaging – forms of protective packaging – protective packaging problems– Packaging policy -	15
IV	**Logistics Operation Elements –** *Warehousing* – types & functions of warehousing – transportation - modes of transport – elements of transportation cost – selection of transportation - Material Handling – Objectives and Concepts	18

	– Principles in material handling – Material Handling Equipments – Material Handling Consideration	
V	Case studies from above context	6

*** Italic denotes self study topic

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

REFERENCE BOOK

1. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTH EDITION MACMILLIAN PUBLISHERS INDIA LTD

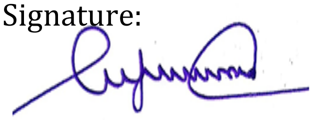
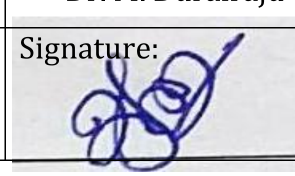
2. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI & ASHOK SHARMA, 2004, FIRST EDITION, TATA MCGRAW - HILL

3. LOGISTICS & WORLD SEABORNE TRADE - DR. KRISHNAVENI MUTHIAH, 1999, FIRST EDITION, HIMALAYA PUBLISHING HOUSE

Mapping

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

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: 

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – Internationa Business	
Course Code:	19PIB209	Title	Batch :	2019-2021
		Supply Chain Management	Semester	II
Hrs/Week:	6		Credits:	5

Course Objective

To link all the supply chain partners and to connect the global business
To create awareness about supply chain management software

Course Outcomes (CO)

K1	CO1	To remember the need of supply chain in business
K2	CO2	To deduce the innovations in supply chain management
K3	CO3	To implement the tools of quality management in supply chain organisations
K4	CO4	To figure out the operation mechanisms in industry

Unit	Content	Hours
I	**Supply Chain** – Introduction - SCM – importance – definitions – historical perspectives – SCM types – SCM network – *SCM constitutes* – SCM activities – supply chain organizations – implementation of supply chain management - Green SCM – Benefits and Improvements of green supply chain management.	15
II	**Inventory Orientation With SCM**–Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC, MRP, DRP, JIT – Order processing – elements of order processing cost – material handling – purchasing and sourcing management.	18
III	**Importance of IT on SCM** -IT ON SCM: BPR, ERP, EDI, internet, Ecommerce, SCM Software, E purchasing, *E Sourcing*, E Procurement, outsourcing in SCM, 7 Myths of SCM outsourcing- CRM AND SCM: Introduction – supply chain vs. demand chain vs. value chain – CRM integrated with SCM	15

IV	**Innovation & Excellence in SCM** -Companywide innovation – logistics innovation – manufacturers innovation – *product innovation* – service innovation-Dimensions of supply chain excellence – types of SCM (emotional, physical, financial, political, legal, and cultural, technological, economic) check list to achieve excellence.	18
V	Case studies from above context	6

*** Italic denotes self study topic

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

REFERENCE BOOK:

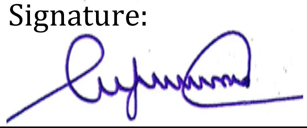
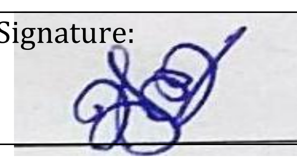
1. SUPPLY CHAIN MANAGEMENT - SARIKA KULKARNI, 2004, ASHOK SHARMA, FIRST EDITION, TATA MCGRAW- HILL

2. LOGISTICS & SUPPLY CHAIN MANAGEMENT - D.K.AGARWALL, 2010, FOURTHEDITION MACMILLIAN PUBLISHERS INDIA LTD

Mapping

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

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

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

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB210	Title	Batch :	2019-2021
		Map Reading and Documentation Filing Practical	Semester	II
Hrs/Week:	5		Credits:	4

Course Objective

To train the students with the practical exposure on trade procedures
To give input mapping knowledge through routing and tracing map.

Course Outcomes (CO)

K3	CO2	To get the idea of practical documentation in overseas trade
K4	CO3	To estimate the countries profile through route tracing and their specific identification
K5	CO4	To evaluate the record on map reading and documentation

Component	List of Exercises	Hours
Map Reading with Currency & Languages	Countries, Capital, Currency and Languages to be identified in different Continents (a) Africa (b) Asia (c) Australia (d) Europe (e) North America (f) South America Countries and Capital to be traced in the World Map for above continents.	16
Documents to be downloaded and filled	(i) Appendix-2A IEC CODE (ii) Appendix-3B RCMC – EPC / COMMODITY BOARDS / FIEO (iii) Appendix-24A BANK GUARANTEE (iv) Appendix-7 INDO-US-MOU (v) Appendix-10A EPCG-SCHEME (vi) Appendix-8 NEGATIVE LIST (vii) Appendix-18A RESTRICTED LIST (viii) Appendix-23 GRIEVANCE REPRESENTATION (ix) Appendix-30II GSTP FORM (x) Appendix-30IV GSP FORM (xi) Format of FUMIGATION CERTIFICATE (xii) Format of PHYTOSANITARY CERTIFICATE (xiii) Format of BILL OF ENTRY (xiv) Format of SHIPPING BILL (xv) Format of PACKING LIST (xvi) Template of INVOICE	18

Route Tracing	*Popular Sector Wise Sea Routes* Australia / New Zealand Sector ; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector ; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ; U. S. North America Sector ; South America Sector (Only the eight traditional routes) *Canal Oriented Sea Routes* (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	12
Country Analysis & Expansions	A country will be given to each individual and it is to reciprocated in amidst of the students – Class Discussion Session INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	8
Validation	Qualifying Test I - Objective Questions with EXIM Documentation (3 Hours) Qualifying Test II - Objective Questions with Maps and Sea Routes (3 Hours)	6

Assessment Methodology:

CIA: 40 Marks: Observation & Record – 20 M; Qualifying Tests – 20 M.

CE: 60 Marks: Report – 20 M; Selection Test – 20 M; Viva Voce – 20 M.

Observation, Record, Tests, Assignment, Experience Discussion

REFERENCE BOOK:

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

Mapping

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

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:

<table>
<tr><td>Programme Code:</td><td>M.Com - IB</td><td>Programme Title :</td><td colspan="2">Master of Commerce – Internationa Business</td></tr>
<tr><td rowspan="2">Course Code:</td><td rowspan="2">19PIB2N1</td><td>Title</td><td>Batch :</td><td>2019-2021</td></tr>
<tr><td>Fundamentals of Global Business</td><td>Semester</td><td>II</td></tr>
<tr><td>Hrs/Week:</td><td>1</td><td></td><td>Credits:</td><td>2</td></tr>
</table>

Course Objective

To familiarize the students with the basic concepts of International Business
To make students to understand the various phases of International Business

Course Outcomes (CO)

K1	CO1	To remember the global level implications of environment
K2	CO2	To understand the concepts of import procedures and export marketing
K3	CO3	To deploy the practicalities of logistics and international marketing
K4	CO4	To evaluate the methods of entry in international business

Unit	Content	Hours
I	**International Environment** - International Business- Meaning- Nature- Concept- Micro & Macro Environment- STEPIN: Social Environment- Technology Environment- Economical Environment- Political Environment- International Environment- Natural Environment.	3
II	**International Marketing** - Marketing- Marketing Mix- International Marketing- Stages of Internationalization- Global Marketing- Evolution of Global Marketing- Benefits of Global Marketing- Barriers to Global Marketing.	3
III	**Export Procedures& Documentation Import**- Export- Types of Export- Steps for Exporting- Organizing yours self for export- Registering firm- Basics documents needed for Export & Imports- IEC-RCMC-IMPORT LICENCE.	3

IV	**International Logistics Management** - Introduction- Logistics Mission- Importance of Logistics- Components of Logistics- Information- Demand Forecasting- Inventory Management- Warehousing- Transportation- Packaging- Order processing- Sourcing & Supply Management	2
V	Case studies from above context	1

*** Italic denotes self study topic

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

REFERENCE BOOK:

1. INTERNATIONAL MARKETING - PHILIP R. CATEORA, 2012, SIXTEENTH EDITION, TATA MC GRAW HILL PUBLICATION

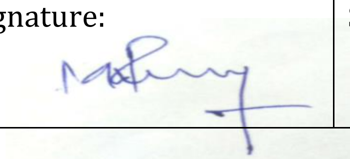
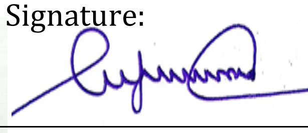
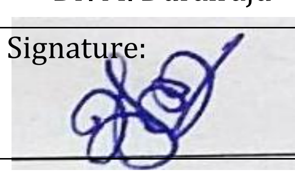
2. A GUIDE ON EXPORT POLICY, PROCEDURE & DOCUMENTATION - M.I.MAHAJAN, 2012, TWENTY FIFTH EDITION, SNOW WHITE PUBLICATIONS PVT. LTD

3. INTERNATIONAL BUSINESS - ROGER BENNETT, 2008, THIRD EDITION, DORLING KINDERSLEY INDIA PVT LTD PUBLICATION

Mapping

PO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	H	L
CO2	H	M	L	L	H
CO3	H	S	S	M	M
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
Mr. M. Prem	Dr. G. Vignesh	Dr. M. Durairaju	Dr. R. Muthukumaran
Signature: 	Signature: 	Signature: 	Signature: 

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB2N2	Title	Batch :	2019-2021
		Financial Report Analysis	Semester	II
Hrs/Week:	1		Credits:	2

Course Objective

To develop the students with the orientation of financial plan
To inculcate the outcome of finance in business

Course Outcomes (CO)

K1	CO1	To keep in mind the financial position of the concern
K2	CO2	To understand the profit and loss mechanism of any firm
K3	CO3	To deploy the inputs for raising the capital of the firm
K4	CO4	To evaluate the financial structure of the company

Unit	Content	Hours
I	**Introduction** - Company- Profile of company – Board of directors – List of products – Company structure – Departments of company- Raising of capital- Sources of finance – Financial management – Functions of financial manager – Financial instruments- Utilisation of funds.	3
II	**Framing financial statement** - Framing financial statement – Profit and loss account- Balance sheet- Computation statement(Gross profit, Net profit, Before and after deduction, Agriculture income)	3
III	**Techniques** - Techniques for financial statement analysis – Ratio analysis – Comparative statement – Trend analysis – Common size analysis – Fund flow statement – Cash flow statement.	3

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

*** Italic denotes self study topic

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

REFERENCE BOOK

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 1999 AND 2010, MAC MILLAN AND ANMAL PUBLICATION (P) LTD

2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAEPIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS

3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011, MAC MILLAN AND ANMAL PUBLICATION (P) LTD

Mapping

PO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO1	H	S	M	M	S
CO2	L	M	L	S	L
CO3	S	M	S	S	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**
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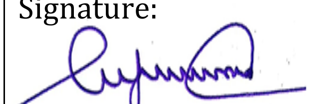
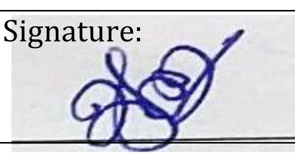
Signature: 	Signature: 	Signature: 	Signature: 

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB311	**Title**	**Batch :**	2019-2021
		Research Methodology	**Semester**	III
Hrs/Week:	5		**Credits:**	4

Course Objective

To acquaint the students with the tools and techniques of international research
To scrutinize the research problem by applying various analysis

Course Outcomes (CO)

K1	CO1	To remember the types of research
K2	CO2	To get the idea about data collection and sampling
K3	CO3	To execute the statistical inference for the collected data through interpretation
K4	CO4	To evaluate interpretation and report writing mechanism

Unit	Content	Hours
I	**Research & Problem -** Research – meaning – purpose - types – research problem –*identification of the research problem* – limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	13
II	**Data & Sampling** -Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – *sampling errors* – Non- sampling Errors.	14
III	**Tools and Analysis** -Questionnaire preparation – Calculation using Tally Bars - editing – coding – tabulation – processing data with diagrams & charts – Percentage Conversions – Chi-Square Test – ANNOVA- Trend analysis.	13
IV	**Interpretation and Report writing** - Interpretation – Meaning, techniques and precaution measures - *report writing* – significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	10
V	Online course teaching for Introduction to Research & Research Writing,	10

*** Italic denotes self study topic

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

REFERENCE BOOK

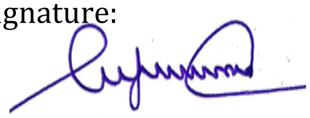
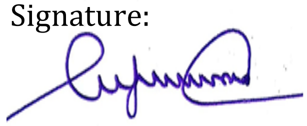
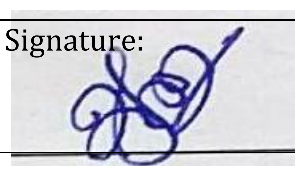
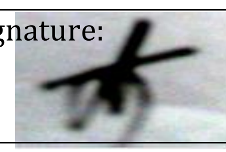
1. RESEARCH METHODOLOGY - C.R.KOTHARI, 2015, REVISED EDITION, NEW AGE INTERNATIONAL P LTD

2. STATISTICAL METHODS - S.P.GUPTA, 2013, FOURTH EDITION, SULTAN CHAND & SONS

Mapping

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

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:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB3E1	**Title**	**Batch :**	2019-2021
		International Economics	**Semester**	III
Hrs/Week:	6		**Credits:**	5

Course Objective

To focus economic outlook with which international business disseminates
To teach various theories to gain from trade

Course Outcomes (CO)

K1	CO1	To recollect information about international trade
K2	CO2	To get the idea of economic theories and commercial policies
K3	CO3	To apply adjustment mechanism of balance of payment and foreign exchange rate
K4	CO4	To review the international economic relations

Unit	Content	Hours
I	**International Trade Theories** - International trade – absolute and *comparative cost theory* – Haberler theory of opportunity cost curves – H.O. Theory - volume of trade and demand pattern – Posner's imitation gap – gains from trade- the terms of trade.	18
II	**Commercial Policy of International Trade** - Free trade versus protection – Tariffs- Effective rate of protection – *non – tariff barriers* – import quotas – Dumping – Exchange control- international cartels- state trading – customs union	15
III	**Balance of Payments & Exchange Rate Policy** - Balance of payment meaning and components – adjustment mechanisms of balance of payment – internal and external balance – foreign exchange rate policy – Optimum currency area – International capital movements – *The transfer problem*	18

IV	**International Economic Relations** - IMF- WORLD BANK - World bank group – International liquidity – International debt problem – GATT – WTO – UNCTAD – ADB – SARRC – NIEO	15
V	Case studies from above context	6

*** Italic denotes self study topic

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

REFERENCE BOOK

1. INTERNATIONAL ECONOMICS - M.L. JHINGAN, 2008, FIFTH EDITION, VRINDA PUBLICATION

2. INTERNATIONAL ECONOMICS - FRANCIS CHERUNILAM, 2008, FIRST EDITION, TATA MCGRAW - HILL

3. INTERNATIONAL ECONOMICS - H.G.MANNUR, 2008, SECOND REVISED EDITION, UBS PUBLISHER

Mapping

PO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	S
CO2	H	L	L	S	M
CO3	S	S	S	H	M
CO4	M	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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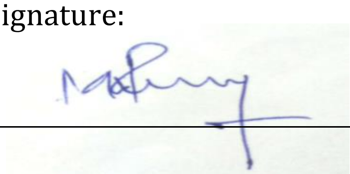
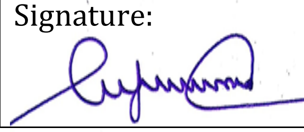
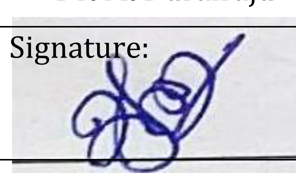
Signature: 	Signature: 	Signature: 	Signature: 

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB312	Title	Batch :	2019-2021
		Export Import Finance	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

To focus on the theoretical foundations of international trade finance
The students are made to learn the pattern, structure and policies

Course Outcomes (CO)

K1	CO1	To remember the role play of international trade finance
K2	CO2	To understand the financial sources available for EXIM trade
K3	CO3	To apply the services of EXIM Bank of India
K4	CO4	To analyse the sourcing of finance through EXIM Finance to international business

Unit	Content	Hours
I	**Role of Banks in Export Business** - Introduction – financial services – handling the export documents – export bills for collection –export bill under confirmed irrevocable- letter of credit- Non financial services- connections-client information-counseling services –sourcing –*clearing facilities*-guarantees-advising and confirming export letter of credit.	15
II	**Export Finance** - Assessing the financial needs – bank finance- special features of export credit – modes of finance – Pre-shipment finance- meaning – methods – categories – packing credit to Indian export and pre-shipment finance procedures- *Post-shipment finance*- meaning methods- availability of finance-procedure for getting post –shipment finance.	16
III	**EXIM Bank Finance& Forfeiting Finance** - Organization – EXIM banks role- coordination role- financing services- export credits – finance for export oriented units – MSME finance- Agri finance- export services- promotional programmes-role of Exim bank in Forfeiting finance.	16

IV	**Import Finance &ECGC** - Meaning – conditions-types of finance- bulk import finance- import finance against foreign lines of credit-ECIP-imports of inputs for export production. *ECGC*-meaning-types –approval –financial guarantees-special schemes-financial guarantee to banks by ECGC	17
V	Case studies from above context	8

*** Italic denotes self study topic

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

REFERENCE BOOK:

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

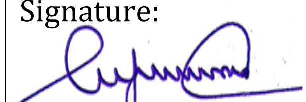
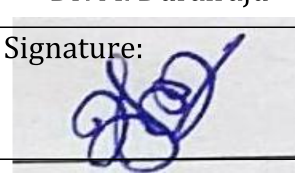
2. HOW TO EXPORT – 2013, NABHI'S PUBLICATION -TWENTIETH REVISED.

3. HOW TO IMPORT - 2013, NABHI'S PUBLICATION -TWENTIETH REVISED.

Mapping

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

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

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

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB313	Title	Batch :	2019-2021
		Global Financial Management	Semester	III
Hrs/Week:	6		Credits:	5

Course Objective

To acquaint the students with the financial management problems
To make the students to understand international offshore finance

Course Outcomes (CO)

K1	CO1	To keep in mind the role of International financial management in Indian economy
K2	CO2	To get the idea of multinational financial management and international banking
K3	CO3	To implement the different kinds of multinational banking accounts
K4	CO4	To evaluate the role of financial institutions and services of multinational banks

Unit	Content	Hours
I	**International Financial Management** - Meaning – Function – needs – goals – trends – emerging changes – multinational corporation and role of financial managers – Indian economy and international finance – *international monetary system*- European monetary system.	14
II	**International Offshore Finance** - International money market – Euro currency market- International debt crisis – Derivatives. International bond market - Bond issue drill- benchmark drill – foreign bonds- euro bonds – types of investment-credit rating – euro bond market structure	17
III	**Multinational Financial Management** - International equity market – Market capitalization – market structure – trading in international equities – Factors affecting international equity returns - FDI – *Multinational capital structure* – Cost of capital –Multinational capital budgeting – multinational cash management – international tax environment - ADR – GDR – Difference of ADR and GDR.	16

IV	**International Banking & Financial Institutions** - International banking services –reasons – types – facilities and world largest bank- BASEL I & II standards – Bank Facilities for NRI – NRE – NRO – *FCNRB Accounts*. IDA – BIS - multinational development bank – major financial institutions.	17
V	Case studies from above context	8

*** Italic denotes self study topic

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

REFERENCE BOOKS:

1. INTERNATIONAL FINANCIAL MANAGEMENT- P.K JAIN & V.K.BHALLA, 1999 AND 2010, MACMILLAN AND ANMAL PUBLICATION (P) LTD

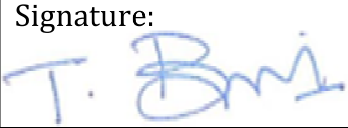
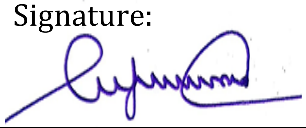
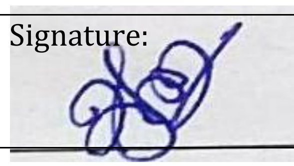
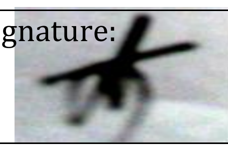
2. MULTINATIONAL FINANCIAL MANAGEMENT - ALAN.G.SHAEPIRO, NINTH EDITION, 2009, JOHN WILEY AND SONS

3. I.F.M AN INDIAN PERSPECTIVE - R.L VALSHNEY & S.BHASHYAM 2011, MACMILLAN AND ANMAL PUBLICATION (P) LTD

Mapping

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

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB3E2	**Title**	**Batch :**	2019-2021
		Foreign Exchange Management	**Semester**	III
Hrs/Week:	6		**Credits:**	5

Course Objective

To get familiarize in the areas of foreign exchange management
To enrich various foreign exchange operations in international business

Course Outcomes (CO)

K1	CO1	To keep in mind the exchange rates and its types
K2	CO2	To get the idea of foreign exchange transactions
K3	CO3	To understand the administration of foreign exchange with RBI Regulation
K4	CO4	To review the foreign exchange rates with the contract of interbank deals

Unit	Content	Hours
I	**Introduction to FOREX** - Foreign exchange and foreign trade- Exchange rate- - *Types of exchange rate*- -Administration of foreign exchange-RBI Regulations – FEDAI-FEMA-Role of banks in foreign exchange- FOREX department-Foreign currency accounts-Foreign exchange market.	17
II	**Foreign exchange transaction**-Purchase and sales transactions-*Exchange quotations*- Direct, Indirect and two way quotations- Spot and forward transaction-Features of forward exchange contract-Exchange control methods and regulations.	15
III	**Foreign Exchange Rates** - Buying and selling rate- Types – Cross rates on buying and selling rate- Future contract and option contract- *Forward contract*-Forward exchange rate based on cross rates.	18
IV	**Interbank Deals** - Interbank dealings- Cover deals-Trading- Swap deals-Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	14
V	Case studies from above context	8

*** Italic denotes self study topic

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

REFERENCE BOOK

1. FOREIGN EXCHANGE MANAGEMENT – C. JEEVANANDAM, 2012, FIFTEENTH EDITION, JAIN BOOK PUBLICATION

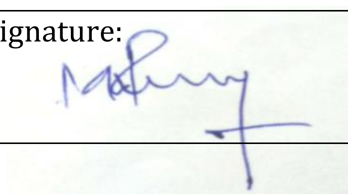
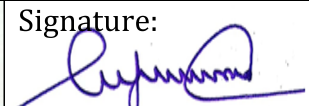
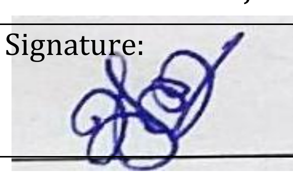
2. MULTINATIONAL FINANCIAL MANAGEMENT - SA.L.SHAPIRO, 2009, NINETH EDITION, WILEY PUBLICATION

3. MULTINATIONAL FINANCIAL MANAGEMENT : P.G.APTE, 2008, SECOND EDITION, TATA MCGRAW - HILL

Mapping

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

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

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

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB314	Title	Batch :	2019-2021
		Mini Industrial Project	Semester	III
Hrs/Week:	1		Credits:	2

Course Objective

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

Course Outcomes (CO)

K3	CO2	To implement the industry academia interface
K4	CO3	To figure out the work carried out in the industry
K5	CO4	To evaluate the institutional training report

Unit	Content	Hours
Mini industrial project period	• Students should undergo Mini industrial project in any of the export oriented industries for the period of 30 working days • Valuation of the training report will be done through joint evaluation by internal and external examiner.	30 Working Days in the second semester holidays
	Compilation of industry interface ground work	6 hrs
	Preparation of Mini industrial Report & viva voce examination	6 hrs
Special Clause	Viva Voce to be kept in the first month of the third semester	(Between December and January)
Conditional Clause	It is mandatory for every student to complete two industrial visits to participate in Industrial Training.	

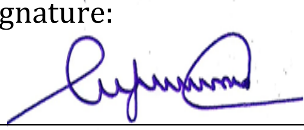
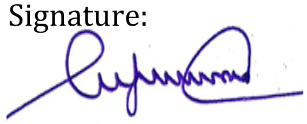
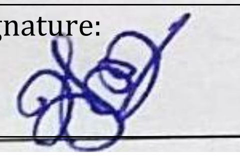
Work Book Review, Power Point Presentations, , Experience Discussion

Practical Paper: Distribution of marks – CA: 60, CE: 40

Mapping

PO / CO	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**
CO2	H	M	H	S	H
CO3	S	S	S	H	M
CO4	M	H	S	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:	M.Com - IB	**Programme Title :**	Master of Commerce **–** International Business	
Course Code:	19PIB415	**Title**	**Batch :**	2019-2021
		Global Risk Management and Insurance	**Semester**	IV
Hrs/Week:	6		**Credits:**	4

Course Objective

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

Course Outcomes (CO)

K1	CO1	To remember the kinds of available risks
K2	CO2	To get the idea of risk control and risk mitigation
K3	CO3	To execute concepts of insurance policies and its association with risk management
K4	CO4	To evaluate the settlement of all kinds of insurance claims

Unit	Content	Hours
I	**Introduction to risk management -**The Concept of Risk – Risk vs. Uncertainty – Types of Risks: – risk management process – Risk financing techniques – Risk Management objectives – *Risk Management Information Systems (RMIS)* – Risk Control Risk Management by Individuals – Risk Management by Corporations: Corporate Risk management Process – Types of Risk managing firms.	15
II	**Growth & Development of Indian Insurance Industry** - Regulations of Insurance Business and The Emerging Scenario - Introduction to Life &General Insurance - Life Insurance: Features of Life Insurance - Essentials of Life Insurance Contract - Kinds of Insurance Policies - *Premium determination* -Life Policy Conditions	18
III	**Fire and marine insurance** - Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage –– Policies For stocks –– Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: *Marine Insurance Contract* –– Types of Marine Insurance–– Marine Cargo Losses and Frauds – Settlement of claims.	16

IV	**Miscellaneous Insurance** - Motor Insurance – Employer's Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.	15
V	Case studies from above context	8

*** Italic denotes self study topic

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

REFERENCE BOOK

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

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

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

Mapping

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

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

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

Programme Code:	M.Com - IB	**Programme Title :**	Master of Commerce – International Business	
Course Code:	19PIB416	**Title**	**Batch :**	2019-2021
		International Human Resource Management	**Semester**	IV
Hrs/Week:	6		**Credits:**	4

Course Objective

To acquaint the students with concepts& strategies of global human resource management
To enhance students skill to effectively manage the human resource in international perspective

Course Outcomes (CO)

K1	CO1	To keep in mind the importance of human resource management
K2	CO2	To understand the human resource practices in overseas market
K3	CO3	To implement human resource selection and recruitment
K4	CO4	To estimate the benefits for human resource due to performance appraisal

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

V	Case studies from above context	8

*** Italic denotes self study topic

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

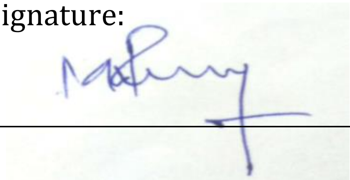
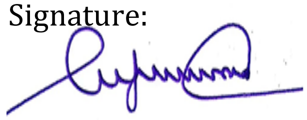
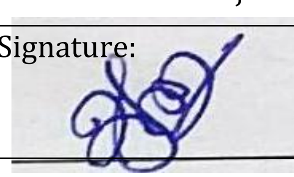
REFERENCE BOOK

1. PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS - P.C TRIPATHI TWENTY THIRD EDITION, 2014, SULTAN CHAND AND SONS
2. PRINCIPLES AND TECHNIQUES OF PERSONNEL MANAGEMENT / HRM - N. SINGH S.K. BHATIA, N. SINGH, 2013 EDITION- DEEP AND DEEP PUBLICATION
3. INTERNATIONAL HUMAN RESOURCE MANAGEMENT -ASWATAPPA, 2014, EDITION.

Mapping

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

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

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

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB4E3	Title	Batch :	2019-2021
		Customs Law and Practices	Semester	IV
Hrs/Week:	6		Credits:	5

Course Objective

To give the theoretical framework of customs and its practices in India
To teach various clearance procedures and exemptions in customs

Course Outcomes (CO)

K1	CO1	To remember the different types of taxation
K2	CO2	To understand the concept of excise duty and central sales tax
K3	CO3	To implement the valuation of customs taxation
K4	CO4	To review the importance of indirect taxation in Indian Environment

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

	brought by GST	

*** Italic denotes self study topic

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

REFERENCE BOOK

1. CENTRAL EXCISE ACT -TAXMANN PUBLICATIONS PVT. LIMITED, 2008

2. CUSTOMS ACT -TAXMANN PUBLICATIONS PVT. LIMITED, 2013

3. CENTRAL SALESTAX ACT-TAXMANN PUBLICATIONS PVT. LIMITED, 2011

Mapping

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

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

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

Programme Code:	M.Com - IB	Programme Title :	Master of Commerce – International Business	
Course Code:	19PIB4P1	Title	Batch :	2019-2021
		Major Research Project	Semester	IV
Hrs/Week:	12		Credits:	8

Course Objective

To seek the students capacity and to make him as a complete researcher
To develop students compatibility in research work

Course Outcomes (CO)

K3	CO2	To execute either primary or secondary data oriented research work
K4	CO3	To figure out objectives, methodology and statistical tools to be applied
K5	CO4	To evaluate the genuineness of research project work through publications

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

Practical Paper: Distribution of marks – CA: 40, CE: 160. **** denotes HOD's Consideration***

Mapping

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