

VISION , MISSION AND QUALITY POLICY OF THE COLLEGE

VISION :

Kovai Kalaimagal College of Arts & Science shall inspire and guide students to acquire knowledge, develop skill and a positive attitude that will enhance their personality, providing self-confidence to face the competitive world.

MISSION:

1. To Strive for excellence in academics.
2. To inculcate a positive attitude and to develop skill in students ,to meet the challenges of the competitive world.
3. To develop self -confidence through adequate interaction and relevant exposure.
4. To Promote ethical and social values in the students.
5. To identify and encourage talents in academics and sports by rewarding them with scholarships.

QUALITY POLICY :

“ KKCAS shall provide value -based education to its students for continual improvement in their academic performance, enhancing their competency for higher education and employment”.

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous Institute Affiliated to Bharathiar University)

Re-accredited with “A” grade by NAAC

CURRICULUM DESIGN AND STRUCTURE

(Under Choice Based Credit System)

M.Com.(IB) (Effective from 2018 -2020)

1. REGULATIONS

This regulation is effective from the academic year 2018-2020

1.1 Eligibility for Admission

S.No.	Course	Eligibility Condition
1.	M.Com.(IB)	Different branches of B.Com, BBM, BCS,BBA(CA) and B.Sc (other than pure science)

1.2 Duration and Course of study

Two Academic years with four semesters, the duration of the first and third from June to November and the second and fourth semesters from December to April. The duration of each semester is 90 working days with 6 hours a day.

1.3 The Medium of Instruction and Examinations

The medium of instruction and examinations shall be English.

1.4 Requirements for Attendance

- A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.
- A candidate who has secured attendance less than 75% but 65% and above shall apply with the prescribed fee for the condonation of lack of attendance. On the recommendation of the Principal, he will be permitted to take up the examination.
- A candidate who has secured attendance less than 65% but 55% and above in any semester, will be permitted to continue the course but will not be permitted to appear for the examination in the current papers. However he/she will be permitted to appear for the examination in the papers in which he/she has arrears. He/she will have to compensate the shortage of attendance in the subsequent semester and take the examination in the papers

of both the semester together.

- A candidate who has secured less than 55% of attendance in any semester will not be permitted to take the regular examinations and to continue the study in the subsequent semester. He/she has to re-do the course by rejoining in the semester in which the attendance is less than 55%.
- A candidate who has secured less than 65% of attendance in the final semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the Department concerned after rejoining the course.

1.5 Restriction to take the Examinations

1. Any candidate having arrear paper(s) shall have the option to take the examinations in any arrear paper(s) along with the subsequent regular semester papers.
2. Candidates who fail in any of the papers shall pass the paper(s) concerned within five years from the date of admission to the said course. If they fail to do so, they shall take the examination in the revised text / syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the text / syllabus they shall take the examination in that paper with the syllabus in vogue, until there is a change in the text or syllabus.

In the event of removal of that paper consequent to the change of regulations and or curriculum after a five year period, the candidates shall have to take up on equivalent paper in the revised syllabus as suggested by the chairman and fulfil the requirements as per regulations/curriculum for the award of the degree.

1.6 The Evaluation System

The major objective of the institution's evaluation system is to motivate all students to excel in their performance. The students' performance is continually assessed through Continuous Internal Assessment (CIA) and End Assessment Examinations (EAE). The CIA, EAE break up for theory papers is 25:75 and practical is 40:60

1.6.1 Break Up of Continuous Internal Assessment (CIA) Marks

Theory(Core and Elective)

Content	Marks Awarded
Continuous Internal Assessment Test I	05
Continuous Internal Assessment Test II	05
Model Examination	10
Assignment (1 Number) & Seminar (1 Number)	05
Total	25

Theory(Communication Skills & Mathematics for Competitive Examinations)#

Content	Marks Awarded
Continuous Internal Assessment Test I	25*
Continuous Internal Assessment Test II	
Continuous Internal Assessment Test III	25
Total	50

*Test I and Test II will be evaluated for 25 marks each and the average of these two will be considered.

#Internal Evaluation only

Practical

Content	Marks Awarded
Minimum ten Experiments / Practical Paper / Semester	20
Continuous Internal Assessment Test	10
Model Examination	05
Record note book	05
Total	40

Project Viva Voce

Content	Marks Awarded
Review (3 Reviews) 3*40	120
Dissertation	40
Total	160

1.6.2 End Assessment Examination (EAE)

- ✓ Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- ✓ End Assessment Examination for the odd semester will generally be held during November and even semester during April.
- ✓ The question papers for all the courses will be set by the external examiners.
- ✓ The exam will be conducted for a maximum of 75 marks for three hours. The passing minimum is 50% (38 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 50%.
- ✓ Question Paper Pattern(Core & Elective):

Part A	10 Marks	10 Questions - 2 Marks each-Descriptive Type
Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	40 Marks	3 Questions- 10 Marks each – 3 out of 5
Total	75Marks	

- ✓ Question paper patten(Extra Credit Courses)

Extra credit courses will be valued for the total of 100 marks. The pattern of the Question paper will be as follows

Part A	40 Marks	5 Questions- 8 Marks each – either or type.
Part B	60 Marks	5 Questions- 12 Marks each – either or type.
Total	100 Marks	

- ✓ The marks secured in the extra credit courses will get reflected in the mark sheet only if the candidate has secured 50% of marks and above.
- ✓ The student will be allowed to opt for only two papers per semester under the extra credit courses from first semester onwards.
- ✓ The extra credit courses are self learning courses for which only guidance will be provided by the faculty.
- ✓ There will be two independent valuations for all theory PG courses with first valuation by the course faculty and the second valuation by external examiner. The average marks of first and second valuation will be taken as the final marks. If there is a difference of 15% or more between the first and second valuations, then paper will be referred for third valuation and the average of the marks which are closer among the three valuations will taken as the final marks.

- ✓ Supplementary examination will be conducted for the benefit of final year students after 15 days of the declaration of the final semester results. Candidate who has arrears in any semester subject to maximum of three papers can appear for the supplementary exam conducted after the final semester.
- ✓ A candidate may request for re-totalling of his/her answer script by applying application addressing to the Controller of Examination through the Principal, paying prescribed fees. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of theory/ practical papers.
- ✓ Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

1.6.3 Break Up of End Assessment Examinations

For PG Courses - Practical

Content	Marks Awarded
Program I	20
Program II	20
Viva Voce	10
Record Note Book	10
Total	60

Project Viva Voce

Content	Marks Awarded
Power Point Presentation	10
Viva Voce	30
Total	40

1.7 Grading

The following table gives the marks grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	RA	Re – Appear
ABSENT	0.0	AB	Absent

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n = refers to the semester in which such course were credited

For a Semester:

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the Entire Programme:

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*

8.0 and above but below 8.5	D+	First Class
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	Second Class
5.5 and above but below 6.0	B+	
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re – Appearance

Classification of Successful Candidates

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows for each part:

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re - Appearance

*** The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major and Elective Course alone) are eligible.**

1.8 Course Completion

Students shall complete the programme within a period not exceeding two years for PG courses from the date of admission.

2. PROGRAMME STRUCTURE – OVERVIEW

2.1 Mandatory Credits

The total number of mandatory credits to be earned by a student to qualify for M.Com

(IB) is 90. The credit for a paper is fixed by giving due weightage to the contents of the curriculum. The maximum total marks to be earned by the student are 2200.

2.2 Project Work

Project Work in Commerce is to be taken up compulsorily by the students during the fourth semester for the PG programme M.Com (IB). A report of the project work should be submitted to the faculty guide within the stipulated time after completing the project work. Viva-voce for the project work will be conducted at the end of the fourth semester for M.Com (IB) programme by a committee of faculty consisting of internal and external members. The maximum mark will be 200 and the passing minimum is 100 marks. The external evaluation carries 40 marks and internal 160 marks.

The evaluation would be done jointly by both the examiners. A Student who fails in the project work and viva-voce examination or who is absent for the project viva-voce/ who fails to submit the project report before the due date will have to re-submit the project work and appear for the viva-voce examination during the subsequent year.

2.3 Structure of Curriculum

S.No.	Courses	No. of Papers	Credits
1	Core Courses	17	66
2	Electives	4	16
3	Skill Based Subjects	4	08
Total			90

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE

M.Com (International Business) (2018 - 2020)

Part	Subject Code	Study Components	Ins. Hours per week	CIA	Ext	Total	Credit
Semester – I							
III	18P1IBCT01	Core 1: Global Business Environment	4	25	75	100	3
	18P1IBCT02	Core 2: International Marketing Management	5	25	75	100	3
	18P1IBCT03	Core 3: Cargo Management	6	25	75	100	4
	18P1IBCT04	Core 4: Foreign Exchange Management	6	25	75	100	4
		Elective : 1	5	25	75	100	4
	18P1SBST01	Skill Based Subject 1: Mathematics for Competitive Examination-I	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							20
Semester – II							
III	18P2IBCT05	Core 5: Export Import Finance	4	25	75	100	4
	18P2IBCT06	Core 6: Logistics and Supply chain Management	4	25	75	100	3
	18P2IBCT07	Core 7: Accounting and Finance	6	25	75	100	4
	18P2IBCT08	Core 8: Trade Procedure and Documentation	4	25	75	100	4
	18P2IBCP09	Core : 9 Documentation and Map reading Practical	3	40	60	100	3
		Elective : 2	5	25	75	100	4
	18P1SBST02	Skill Based Subject 2 : Communication Skill-I	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							24
Semester – III							
III	18P3IBCT10	Core 10: Research Methods For International Business	6	25	75	100	4
	18P3IBCT11	Core 11: Global Strategic	5	25	75	100	3
	18P3IBCP12	Core 12: Tally ERP.9 Practical	5	40	60	100	3
	18P3IBCT13	Core 13: International Human Resource Management	5	25	75	100	4
		Elective : 3	5	25	75	100	4
		Skill Based Subject 3: Mathematics for Competitive Examination-II	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							20

		Semester – IV					
III	18P4IBCT14	Core 14: International Business	4	25	75	100	4
	18P4IBCT15	Core 15: Economics in Global Trade	4	25	75	100	3
	18P4IBCT16	Core 16: Global Financial	5	25	75	100	5
	18P4IBCV17	Core 17: Project Work and Viva-Voce	8	160	40	200	8
		Elective:4	5	25	75	100	4
		Skill Based Subject 4:	2	50	-	50	2
	Library	2	-	-	-	-	
Total Credits							26
Total			120			2400	90

LIST OF ELECTIVE PAPERS

ELECTIVE : 1	18P1IBET1A	Management of Multinational Corporation
	18P1IBET1B	Financial Markets and Institutions
	18P1IBET1C	Principles of Service Marketing
ELECTIVE : 2	18P2IBET2A	Port Operations and Management
	18P2IBET2B	Indian Stock Exchange
	18P2IBET2C	Marketing of Financial Services
ELECTIVE : 3	18P3IBET3A	International Logistics Management
	18P3IBET3B	Futures and Options
	18P3IBET3C	Marketing of Health Services
ELECTIVE : 4	18P4IBET4A	Travel and Tourism Management
	18P4IBET4B	Equity Research and Portfolio Management
	18P4IBET4C	Travel and Hospitality Services

LIST OF EXTRA CREDIT COURSES

S.No	Subject Code	Name of the Subject
1.	2018ECC001	Rw;Wyh tsh;r;rp
2.	2018ECC002	,jopay; fiy
3.	2018ECC003	ehl;Lg;Gwtpay;
4.	2018ECC004	fzpg;nghwpapy; jkpo;
5.	2018ECC005	jkpof tuyhWk; kf;fs; gz;ghLk;
6.	2018ECC006	jkpo; ,yf;fpa tuyhW
7.	2018ECC007	New Media

8.	2018ECC008	Proof reading And Copy editing
9.	2018ECC009	Personality Development
10.	2018ECC010	Technical Writing
11.	2018ECC011	An Introduction To Psychology
12.	2018ECC012	Astronomy
13.	2018ECC013	Fuzzy Mathematics
14.	2018ECC014	Operation Research
15.	2018ECC015	Mathematics For Professional Courses
16.	2018ECC016	Multimedia And Its Applications
17.	2018ECC017	Management Information System
18.	2018ECC018	Theory Of Computation
19.	2018ECC019	Oops With Java Programming
20.	2018ECC020	Programming In C
21.	2018ECC021	Internet Of Things
22.	2018ECC022	Web Technology And Its Applications
23.	2018ECC023	Network Security
24.	2018ECC024	Mobile And Wireless Technology
25.	2018ECC025	Cloud Computing
26.	2018ECC026	Cross Culture Management
27.	2018ECC027	Indian Economy And Trade Dependencies
28.	2018ECC028	Export Marketing
29.	2018ECC029	International Trade & Forex
30.	2018ECC030	Brand Management
31.	2018ECC031	Stress Management

32.	2018ECC032	Risk And Insurance In International Trade
33.	2018ECC033	Retail Marketing
34.	2018ECC034	Export And Import Procedures
35.	2018ECC035	Logistics And Supply chain Management
36.	2018ECC036	Quality Management
37.	2018ECC037	Management Of Small And New Enterprises
38.	2018ECC038	Tourism Management
39.	2018ECC039	Event Management
40.	2018ECC040	Hospitality Management
41.	2018ECC041	Consumer Behaviour
42.	2018ECC042	Human Resource Management
43.	2018ECC043	Principles And Practice Of Marketing Services
44.	2018ECC044	Consumer Marketing
45.	2018ECC045	Marketing Of Health Services
46.	2018ECC046	International Banking
47.	2018ECC047	E-Commerce
48.	2018ECC048	International Accounting
49.	2018ECC049	Corporate Social Responsibility And Governance
50.	2018ECC050	Enterprise Resource Planning

VISION, MISSION AND OBJECTIVES OF THE DEPARTMENT

VISION

Create a new generation of global players in Business with a sense of creativity, ethical values and a thirst for continuously updating entrepreneurial skills

MISSION

3. To provide adequate knowledge of fundamental concepts and various operations in International Business.
4. Developing effective and responsible leaders through suitable and adequate training.
5. To aware of entrepreneurship, so as to make them to take efforts to become entrepreneurs.
6. To transform students into disciplined citizens by instilling the ethical and cultural values.
7. To develop research bent of mind by encouraging the students to present papers in seminars and conferences and publish research articles in journals.

OBJECTIVES OF THE DEPARTMENT

- ✓ To provide knowledge on recent developments in the field of Export and Import business.
- ✓ To provide practical knowledge to the students on various procedures of trading through internship programmes.
- ✓ To motivate the students to become a successful Entrepreneurs

GRADUATE ATTRIBUTES OF THE COLLEGE

Our Graduates will possess

- Communication skills
- In-depth domain knowledge
- Technical skills
- Knowledge Inter-disciplinary in nature
- Positive attitude
- Critical thinking and problem solving skills
- Dynamism and team building skills
- Professional ethics and social values
- Self-awareness and emotional intelligence
- Entrepreneurship qualities
- Responsibility towards Society and environment\
- Thirst for knowledge through lifelong learning

PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: Graduates will occupy middle level management position in EXIM industries.

PEO2: Graduates would execute their tasks with professionalism and ethics.

PEO3: Graduates would be socially responsible having concern for the welfare of the nearby community.

PROGRAMME OUTCOMES (POs)

PO1: Exhibit proficiency in business related communication (written and oral).

PO2: Acquire Adequate Knowledge of preparation of various documents, procedures that help them to understand the key aspects and get involved in EXIM business.

PO3: Select and apply appropriate techniques, resources, modern Management and information technology tools to cope up with recent trends.

PO4: Acquire Adequate Knowledge in interdisciplinary subjects such as marketing, finance and accounting so as to make use of them for understanding complex concepts.

PO5: Develop self-confidence and have positive attitude through various programmes.

PO6: Analyse current conditions in developing emerging markets and evaluate present and future opportunities and risks in international business activities. Provide solutions in complex situation through out of box thinking.

PO7: Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.

PO8: Able to execute a task with professionalism and professional ethics without sacrificing concern for social welfare.

PO9: Able to identify one's own strength and weakness and to be emotionally balanced to take right decisions at complex situation.

PO10: Graduates would always have commitment towards the society to which they belong and to have interest in the protection of environment.

PO11: Recognize the need for and have the preparation and ability to engage in independent and life – long learning in the broadest context of technological change.

PO12: Acquire entrepreneurial traits to start and manage their own EXIM business successfully.

MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME

OUTCOMES

S.No.	Graduate Attributes	Programme Outcomes
1	Communication skills	Exhibit proficiency in business related communication (written and oral).
2	In-depth domain knowledge	Acquire Adequate Knowledge of preparation of various documents, procedures that help them to understand the key aspects and get involved in EXIM business.
3	Technical skills	Select and apply appropriate techniques, resources, modern Management and information technology tools to cope up with recent trends.
4	Knowledge Inter-disciplinary in nature	Select and apply appropriate techniques, resources, modern Management and information technology tools to cope up with recent trends.
5	Positive attitude	Develop self-confidence and have positive attitude through various programmes.
6	Critical thinking and problem solving skills	Analyse current conditions in developing emerging markets and evaluate present and future opportunities and risks in international business activities. Provide solutions in complex situation through out of box thinking.
7	Dynamism and team building skills	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.
8	Professional ethics and social values	Able to execute a task with professionalism and professional ethics without scarifying concern for social welfare.
9	Self-awareness and emotional intelligence	Able to identify one's own strength and weakness and to be emotionally balanced to take right decisions at complex situation.
10	Entrepreneurship qualities	Acquire entrepreneurial traits to start and manage their own EXIM business successfully.
11	Responsibility towards Society and environment	Graduates would always have commitment towards the society to which they belong and to have interest in the protection of environment.
12	Thirst for knowledge through lifelong learning	Recognize the need for and have the preparation and ability to engage in independent and life – long learning in the broadest context of technological change.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P1IBCT01	Title : Global Business Environment	Batch	2018-2020
			Semester	I
Hrs/week:	4 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Needs for environmental adjustment and analysing the international marketing environment.
- Physical environment of the nation like topography, climate, infrastructure , foreign investment etc...,
- Cultural environment like language, aesthetics, religious, altitudes and values.
- Legal environment like legal system, international legal disputes, commercial law and objectives and functions of WTO.
- Environmental problems , environmental policy and protection of environment..

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the environmental adjustment and analysing the international marketing environment.
CO2	Explain the Physical environment of the nation like topography, climate, infrastructure , foreign investment etc...,
CO3	Elucidate Cultural environment like language, aesthetics, religious, altitudes and values.
CO4	Elucidate Legal environment like legal system, international legal disputes, commercial law and objectives and functions of WTO.
CO5	Explain the Environmental problems , environmental policy and protection of environment.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	-	-	-	-	-	√	-	√	-	-
CO2	-	√	-	-	-	-	-	√	-	√	√	-
CO3	-	√	√	√	-	-	√	-	√	-	√	-
CO4	-	√	-	√	-	√	√	√	-	-	√	-

SYLLABUS

UNIT-I

(12 Hrs)

Environmental adjustment needs – Analysing the international marketing Environment –Vital importance of continuous monitoring, adopting to the changing Environment.

UNIT-II**(10 Hrs)**

The national physical environment – Topography – Climate – The nature of Economic activity – Rostov’s view. Infrastructure – Transportation. Energy conservation – Urbanization – Tax structure, Inflation foreign investment.

UNIT-III**(10 Hrs)**

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

UNIT-IV**(14 Hrs)**

Legal environment – Bases for legal system – Jurisdiction International Legal Disputes– International dispute resolution crime, Corruption and law – Commercial Law within countries– Impact of International law on Business of human Rights. WTO- Objectives, Functions and It’s Recent Trends.

UNIT-V**(14 Hrs)**

Fundamentals of environmental protection– Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach –Regulation – Distributive effects – International policy – India’s policy and the relevant constitutional provisions – law of environment – protection in India.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Francis Cherunilam	International Business: Text and Cases	Prentice Hall India	2011 Edition -5

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	K. Aswathappa	International Business	Mc Graw Hill	2015 Edition -6
2	V.K. Bhalla & Shivarma,	International Business Environment & Management	Anmol Publications	2006 Edition -4
3	Janet Morrison	The Global Business Environment: Meeting the Challenges	Palgrave Macmillan	2011 Edition -3
4	Mr Ian Brooks & Mr Jamie Weathers ton	The International Business Environment	Financial Times	2010 Edition – 2

WEBSITE REFERENCE

- <https://www.studocu.com/en/document/international-business-environment/>
- <https://www.civildserviceindia.com/.../notes/international-business-environment.html>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P1IBCT02	Title: International Marketing Management	Batch	2018-2020
Hrs/week:	5 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Definition features, benefits, difficulties, barriers in international marketing and future of global marketing.
- Customer value and satisfaction and delivering the same, implementing total quality marketing.
- International market selection process and market segmentation .
- Taking proper international marketing discussion
- Managing direct and online marketing and challenges of online marketing.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain Definition features, benefits, difficulties, barriers in international marketing and future of global marketing.
CO2	Discuss about Customer value and satisfaction and delivering the same, implementing total quality marketing.
CO3	Demonstrate International market selection process and market segmentation .
CO4	Explain proper international marketing discussion
CO5	Elucidate Managing direct and online marketing and challenges of online marketing

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	-	√	-	-	-	-	√	√	-	-
CO2	-	√	-	√	√	-	-	-	√	√	√	-
CO3	-	√	√	√	-	-	-	-	√	√	-	√
CO4	√	√	√									

SYLLABUS

UNIT-I

(13 Hrs)

International Marketing – Definition, National & International Marketing-Special features of International Marketing - Benefits of international marketing – Difficulties & Barriers in International Marketing –Future of Global Marketing.

UNIT-II**(13 Hrs)**

Managing Marketing- Defining Customer Value & Satisfaction–retaining customers-delivering Customer value & satisfaction – Implementing total quality marketing – Competitive marketing Strategies-Balancing customer and Customer Orientation.

UNIT-III**(12 Hrs)**

International market selection and segmentation – market selection process – research – planning and control.

UNIT-IV**(10 Hrs)**

International Marketing decisions-Product strategies and product planning- Branding and Packaging decision-Pricing strategies, Promotion Strategies.

UNIT-V**(12 Hrs)**

Managing direct and On-line marketing-the growth and benefits of direct marketing –indirect marketing– major channel for direct marketing –on-line marketing –conducting on-line marketing–Challenges of on-line marketing.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Philip R. Careora	International Marketing	McGraw Hill	2008 Edition -15

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Philip Kotler	Marketing Management	Routledge Publishers	2010 Edition-12
2	Onkvist & Shaw	International Marketing	Routledge Publishers	2011 Edition -4
3	Rakesh Mohan Joshi	International Marketing	Oxford university press India	2006 Edition -2
4	Russ Winer and Ravi Dhar	Marketing Management	Pearson Education	2014 Edition 4

WEBSITE REFERENCE

- <https://www.enotesmba.com/2015/08/international-marketing- management-notes>
- <https://www.scribd.com/.../Mba-IV- International-Marketing- Management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P1IBCT03	Title : Cargo Management	Batch	2018-2020
			Semester	I
Hrs/week:	6 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Concepts origin ,nature and classification of cargo, types of transportation, cargo marketing and marine insurance.
- Cargo handling, operations, systems, classification and services and also custom clearance process.
- Air cargo , its types, duties and responsibilities of cargo agents.
- Aircrafts loading procedures, cargo booking rating and charges and preparation of airway bills.
- Dry cargo, containers, types and chartering, liquid cargo and its transportation

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Concepts origin ,nature and classification of cargo, types of transportation, cargo marketing and marine insurance.
CO2	Explain Cargo handling, operations, systems, classification and services and also custom clearance process.
CO3	Elucidate Air cargo , its types, duties and responsibilities of cargo agents.
CO4	Elucidate Aircrafts loading procedures, cargo booking rating and charges and preparation of airway bills.
CO5	Discuss about Dry cargo, containers, types and chartering, liquid cargo and its transportation

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	√	-	-	-	-	-	√	-	√
CO2	-	√	-	-	-	-	-	-	-	√	-	√
CO3	-	√	√	-	-	-	-	-	-	√	-	√

SYLLABUS

UNIT-I

(14 Hrs)

Cargo Management- Concept, Origin, Nature- classification of cargo- Transportation types- overview of cargo industry- cargo marketing- cargo trends-concept of marine insurance of cargo.

UNIT-II

(15Hrs)

Cargo Handling- concept-cargo handling operations, systems, classification- cargo handling

services. National association of cargo transportation, Customs clearance process.

UNIT-III

(14 Hrs)

Air cargo- air cargo industry- overview air cargo in India- types of air cargo- cargo and freight agent- role of cargo agents- duties & responsibilities- International air cargo association.

UNIT-IV

(15 Hrs)

Air cargo guide – Aircraft loading Procedures- Devices (ULDs)- Air cargo acceptance – cargo booking – cargo automation – air cargo rating & charges – preparation of airway bills.

UNIT-V

(14 Hrs)

Dry cargo- dry cargo containers –International Association of Dry cargo – types of dry cargo – Dry cargo Chartering. Liquid cargo- Transportation of liquid bulk cargos.

TEXT BOOK

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1.	Manoj Dixit, Surabhi Srivastava	Cargo Management: An International Perspective	Routledge Publishers	2006 Edition- 6

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1	P. N. Dhar	Global Cargo Management	Kanishka Publishers	2008 Edition 1
2	Michael Sales	Air Cargo Management	Routledge	2016 Edition 2
3	Rico Mercer Jackie Walters	Air cargo and Logistics Management	Academic Press	2016 Edition 2
4	Mark Row Botham	Introduction to Marine Cargo Management	Routledge	2014 Edition 2

WEBSITE REFERENCE

- 1.<https://www.scribd.com/document/68346043/Cargo-Management>
- 2.<https://www.slideshare.net/krishnateja94695/air-cargo- management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P1IBCT04	Title : Foreign Exchange Management	Batch	2018-2020
			Semester	I
Hrs/week:	6 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Administration of foreign exchange, FEMA regulations, authorized dealers and multinational banking.
- Functions of foreign exchange markets.
- External and internal techniques of foreign exchange exposure management.
- Inter bank deals, managing foreign exchange reserves and devaluation .
- Currency future and options market.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Administration of foreign exchange, FEMA regulations, authorized dealers and multinational banking.
CO2	Elaborate Functions of foreign exchange markets.
CO3	Differentiate External and internal techniques of foreign exchange exposure management.
CO4	Explain the Inter bank deals, managing foreign exchange reserves and devaluation .
CO5	Elaborate Currency future and options market.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	√	√	√	-	-	√	-	-	-	√	√	-
CO2	-	√	√	-	-	√	-	√	-	-	√	-
CO3	√	√	√	-	-	√	-	-	-	√	-	-
CO4	√	-	√	-	-	√	√	-	-	√	√	-

SYLLABUS

UNIT – I

(14 Hrs)

Foreign exchange – Administration of Foreign Exchange – FEMA Regulations– Foreign Exchange transactions – purchases and sales transactions – Authorized dealers – Foreign currency accounts – Multinational Banking.

UNIT – II

(16 Hrs)

Foreign exchange market – Functions – Exchange rates – Exchange quotations – spot and forward

transactions – Merchant rates – TT Selling rate- TT Buying rate-Forward exchange contract- Features of Forward exchange contract.

UNIT – III (14 Hrs)

Foreign exchange risk and exposure – External techniques of exposure management – Internal techniques of exposure management.

UNIT – IV (14 Hrs)

Inter Bank Deals- cover deals trading, SWAP Deals – Arbitrage operations-Managing foreign exchange reserves- Devaluation –pros and cons.

UNIT – V (18 Hrs)

Currency futures and option market- future contract Vs forward contract- link between future and forward contract- Currency option- exchange traded option- OTC option.

Note: Question paper shall cover 80% Theory and 20% Problems (only from Unit-II).

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Bharat	Foreign Exchange	Bharath law House Pvt Ltd	2001 Edition 8

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	A. V. Rajwade	Foreign Exchange, International Finance	Routledge Publishers	2014 Edition 2
2	C. Jeevanandham	Foreign Exchange Arithmetic	Sultan Chand & sons	2013 Edition 4
3	Shasi K.Gupta and Praneet Rangi	Foreign Exchange Management	Kalyani Publishers	2015 Edition 2
4	Esha Sharma	Foreign Exchange Management	Lakshmi Publication Pvt Ltd	2011 Edition 4

WEBSITE REFERENCE

1. <https://www.slideshare.net/aditya30990/foreign-exchange-management-notes>
2. <https://www.lawctopus.com/academike/foreign-exchange-management-act-1999/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P2IBCT05	Title : Export Import Finance	Batch	2018-2020
			Semester	II
Hrs/week:	4 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Export finance , terms and modes of international payment, and financing of export credit needs
- Pre shipment and post shipment credit finance and their categories.
- Import finance and its types, payments methods for imports.
- Long term finance, deferred payment and approval bodies.
- Financial agencies available in India

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain Export finance , terms and modes of international payment, and financing of export credit needs
CO2	Differentiate Pre shipment and post shipment credit finance and their categories.
CO3	Elaborate Import finance and its types, payments methods for imports.
CO4	Explain the Long term finance, deferred payment and approval bodies.
CO5	Discuss the Financial agencies available in India

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	-	-	-	-	-	-	√
CO2	-	√	-	√	-	-	-	-	-	√	-	√
CO3	-	√	√	√	-	-	-	-	-	√	-	√
CO4	-	√	√	√	-	√	-	-	-	-	-	√

SYLLABUS

UNIT – I

(10Hrs)

Introduction to Export Finance: Terms of International Payments – Modes of International Payments – Financing of Export Credit needs – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit System in India-carbon credit.

UNIT – II**(10 Hrs)**

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance.

UNIT –III**(10 Hrs)**

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports.

UNIT – IV**(10 Hrs)**

Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving.

UNIT – V**(10 Hrs)**

Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation – ICICI – IDBI – IFCI.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Parasram	Export Import Finance	Anupam Publishers	2014 Edition 17

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Justin Paul and Rajiv A Sarkar	Export Import Management	Oxford university press India	2006 Edition 2
2	Harry M. Venedikian	Export Import Financing	John Wiley & sons	2010 Edition 4
3	P.R.Shukla	International Trade Finance	Anmol Publications (P ltd)	1992 Edition 6
4	Justin Paul & Rajiv Asekar	Export Import Management	Oxford Publications	2013 Edition 2

WEBSITE REFERENCE

1.<https://www.docsity.com> > ... > Study notes Business Administration

2.https://www.odu.edu/~bseifert/fin435/fin435_chapter22.ppt

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P2IBCT06	Title : Logistics and Supply chain Management	Batch	2018-2020
			Semester	II
Hrs/week:	4 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Definition of logistics management, types of logistics automation and outsourcing, concept in logistics and physical distribution
- Warehousing and storage management, transportation management and distribution channel management
- Nature, concepts, components, need and participants in supply chain
- Supply chain performance drivers, systems and values of supply chain
- Supply chain and business strategy, supply chain relationship and certification

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Definition of logistics management, types of logistics automation and outsourcing, concept in logistics and physical distribution
CO2	Discuss about Warehousing and storage management, transportation management and distribution channel management
CO3	Explain the Nature, concepts, components, need and participants in supply chain
CO4	Explain the Supply chain performance drivers, systems and values of supply chain
CO5	Elaborate Supply chain and business strategy, supply chain relationship and certification

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	-	-	-	-	√	-	√	-	-
CO2	-	√	√	-	-	√	-	-	-	√	√	√
CO3	-	√	√	√	-	√	√	-	-	√	-	-
CO4	-	√	√	-	-	√	-	-	-	√	-	-

SYLLABUS

UNIT- I

(10 Hrs)

Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory

UNIT-II

(10 Hrs)

Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – cold storage - Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century

UNIT-III

(10 Hrs)

Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications

UNIT-IV

(10 Hrs)

Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement- Systems and Values of Supply Chain

UNIT-V

(10 Hrs)

Aligning the Supply Chain with Business Strategy - SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	D K Agrawal	Logistics and Supply Chain Management	MacMillan	2013 Edition 1

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	G Raghuram& N Rangaraj	Logistics and Supply Chain Management	Mac Millan	2014 Edition 2
2	Martin Christopher	Logistics & Supply Chain Management:	FT Press	Edition 4
3	Janat Shah,	Supply Chain Management Finance	Pearson. Publications (P)	Edition 1
4	Donald J.Bowersox	Supply Chain logistics Management	McGraw Hill	2016 Edition 3

WEBSITE REFERENCE

1. https://courses.edx.org/asset-v1...SC1x.../w1l1_IntroSCM_ANNOTATED_v4.pdf
2. <https://ocw.mit.edu/courses/...logistics-and-supply-chain-management.../lecture-notes>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P2IBCT07	Title :Accounting and Finance	Batch	2018-2020
			Semester	II
Hrs/week:	6 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- International accounting standards capital and revenue, expenditure and receipts, depreciation and its methods of calculation.
- Ratio analysis and its use and limitations, fund flow and cash flow analysis and their uses and limitations
- Marginal costing, cost volume profit and break even analysis and determination of sales mix
- Objectives of cost accounting, preparation of cost sheet, methods and techniques of costing
- Budgeting and budgetary control, preparation of different budgets and steps in budgetary control

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the International accounting standards capital and revenue, expenditure and receipts, depreciation and its methods of calculation.
CO2	Discuss the Ratio analysis and its use and limitations, fund flow and cash flow analysis and their uses and limitations
CO3	Elucidate Marginal costing, cost volume profit and break even analysis and determination of sales mix
CO4	Explain the Objectives of cost accounting, preparation of cost sheet, methods and techniques of costing
CO5	Differentiate Budgeting and budgetary control, preparation of different budgets and steps in budgetary control

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	√	√	√	√
CO2	-	√	√	√	-	√	√	-	√	√	√	√
CO3	-	√	√	√	-	√	√	-	√	√	√	√
CO4	√	√	√	√	-	√	√	-	√	√	√	√

SYLLABUS

UNIT-I

(14 Hrs)

An Introduction to Company Final Accounts - International Accounting Standards – An Introduction to Tally Package. Capital and Revenue Expenditure- Deferred Revenue Expenditure

- Capital and Revenue Receipts – Depreciation – Definition – Causes and need for depreciation
- Different Methods of Calculating Depreciation.

UNIT-II (15 Hrs)

Ratio Analysis – Profitability, Coverage Ratios, Turnover Ratios, Financial Ratios - uses and limitations of Ratio Analysis – Funds Flow Analysis – uses and limitations - Cash Flow Analysis – uses and limitations.

UNIT-III (14 Hrs)

Marginal Costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Profit Planning - Decisions involving Alternative Choices: Determination of sales mix.

UNIT-IV (15 Hrs)

Concept of cost – Elements of Cost – Cost Accounting – Objectives –preparation of Cost Sheet (Problems) – Classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing.

UNIT-V (14 Hrs)

Budgeting and Budgetary Control – definition, importance, essentials, classification of budgets – steps in budgetary control – preparation of budgets – steps in budgetary control – preparation of different budgets – material budget, material cost budget, production budget, production cost budget, cash budget and flexible budget.

Note: Question Papers shall cover 40% theory and 60 % problem

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.P.Jain, K.L.Narang	Cost and Management Accounting	Kalyani Publications	2015 Edition 5

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	T.S.Reddy	Financial Accounting	Margham Publication	2012 Edition 1.
2	S.P.Jain, K.L.Narang	Cost Accounting	Kalyani Publications,	2010 Edition 1
3	C.Paramasivan	Financial Management	New Age International P.Ltd.,	2010 Edition 2
1	T.S.Reddy	Financial Accounting	Margham Publication	2012 Edition 1

WEBSITE REFERENCE

1. <https://www.studocu.com> > ... > Accounting and Financial Management 1A/
2. <https://ocw.mit.edu/courses/sloan-school-of...financial-accounting.../lecture-notes>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P2IBCT08	Title: Trade procedure and Documentation	Batch	2018-2020
			Semester	II
Hrs/week:	4 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Types of export and import, export licensing procedure and formalities and deemed export and its benefits.
- Export house and trading house salient features and benefits of free trade zones. And the norms governing their establishment.
- various methods by which import trade can be controlled.
- Warehousing in connection with imports, special specialities for NRI'S export and import documentation, customs procedures and customs duty.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain Types of export and import, export licensing procedure and formalities and deemed export and its benefits.
CO2	Differentiate Export house and trading house salient features and benefits of free trade zones. And the norms governing their establishment.
CO3	Explain the various methods by which import trade can be controlled.
CO4	Elaborate Warehousing in connection with imports, special specialities for NRI'S export and import documentation, customs procedures and customs duty.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	-	-	-	-	-	√	√	-	-
CO2	-	√	-	-	-	-	-	-	√	√	-	-
CO3	-	√	√	-	-	-	-	-	√	√	-	-

SYLLABUS

UNIT-I

(10 Hrs)

Export and Import- Meaning, types of exports and Imports, Project exports and consultancy exports. Export Trade Control: Different categories of Exporters- Export licensing procedures and formalities-Role of ECGC in export promotion–Deemed exports and its benefits.

UNIT-II**(10 Hrs)**

Registered Exporters: Definition of export House and Trading House – Incentives given to Free trade Zones, 100% EOU's and SEZs – salient features and benefits – Norms governing the establishment and governing of the units. Agriculture and Process Products.

UNIT-III**(11 Hrs)**

Import Trade Control: License-Duty Entitlement Passbook Scheme – Import of capital goods under EPCG scheme – Import of raw materials and components under OGL actual user condition – Import for stock and sale-Restricted and Banned items for imports – Canalization of Imports and various canalizing agencies – SCOMET.

UNIT-IV**(10 Hrs)**

Warehousing in connection with imports- Bonded warehousing – special facilities for NRI's and the norms for import of various items by them- Import of Capital goods and raw materials for Free Trade Zones and 100% EOU's.

UNIT-V**(10 Hrs)**

Export and Import Documentation, Customs Procedures for Exports and Imports – Customs duty and Indian Customs tariff, Documents for pre – shipment inspect.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	M.L.Mahajan	A Guide on Export Policy Procedure and Documentation	Delhi Dhanpat Rai and Sons	2004 Edition 11

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Nabhi Board of Editors	How to Import	Nabhi Publication	Edition 20
2	Nabhi Board of Editors	How to Export	Nabhi Publication	Edition 25
3	Rathor	Export marketing	Jain Book House	Edition 3
4	T.A.S.Balagopal	Export Marketing	Himalaya Publishing House	Edition 4

WEBSITE REFERENCE

1. <https://www.slideshare.net/WelingkarDLP/22-15062840>
2. <https://www.slideshare.net/.../international-trade-procedures-and-documentation>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P2IBCP09	Title: Documentation and Map reading Practical	Batch	2018-2020
			Semester	II
Hrs/week:	3 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know

- Preparation of a letter of credit, bill of exchange, certificate of origin and bill of entry.
- Preparation of a packing list, bill of lading, commercial invoice and export declaration form.
- Finding the details of minor and major ports in India, route map of Panama Canal details of canal oriented sea routes and famous three air routes.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the letter of credit, bill of exchange, certificate of origin and bill of entry.
CO2	Explain the packing list, bill of lading, commercial invoice and export declaration form.
CO3	Discuss the details of minor and major ports in India, route map of panama canal details of canal oriented sea routes and famous three air routes

MAPPING WITH PROGRAMME OUTCOMES

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Cos												
CO1	-	√	√	√	-	-	-	√	√	√	-	-
CO2	-	√	√	√	-	-	-	√	√	√	-	-
CO3	-	√	√	√	-	-	-	√	√	√	-	-

SYLLABUS

Preparation of Documents using MS Word

1. Prepare a Letter of Credit
2. Prepare a Bill of Exchange
3. Collect and Prepare the Certificate of Origin
4. Collect and Prepare Bill of Entry
5. Collect and Prepare a Packing List.
6. Collect and Prepare a Bill of Lading.

7. Prepare the Commercial Invoice
8. Prepare Export Declaration Form

Map Finding Using Internet

1. Browse and collect Various Major and Minor ports in India.
2. Collect the details of Panama Canal and download its route map
3. Collect the details of Canal Oriented Sea Routes- India to London, Australia to South Africa.
4. Air route – collect the details famous air routes (any three).

REFERENCE WEBSITE

1. <https://www.searoutefinder.com/>
2. https://2016.export.gov/logistics/eg_main_018121.asp

Means of Curriculum Delivery :Power Presentation, Hands on Training .

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBCT10	Course Title: Research Methods For	Batch	2018-2020
Hrs/week:	6 Hrs	International Business	Semester	III
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Various types of research, defining a problem setting objectives and hypothesis of the research on the preparation of research design.
- Various methods of data collection, reliability and validity of the data collection and classification, tabulation of data.
- Understand about the measurement and scaling technique ,determination of sample size and various sampling methods and their applications.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the various types of research, selection and formulation of the research problem setting objectives and formulating hypothesis .
CO2	Explain various methods of data collection and explain how to test the reliability validity and collect the data.
CO3	Explain about the various measuring and scaling techniques, sampling methods and the types of population for which they can be applied.
CO4	Apply various test of significance to draw inferences about the various hypothesis formulated and draft a final research report.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓
CO2	-	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	-	-	✓	-	-	-
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-

SYLLABUS

UNIT -I

(14 Hrs)

Over view of Research methodology: Meaning and purpose – types of research: Exploratory, Analytical, Descriptive, Experimental and Case study.

UNIT -II

(15 Hrs)

Research Focus: Problem definition, Selection and formulation – Review of Literature – Delimitation of the scope of the study – Setting Objectives –Definition of the concepts – Formulation of hypothesis – Preparation of Research design – Field work and Data collection.

UNIT -III

(14 Hrs)

Data Collection: Primary and Secondary Data: Observation, Interview, Telephonic Interview, Questionnaire – Internal and External source of Secondary data – Construction of Interview schedule and Questionnaire – Pre testing and Pilot Study – Reliability and Validity tests – Processing and data analysis: Checking, Coding, transcription and tabulation of data

UNIT -IV

(16 Hrs)

Meaning of Hypothesis – Types of Hypothesis – Sources of hypothesis – Testing of Hypothesis – Errors in Testing – Measurements – Scaling techniques and Scale Construction – Sample size – Sampling error –Sampling Methods and Applications.

UNIT –V

(13Hrs)

Use of Computers in Data Analysis: Test of significance based on normal, t , f and chi square distributions, analysis of variance- one way and two way classification. Report writing: Types of report, Contents of report, Styles and Conventions in report writing - Steps in drafting a report: Cover page, Introduction, Text, Bibliography and Appendix.

Note: Question Papers shall cover 80% theory and 20 % problem (only from unit IV and V)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Kothari, C.R	Research Methodology Methods and Techniques	New Age International Publishers	2012

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	R.Panerselvam	Research Methodology	Prentice Hill of India Pvt Ltd, New Delhi	2004
2	Donald R. Cooper,	Business Research Methods, Tata Mcgraw	Hill Publication company Ltd	Edition-9, 2006
3	K.N.Kishnaswamy, AppaiyerSivakumar, M.Mathiajan	Management Research Methodology, Integration of Principles, methods and techniques	Pearsons Education, , New Delhi	2008
4	Donald R.Cooper	Business Research Methods, McGraw	Hill Education	Edition-12 (March 5, 2013)

WEBSITE REFERENCE

- <https://www.studocu.com/en/document/international-business-environment/>
- <https://www.civilserviceindia.com/.../notes/international-business-environment.html>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBCT11	Course Title:	Batch	2018-2020
		Global Strategic Management	Semester	III
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- To understand the concept and role of strategy, various approaches to a strategic decision making ,role of board of directors and global s strategy management.
- Understand how to analyse global environment operating environment internal environment and constructing analysis of strategy view.
- Know about growth stability and retrenchment strategies. Also know about how to evaluate strategy alternatives.
- Know about various strategy issues and alternatives and about outsourcing strategy..

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the process of strategy management and concept of strategy fit leverage and stretch.
CO2	Explain how to analyse global operating and internal environment
CO3	Describe about growth stability and retrenchment strategy and how to evaluate strategic alternatives
CO4	Explain the multi country and global strategy and also about the various outsourcing strategies

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	-	-	✓	-	✓	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	✓	-	✓	-	-	-
CO4	-	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	-

SYLLABUS

UNIT -I

(13Hrs)

Introduction: Concept and Role of Strategy; The Strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors and Top Management; Strategic Intent; Concept of Strategic Fit, Leverage and Stretch; Global Strategy and Global Strategic Management; Strategic flexibility and learning organization.

UNIT- II

(15Hrs)

Environmental Analysis: Analysis of Global Environment- Environmental Profile; Constructing Scenarios; Environmental scanning techniques- ETOP, PEST and SWOT (TOWS) Matrix; Michael

Porter's Diamond Framework; Analysis of Operating Environment - Michael Porters Model of Industry Analysis; Strategic Group Analysis, Analysis of Internal Environment.

UNIT –III (12Hrs)

Strategic Choice: Strategic options at Corporate Level – Growth, Stability and Retrenchment Strategies; Corporate Restructuring Strategic options at Business Level- Michael Porters' Competitive Strategies and Cooperative Strategies; Evaluation of Strategic Alternatives – Product Portfolio Models (BCG matrix, GE Matrix, etc.)

UNIT –IV (12Hrs)

Strategic Issues and Alternatives in Globally Competitive Markets: Reasons and process of firms internationalization; International entry options; Multi-country and global strategies; Outsourcing strategies- KPO, LPO & BPO.

UNIT –V (8Hrs)

Case study (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Ghosh, P.K	Strategic Management-Text and Cases	Sultan Chand and Sons	Edition-1

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Dirt Morschett& Joachim Zentes	Global Strategic Management	Wiesbaden Publications	Edition-3, 2015
2	KamelMellahi,Jedrej George	Global Strategic Management	Oxford University	Edition-3, 2015
3	Davidson, W.H	Global Strategic Management	John Wiley	Edition-2013,
4	Thompson, Arthur A. and A. J. Strickland	Strategic Management,	McGraw Hill, New York	Edition-2010

WEBSITE REFERENCE

- 1 <https://www.macmillanihe.com>international-marketing- management-notes
- 2 <https://www.scribd.com/.../Mba-IV- International-Marketing- Management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBCP12	Course Title:	Batch	2018-2020
		Tally ERP. 9- Practical	Semester	III
Hrs/week:	5Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about how to make use Of Tally ERP.9 accounting package to prepare:

- To create a company
- To prepare a ledger and Trail balance
- To prepare a ledger and Trading profit and loss account and balance sheet
- Calculate forex value and its gain or loss
- Interest calculation of the company

COURSE OUTCOMES

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

CO Number	CO Statement
CO1	Create a company from the given details
CO2	Generate a ledger and prepare trail balance from the given information
CO3	Prepare trading profit and loss account from the given details
CO4	Calculate foreign exchange value and its gain or loss from the given information
CO5	calculate the interest from the given data of a company.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	✓	-	✓	-	✓	✓	-	-	✓	-
CO3	-	-	✓	-	✓	-	✓	-	-	-	-	-
CO4	-	✓	✓	-	✓	✓	✓	✓	-	✓	✓	-

SYALLABUS

1. Create a Company with relevant details

2. Enter the following transactions and generate jounal & ledger a/c

Arun started the business on 1-4-2016

1. Received capital by cash Rs 2,00,000
2. Cash deposited in Indian bank Rs 50,000
3. Credit purchases from Krishna traders Rs. 20000 invoice no 12
4. Credit purchases from PRAVIN traders Rs 20,000 invoice no 12
5. Credit purchase from KRISHNA traders Rs 20000 invoice no 14
6. Credit purchase from PRAVIN traders Rs 20,000 invoice no 44
7. Returned goods to KRISHNA traders Rs 5000 invoice no 12

8. Returned goods to PRAVIN traders Rs 5000 invoice no 44
 9. Credit sales to RAVI & co Rs 50,000 inv no 1
 10. Credit sales to KUMAR & co Rs 50,000 inv no 2
 11. Cash sales Rs 20,000 inv no 3
 12. Credit sales to RAVI & co Rs 50,000 inv no 2
 13. Credit sales to RAVI & co Rs 50000 inv no 5
 14. Goods returned by RAVI & co Rs 5000 inv no 1
 15. Goods returned by KUMAR & co Rs 5000 inv no 1
 16. Payment made by cheque to KRISHNA TRADERS Rs 30,000 ch no 302302
 17. Payment made by cheque to PRAVIN TRADERS Rs 30,000 ch no 116210
- Received cheque from: Ravi & co and Kumar & co Rs.75, 000 each.

Payments made by cash

18. Paid to petty cash by cash Rs.1000
19. Furniture purchased Rs.20000
20. Salaries paid Rs. 10000
21. rent Rs.4000
22. electricity charges Rs.3000
23. telephone charges Rs.3500
24. cash purchases Rs.5000

Payments made by petty cash:

25. conveyance Rs.150
26. postage Rs.100
27. stationeries Rs.200
28. staff welfare Rs.100
29. stationeries purchased from Sriram& co Rs.1500 on credit
30. depreciation on furniture 10%

3. Royal Electricals started a business of Electricals items and home appliances from 1-4-16 received cash for capital 5, 00,000

7-4 credit purchases from Govind Electricals in no 123:

Ceiling fan 100nos at Rs 800
 Table fan 100nos at Rs 1000
 Mixies 100nos at Rs 1500
 Grinders 100nos at Rs 2000

10-4 credit Sales Ram electricals in no 1:

Ceiling fan 70nos at Rs 1000
 Table fan 70nos at Rs 1500
 Mixies 70nos at Rs 2000
 Grinders 70nos at Rs 2500

+TNGST 4% ON TOTAL SALES

10-4 Cash Sales in no 2:

Ceiling fan 10nos at Rs 1000
 Table fan 10nos at Rs 1500
 Mixies 10nos at Rs 2000
 Grinders 10nos at Rs 2500

+TNGST 4% ON TOTAL SALES

CASH discount 5%

15-4 Paid cheque to GovinelectricalsRs 2, 00,000

15-4 Received cheque from Ram electricals Rs 3, 00,000
 Payment made by cash
 Paid to petty cash Rs 2000
 Furniture Rs 15,000
 Salaries Rs 10,000
 Wages Rs 7,000
 Carriage inward Rs 1500
 25-04 Payment made by petty cash
 Conveyance Rs 200
 Postage Rs 150
 Stationeries Rs 150
 Staff Welfare Rs 200
 30-4 Journal depreciate 10% on furniture:
 Prepare Trading Profit and Loss Account and Balance sheet.

4. From The Balances of Ms.Priya Prepare Trading and Profit And Loss A/C and Balance Sheet For The Year Ending....

Stock 9,300
 Repairs 310
 Machinery 12,670
 Furniture 1330
 Office expenses 750
 Trading expenses 310
 Land and buildings 15,400
 Bank charges 50
 Misc income 200
 Purchases 15,450
 Purchase return 440
 Sales return 120
 Sundry creditors 12,370
 Advertisement 500
 Cash in hand 160
 Cash at bank 5870
 Sales 20,560
 Sundry expenses 150
 Insurance 500
 Traveling expenses 200
 Capital 24,500
 Loan 5,000
 Closing stock 7580

INVENTORY VALUATION

5. From the below create unit of measurement, stock groups and stock items

Find the stock summary:

Stock groups: 1. Magazine 2. Baby drinks 3. Cool drinks 4. Daily news paper 5. Hot drinks
 6. Stationeries 7. Vegetables

Stock items: Item Qty Rate Units
 Boost 25 80 nos
 Sports star 20 15 nos
 Potato 260 30 kgs

Star dust	20	25	nos
The hindu	50	3.25	nos
Tomato	150	15	kgs
Fanta	10	25	lit
Dinamalar	40	2.50	nos
Coco	55	120	nos
Horlicks	60	70	nos
India today	10	10	nos
Lactogin	10	100	nos

MAINTAIN BILLWISE DETAILS

6. Create Credit bill wise details from the following

1. Raja commenced business with a capital of Rs 10,000
2. Purchased goods from kumar & co 15,000 Rs. Paid in three instalments within 5 days gap
3. Purchased goods for cash 8000 Rs
4. Sold goods to Ratna & co Rs 20,000 amount to be paid in two instalment
5. Sold goods for cash for Rs 5000
6. Received cash from ratna & co 7500
7. Paid to kumar & co 7500
8. Sold goods for cash 5000

7. Cost categories and Cost centre

Nov 1: Purchased Goods from Abc & Co 15,000

BANGLORE BRANCH 5,000

CHENNAI BRANCH 10,000

ALLOCATE THE COST TO THE PRODUCTS

MOUSE 7000

KEYBOARD 15,000

2. Sold Goods for Cash Rs 20,000

BANGLORE BRANCH 7,000

CHENNAI BRANCH 13,000

ALLOCATE THE COST TO THE PRODUCTS

MOUSE 9000

KEYBOARD 11,000

3. Paid To ABC & Co Rs 15,000

4. Salary Paid 3000 Rs to Salesman Mr.Raj 1600 Mr.Ravi 1400

Currencies

8. Calculate forex value

On 1-12-sold to foreign customer 100 bags of wheat at the rate of 25\$ per bag
(new ref export 1 due dates 7 days)

On 15-12 received from foreign customer 2000 \$ @ 39 per \$ plus bank

Charge 50 \$ std rate 35 per \$ selling rate 36 \$ buying rate 37 per \$

On 1-12 the rates for pounds are as follows

Std rate 50 per pound: selling rate 51 per pound: buying rate 52 per pound

On 12-12 purchased from foreign supplier 200 bags of wheat @ 5 pound per bag. The rupee was being traded at Rs 52 per pound. Due days is 15 days

On 20-12 paid to the foreign supplier 1000 pounds at Rs 53 per pound bank charges incurred was Rs 2000

Foreign gain/loss

9. Calculate foreign exchange gain or loss

01.01.2005

Purchased goods from U.K supplier 1000 £

02.01.2005

Sold goods to U.S buyer 1500

03.01.2005

Cash received from U.S buyer 1500

(Selling rate rs.46/\$)

04.02.2005

Paid cash to U.K supplier 1000

(Selling rate rs 53/ £)

Dollar \$:

Std rate - 1\$ - 43 Rs

Sales rate - 1\$ - 44 Rs

Buying rate - 1\$ - 42 Rs

Pound £: Std rate - 1 £ - 51 Rs

Sales rate - 1 £ - 50 Rs

Buying rate- 1 £ - 52 Rs

10. MEMO VOUCHER An advance amount paid Rs 10000 given to sales executive for traveling. The actual expenses for traveling expenses for the sales is Rs 5000

11. CHEQUE PRINTING

Print a cheque:

Company name on cheque: Bharathi: name of the bank state bank of India.

Width 168, height 76, starting location 116, distance from top 23.

12. INTEREST CALCULATIONS

Cash deposited in Canara bank Rs 1, 00,000

Sold goods to Ganesh Rs 25,000

31-12- cash deposited at Canara bank Rs 50,000

Sold goods to Ganesh 50,000

Interest parameters rate 16% per 365 days year

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBCT13	Course Title :	Batch	2018-2020
		International Human	Semester	III
Hrs/week:	5Hrs	Resource Management	Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- To know clearly about domestic and international HRM activities, issues and practices
- To know about global staffing practices and selection techniques
- To know about global training international performance management and performance appraised system
- To understand global compensation practices and structure of the international compensation packages
- To know about international industrial relation functions and role of trade unions in MNC's

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain about international human resource management and the practices followed in various ASIAN countries
CO2	Describe about various types of international human resource management, global staffing practices and the selection techniques
CO3	Elaborate about the performance management and the performance appraisal system
CO4	Explain about compensation practices followed in various countries and about the structure of the compensation package
CO5	Tell about international industrial relation, functions and role of trade union, concerns of trade unions in MNC's

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	✓	-	-	-	✓	✓	-	-	✓	✓
CO3	-	-	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	✓	-	✓	-	✓	✓	✓

SYLLABUS

UNIT – I

(12 Hrs)

HRM- Introduction, Roles and Responsibilities of Manager, Introduction to IHRM- Meaning- Significant IHRM activities & issues-Domestic vs. IHRM. HRM Practices in Asian Countries like India and China- Japan- U.S.A., U.K and France.

UNIT – II

(12 Hrs)

Global human resource planning- Issues in supply of International human resources- Types of

International human resources- Steps for strategic planning of an MNC. Recruitment of Overseas Assignments- Sources at macro & micro level. Global Staffing Practices- Selection- Career cycle of expatriates- Expatriates failure situations & rates- Selection techniques.

UNIT – III

(14 Hrs)

Training and Development: Global training- Areas of global training- Process of cross- cultural training- International team training. Performance Management- Challenges of International Performance Management- Areas to be appraised- Methods- Criteria for Performance Appraisal of Expatriates- System of Performance appraisal- Problems- Effectiveness of Performance Appraisal.

UNIT – IV

(12Hrs)

Global Compensation Practices- Complexities in International Compensation- Factors affecting International Compensation- Compensation in International Perspective and Practices in Countries- Compensation for Expatriates- Structure of International Compensation Package.

UNIT – V

(10Hrs)

International Industrial Relations- Three actors of IR- Trade Unions- Functions & role of trade union- Trade union structure- Concerns of trade unions in MNC’s- Collective negotiations- Disputes/ Conflicts.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Aswathappa.K &Sadhna Dash	International Human Resource Management	Tata McGraw Hill	Edition 2,2013.

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P. SubbaRao	International Human Resource Management	Himalaya Publishing House	Edition 3,2011
2	Edwards	International Human Resource Management	Pearson India	Edition: 1, 2007
3	S. C.Gupta	International Human Resource Management	Macmillan Publishers India Ltd	Edition 2 2010
4	Harish Kukreja	International human resource management	Surendra Publication	Edition 2 2009

WEBSITE REFERENCE

1.<https://study.sagepub.com>

2.<https://www.ed.ac.uk>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER III

Programme Code :	M.Com. (IB)	Programme Title	Master of Commerce (IB)	
Course Code :	18P3SBST01	Title :Mathematics For Competitive Examinations – I	Batch	2018-2020
Hrs/week	2 Hours		Semester	III
			Credits	2

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- To enable the Students
- To understand the fundamental arithmetic skills and problem solving.
- To solve problem related to Ages and Calendar and Clocks.
- To develop the ability in solving permutation, combinations and bankers discount.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Recall the basic concepts of numerical computation.
CO2	Solve problems on ages, races and games of skills, stocks and shares.
CO3	Find solution to the problems on calendar and clocks.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	√	√	-	-	-	-	-	-	-
CO2	-	-	-	√	√	-	-	-	-	-	-	-
CO3	-	-	-	√	√	-	-	-	-	-	-	-

SYLLABUS

UNIT I

(6 Hrs)

Numbers – H.C.F and L.C.M of Numbers – Decimal Fractions – Simplification-Square Roots and Cube Roots – Average - Problems on Numbers

UNIT II

(6 Hrs)

Problems on Ages - Surds and Indices – Percentage - Races and games of skill – Calendar.

UNIT III

(6 Hrs)

Clocks – Stocks and shares – Profit and Loss – Ratio & Proportion .

UNIT IV

(6 Hrs)

Partnership – Chain rule – Time & Distance – Time & Work.

UNIT V

(6 Hrs)

Permutation & Combinations – True Discount – Bankers Discount.

(Simple Problems Only)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Aswathappa.K&Sadhna Dash	International Human Resource Management	Tata McGraw Hill	Edition 2,2013.

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	7 th reprint-2003

WEBSITE REFERENCE

1.<https://www.careerbless.com/aptitude/qa/home.php>

2.<https://www.indiabix.com/>

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Google classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P4IBCT14	Title:	Batch	2018-2020
		International Business	Semester	IV
Hrs/week:	4Hrs	Relations	Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- International business relation in the background of the countries foreign policy
- Clearly understand about the nature and content of international law and the balance of power
- Evolution of international organization, regional grouping and economic grouping
- Foreign policy of India and India's relations with other countries

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain the foreign policy and its approach and the determinants in this background explain the international relations and politics
CO2	Describe the nature and content of international law and devices for maintaining balance of power
CO3	Explain how do you understand international organization, regional grouping and economic grouping
CO4	Discuss about India's foreign policy and its relations with other countries

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	-	-	✓	-	-	-	✓	✓	-	-	✓	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	✓	✓	-	-	-	✓	-	✓	-	✓	✓	✓

SYLLABUS

UNIT – I

(11 Hrs)

Concept of International relations-origin and growth of International Relations-Elements of IRI- International relations- a new discipline -Scope of international relations- International Relations and International Politics - foreign policy-values of foreign policy-its approaches-objectives of nation's foreign policy-Determinants of foreign policy (a) internal factor and (b) external factor.

UNIT – II

(10 Hrs)

The nature and content of international law- the codification of international law. The balance of power- its nature-definition-characteristics-devices for maintaining the balance of power –

collective security and balance of power-balance.

UNIT – III

(12 Hrs)

Evolution of international organization and regional grouping for the development of international relations-role of regional grouping (viz) EU, ASEAN, NAFTA, SAARC AND ARAB LEAGUE-world bodies - UN and WTO- economic grouping (viz) G-8,G-15, and G-77, BRICs.

UNIT – IV

(11 Hrs)

Foreign policy of India-Nehru's foreign policy-its distinctive features- non-alignment- foreign policy since 1962-Indo-Soviet relations- relations with China and Great Britain-Indo-U.S relations- Indo-Pakistan relations- Disarmament efforts by India –India's neighbourhood relations

UNIT – V

(6Hrs)

Case Studies (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Palmer & Perkins	International Relations	CBS Publishers & Distributors	Edition-3, 2009

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	GhoshPeu	International relations	PHI Learning Pvt Ltd	Edition 4, 2016
2	V N Khanna,	Foreign Policy of India	Vikas Publishing House Pvt Ltd	Edition: 6, 2010.
3	V.N. Khanna	International Relations	.Chand (G/L) & Company Ltd	Edition 5,2009
4	PremArora, PrakashChander	International relations	Cosmos Bookhive Pvt Ltd	Edition-3, 2015

WEBSITE REFERENCE

- 1.<https://www.studocu.com/en/document/international-business-environment/>
2. [https://en.m.wikipedia.org/wiki/international business/](https://en.m.wikipedia.org/wiki/international_business/)

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P4IBCT15	Course Title:	Batch	2018-2020
		Economics in global trade	Semester	IV
Hrs/week:	4Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should

- Understand about the internal and international trade and various theories concerning international trade
- Know about gains from international trade balance of trade bilateralism
- Understand fully about international movements, international investment and regional monetary system
- Know about formulation of foreign economic policy international liquidity and international economic development.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain about internal and international trade and also various theories concerning international trade
CO2	Explain the gains that can be made from international trade and balance of trade in Indian perspective
CO3	Discuss on international movements and international investments
CO4	Tell about foreign economic policies on the international economic development

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	✓	-	-	-	✓	✓	-	-	✓	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	✓	-	✓	-	✓	✓	✓

SYLLABUS

UNIT-I

(11Hrs)

International Trade - Internal & International trade – Economic growth and International trade – Features of International Transactions –International Trade Theories – Comparative cost theory – Opportunity cost theory – H.O theory - International Trade Equilibrium

UNIT-II

(10Hrs)

Gains from international trade – Terms of trade – Technical progress and Trade –Balance of Trade – Balance of Payments and Indian perspective – Economic effects and Trade restrictions – Bilateralism – OPEC & other international cartels.

UNIT-III**(12Hrs)**

International Movements - Meaning – Goods, Services, Unilateral transfers & capitals, Current account – Export and Import of merchandise and services – Role of International Movements. International Investments - Nature, Character, Policies and results. International Payments - Meaning, Financing International Transactions, Regional monetary systems: Blocks, Areas & Zones – Rates of exchange.

UNIT-IV**(12 Hrs)**

Foreign Economic Policies: Systems, Concepts, Characters and methods of formulation –Euro – Dollar Market – International liquidity – Devaluation – International Lending and the World debt crisis. International Economic Development & Co-operation – Development of under developed countries – United Nation"s Financial Programs – Economic Union and communities.

UNIT-V**(05Hrs)**

Case study (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Doha and Beyond	The Future of the Multilateral Trading System Author	Mike Moore (Ed.) Publisher, Cambridge University Press	Edition-2004

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Dirt Morschett& Joachim Zentes Pierre Philippe Combes, Thierry Mayer, Jacques-Francois Thisse	The Integration of Regions and Nations	Publisher: Princeton University Press	Ed- 2008.
2	Vinod K. Aggarwal	EU Trade Strategies: Regionalism and Globalism -	Palgrave Macmillan	Edition- 2004
3	Dominick Salvatore	Introduction to International Economics	John Wiley& Sons	Edition-2011
4	Peter Kenen	The International Economy	Cambridge University Press	(4th.) Edition-2000

WEBSITE REFERENCE

- 3 <https://www.britannica.com/economics> in global trade/
- 4 <https://www.scribd.com/.../Mba-IV- International-Marketing- Management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P4IBCT16	Course Title : Global Financial Management	Batch	2018-2020
			Semester	IV
Hrs/week:	5Hrs		Credits	5

COURSE OBJECTIVES

On successful completion of this course, the students should

- Understand about meaning and objectives of financial management ,international money, capital and bond markets
- Know about international monetary and financial environment
- Know about capital budgeting, derivatives, international banking on the role of international institutional and global finance
- Know about international financing demonetisations and its impact and digitalization of financial services.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain meaning and objectives of financial management, international money, capital, bond, and currency markets
CO2	Describe about international monetary and financial environment
CO3	Explain about capital budgeting, derivatives and international banking
CO4	Discuss about international financing, demonetisations and digitalization of financial services

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	✓	✓	-	✓	-	-	✓
CO2	-	-	✓	-	-	✓	✓	✓	-	-	✓	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	✓	-	-	-	✓	-	✓	-	✓	✓	-

SYLLABUS

UNIT –I

(13Hrs)

Financial Management- Meaning, Objectives, Sources of Finance, International Money Markets – Money Market Instruments – International Capital Markets – Comparison of New York, Indian Money Market – International Bond Market – Bond Issue Drill – Bench Mark Drill – Euro Currency Market – Euro Dollar – Euro Deposit and Loans.

UNIT -II

(12Hrs)

International Monetary and Financial Environment – International Monetary Investments – Balance of Payments.

UNIT – III**(13Hrs)**

Capital Budgeting, Exchange Rate Theories –Types, Derivatives –International Banking – Role of IMF in International Liquidity – International Institutions – World Bank.

UNIT – IV**(14 Hrs)**

International Development Associations – International Finance Corporation – The International Debt and Country Analysis – Recent Changes in International Financing. Financial Inclusion- Current Scenario- Indian Context- Demonetisation- Impact- Digitalization of Financial Services.

UNIT – V**(08Hrs)**

Case Studies (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dr.AlonC.Shapiro	Global Financial Management,	Jhon Wiley & Sons	Edition- 2009

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Finnish, Raman K Dave	Global Financial Management	Ykin Neha Publishers	Edition-2011
2	Ankit Rajpul	International Financial Management	Global Publication	Edition-2013
3	Arora, Amrit Kumar	Financial Management	Global vision Publishing House	Edition-1,2015
4	V.K.Bhalla	International Financial Management	Anmol Publication	Edition-11,2012

WEBSITE REFERENCE

- 1 <https://www.slideshare.net/global> financial management/
- 2 <https://www.rug.nl>masters>international> finance/

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER-IV

Programme Code:	II- Year PG	Programme Title	II- Year PG	
Course Code:	18P3SBST02	Communication Skills- II	Batch	2018-2020
			Semester	III
Hrs/ Week	2 Hrs		Credits	2

COURSE OBJECTIVES:

On successful completion of this course, the students should

- To make the students understand the barriers in their communication and the ways to overcome the same
- To make the students know the various types of listening and the effect of enhancing the listening skills
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained

COURSE OUTCOMES (CO):

On Successful Completion of the course the students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	To Communicate Meaningfully And Effectively With Others
CO2	To Explain Various Types Of Listening And Be A Careful Listener
CO3	To Deal With Different Kinds Of Situations By Conversing Effectively And Maintaining The Etiquette Required For Such Situations

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	-	-	-	-

SYLLABUS

Unit –I-Introduction to Modern Communication Media

1. Technology based Communication tools

Telephone & Voice mail

Facsimile Machines, Computers

Internet, Instant Messaging, E-mails

Unit –II-Oral Communication

1. Public Speaking & Oral presentation

Preparatory Steps

Structuring the Contents

Modes of Delivery

Time Management

Handling Questions

2.Meetings

Purpose

Procedure

Chairmanship

Participation

Physical Arrangements

Unit III-Written Communication

1.Business and Technical reports

Definition

Preparatory steps

Types

Structure

2.Paragraph Development

Central Components of a Paragraph

Topic Sentence

Coherence

Techniques for Paragraph Development

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Krishna Mohan	Developing Communication Skills	(Macmillan)

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi
3	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Class Room.

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ELECTIVE PAPERS SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	19P1IBET1A	Title : Management of Multinational corporation	Batch	2019-2021
			Semester	I
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Trends challenges and opportunities in international management.
- Growth and development of MNC's.
- Importance, scope and various methods of comparative management. Management styles practices in other countries
- Creating strategy for international business ethics and social responsibility of business.
- Internationalization of Indian business firm and their operation abroad. Acquisitions and mergers, joint ventures and other international strategic alliances

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain about Trends challenges and opportunities in international management.
CO2	Growth and development of MNC's.
CO3	Explain the Importance, scope and various methods of comparative management. Management styles practices in other countries
CO4	Explain to Creating strategy for international business ethics and social responsibility of business.
CO5	Discuss about Internationalization of Indian business firm and their operation abroad. Acquisitions and mergers, joint ventures and other international strategic alliances

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	-	-	-	-	-	√	-	√	-	√
CO2	-	√	-	-	-	√	-	√	-	√	-	√
CO3	-	√	√	-	-	√	√	√	-	√	-	√
CO4	-	√	√	-	-	-	-	√	-	√	-	√

SYLLABUS

UNIT-I

(12 Hrs)

International Management: Trends, challenges and opportunities; different schools of thought of international management.

UNIT-II**(11Hrs)**

Growth and Development of MNCs: Role and Significance of MNCs – Pattern of Growth Country of Origin – Different Management Styles – Strategic Issues involved

UNIT-III**(13 Hrs)**

Comparative Management: Importance and scope; Methods of comparative management; management styles and practices in US, Japan, China, Korea, India; Organizational design and structure of international corporations; Locus of decision making; Headquarter and subsidiary relations in international firms.

UNIT-IV**(12 Hrs)**

International Business Strategy: Creating strategy for international business; Management of production, and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business.

UNIT-V**(12 Hrs)**

Indian Perspectives and Policy: Internationalization of Indian business firms and their operations abroad; Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances- Changing government policy on entry of FIs and FIIs.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Hodgetts	International Management	Irwin/McGraw-Hill	Edition 6

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Anant R Negandhi	International Management	Allyn and Bacon	Edition 1
2	Manab, Gene E. Burton, and B.N.Srivastava,	International Management: Concepts	Thakur Publications,	Edition 1
3	Christopher Bartlett	Transnational Management	McGraw-Hill	Edition 3
4	Koonts and Wheatrick,	Management: The Global Perspective	McGraw-Hill Education	Edition 11

WEBSITE REFERENCE

- <https://www.cliffsnotes.com/study-guides/principles-of-management>
- <https://notes.tyrocitcity.com/concept-of-multinational-companies>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	19P1IBET1B	Title : Financial Markets and Institutions	Batch	2019-2021
Hrs/week:	5 Hrs		Semester	I
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Various financial markets and capital markets
- Various financial services institutions such as CCIL, CRISIL, and Financial services.
- Functions of various agencies such as ICRA, OTCEI, NSDL, and STCI.
- Functions and working of financial institutions, EXIM bank and NABARD.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	Explain the Various financial markets and capital markets
CO2	Describe the various financial services institutions such as CCIL, CRISIL, and Financial services.
CO3	Explain the Functions of various agencies such as ICRA, OTCEI, NSDL, and STCI.
CO4	Explain the Functions and working structure of financial institutions, EXIM bank and NABARD.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	-	-	-	√	√	-	-
CO2	-	√	√	-	-	-	-	-	√	√	-	-
CO3	-	√	√	√	-	-	-	-	√	√	-	-

SYLLABUS

UNIT I

(12 Hrs)

Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.

UNIT II

(11 Hrs)

Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Debt Market – Foreign Exchange Market – Derivatives Market.

UNIT III**(12 Hrs)**

Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).

UNIT IV**(12 Hrs)**

Investment Information and Credit Rating Agency of India Limited (Icra) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).

UNIT V**(13 Hrs)**

Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank – Functions and working – Export-Import (EXIM) Bank of India – NABARD.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	S.Gurusamy	Financial Markets and Institutions	Tata McGraw- Hill	Edition- 3 2011.

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	E.Gurudon	Financial Markets and Services	Himalaya Publishing house	Edition -1
2	V. K. Gupta	Financial Markets and Services	Ane books Pricate Limited	2010
3	L.M Bole, Jitendra Mahakrt	Financial Markets and Institutions	Mc Graw Hill	Edition-5
4	Frank. J. Fabozzi	Foundations of Financial Markets and Institutions	Pearson Education	Edition-4-2014

WEBSITE REFERENCE

1. <https://www.slideshare.net/venkykk/fifm-2013-final-financial-institutions>
2. <https://www.coursehero.com/file/10256030/FI-301-Financial-Markets>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER: I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	19P1IBET1C	Title : Principles of Services Marketing.	Batch	2019-2021
			Semester	I
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Meaning , Importance, classification, characteristics and features of services.
- Concept, and significance of services marketing and managing demand and supply in services business.
- Marketing mix of selected services such as, personal care, entertainment, education, and communication.
- Key services of marketing such as, banking, insurance, transport, tourism hotel, hospital etc...,
- Measuring service quality, causes for problems in service quality and steps to be taken in improving service quality

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Meaning , Importance, classification, characteristics and features of services.
CO2	Explain the Concept, and significance of services marketing and managing demand and supply in services business.
CO3	Explain the Marketing mix of selected services such as, personal care, entertainment, education, and communication.
CO4	Explain the Key services of marketing such as, banking, insurance, transport, tourism hotel, hospital etc...,
CO5	Explain the Measuring service quality, causes for problems in service quality and steps to be taken in improving service quality.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	√	√	√	√
CO2	-	√	√	√	-	√	√	-	√	√	√	√
CO3	-	√	√	√	-	√	√	-	√	√	√	√
CO4	√	√	√	√	-	√	√	-	√	√	√	√

SYLLABUS

UNIT-I (12 Hrs)

Services: Meaning , Importance of services in Indian Environment- Classification of Services- Characteristics and Features of services- Growth of Service sector- Economic policy on services- Difference between goods and services.

UNIT-II (11 Hrs)

Service Marketing: Concept, significance-Customer's expectation in services marketing- Managing demand and supply in service business.

UNIT-III (12 Hrs)

Marketing Mix for services- Marketing mix of selected services-Personal care marketing- Entertainment marketing- Education marketing- Communication Marketing- Electricity Marketing.

UNIT-IV (12 Hrs)

Key Service Marketing- Banking Services- Insurance services- Transport Services- Tourism Services- Hotel Services- Consultancy services- Hospital Services- Market segmentation.

UNIT V (13 Hrs)

Service Quality- Introduction- Measurement of service quality- scope of service quality-tools for achieving service quality- causes of service quality-problems- Principles guiding improving of service quality.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.M.Jha	Service Marketing	Himalaya Publishing House	2012 Edition 1

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P.N.Reddy, H.R. Appannaiah, S.Anil Kumar, Nirmala	Service Marketing	Margham Publication	Edition 1
2	Prof.Kishloy	Marketing of services	Everest Publishing House	Edition 1
3	Garima Gupta	Marketing of Services	New century Publication	2011 Edition 1
4	Jaspreet Kaur	Marketing of Services	Global Vision Publishing House	2013 Edition 1

WEBSITE REFERENCE

1. http://open.lib.umn.edu/services_marketing/
2. <https://www.cliffsnotes.com/study-guides/marketing-of-services/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER:II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	19P2IBET2A	Title :Port Operations and Management	Batch	2019-2021
			Semester	II
Hrs./week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

1. Concept, functions, authorities and their role and types of ports, management of dry ports.
2. Important consideration for planning and designing a port.
3. The intermodal connection and port warehouses.
4. Managing and operating a port.
5. Methods of measuring performance of a port and its productivity.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Concept, functions, authorities and their role and types of ports, management of dry ports.
CO2	Discuss the important considerations for planning and designing a port.
CO3	Explain the intermodal connection and port warehouses structures
CO4	Elaborate the management and operations of a port.
CO5	Explain the methods of measuring performance of a port and its productivity

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	-	-	√	-	-	-	√	-	√
CO2	-	√	√	√	-	√	-	-	-	√	-	√
CO3	√	√	√	√	-	√	-	-	-	√	-	√

SYLLABUS

UNIT-I

(12 Hrs)

Basic concept of port, Functions, facilities, Port authorities, Role of port authorities, brief history of ports, types of ports- based on cargo and based on location, Management and operations of Dry ports – ICD, cargo clearance at ICD.

UNIT-II

(12 Hrs)

Role of port in national and regional development, domestic and international port, Port planning and design, Port Location, Site selection, competition, Current and Future port issues to consider, How to plan for present and future needs, Design and layout, Operating System.

UNIT-III**(11 Hrs)**

The intermodal connection- Interfacing between water, land and air transportation in the receipt, transport, and delivery of goods, Port warehouse and its procedures.

UNIT-IV**(13 Hrs)**

Managing and operating a port- Services to be provided Marketing, Port/ client accountabilities, Management structure, Employees and relations, Management systems, Budgeting, Control, Tariffs and Operating Agreements.

UNIT-V**(12 Hrs)**

Measuring Port performance and productivity - duration of ships in port- performance measures for cargo handling on board and on shore- Models and methods for Operations in Port container terminals.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Evrin Ursavas Guldogan	Port Operations and Container Terminal Management	Pgrave Macmillan	Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Maria G.. Burns	Port Management and Operation	CRC Press	Edition 2014
2	Alderton, Patrick	Port Management and Operation	Lloyd's List	2008 Edition 3
3	Khalid bichou	Risk Management in Port Operations	Routledge	Edition 2007
4	Adolf K.Ng & Jhon Lie	Port Focal Logistics and Global Supply Chains	Pgrave Macmillan	Edition 2014

WEBSITE REFERENCE

- http://open.lib.umn.edu/port_operation/
- <https://www.cliffsnotes.com/study-guides/port-management-and-operation./>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER:II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	19P2IBET2B	Title: Indian stock Exchanges	Batch	2019-2021
			Semester	II
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Meaning and functions of stock exchange, origin and growth of stock exchange in India.
- Various acts relating to Indian stock exchanges, profile of stock exchanges such as, BSE, NSE.
- Details about listing, Delisting, trading and speculations.
- Process of listing in primary market and secondary markets.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Meaning and functions of stock exchange, origin and growth of stock exchange in India.
CO2	Discuss about Various acts relating to Indian stock exchanges
CO3	Describe the procedure for listing, Delisting, trading and speculations of the stock market
CO4	Explain the process of listing in primary market and secondary markets.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	-	√	-	-
CO2	-	√	√	√		√	√	-	-	√	-	√
CO3	-	√	√	√	-	√	-	-	-	√	-	√
CO4		√	√	√								

SYLLABUS

UNIT-I

(12 Hrs)

Stock Exchange-Meaning and Functions – World’s Stock Exchanges – Indian Stock Exchanges- Origin and Growth-Organization Structure-Mode of Organization-Membership-Stock Exchange Traders – Stock Exchange Trading Jobbers Vs .Brokers-Stock Exchange Dealings-Trading of Securities.

UNIT-II**(13 Hrs)**

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defense of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

UNIT-III**(13 Hrs)**

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

UNIT-IV**(10 Hrs)**

The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI –Functions and working.

UNIT V**(12 Hrs)**

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.Gurusamy	Financial Markets and Institutions	Tata McGraw- Hill	Edition- 3 2011.

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Dr.D.JosephAnbarasu	Financial Services	Sultan Chand & Sons	Edition 1
2	L.M.Bhole	Financial Institutions and Markets	Tata McGraw	Edition 1
3	S.Kevin	Security analysis & Portfolio Management	Printice Hall (P) Ltd	2015 Edition 2
4	P.Pandian	Security analysis & Portfolio Management	Sultan Chand & Sons	2012 Edition 2

WEBSITE REFERENCE

- http://open.lib.umn.edu/financial_services/
- https://www.cliffsnotes.com/study-guides/financial_services/

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER: II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	19P2IBET2C	Title : Marketing of Financial Services	Batch	2019-2021
			Semester	II
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Various financial markets in India and their functions,
- Types advantages and disadvantages of plastic cards.
- Types of insurance companies, policies and the need of insurance.
- Real estate markets in India, mechanism and advantages of securitisation in India

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Various financial markets in India and their functions,
CO2	Describe the advantages and disadvantages of plastic cards.
CO3	Describe the various insurance policies and the need of insurance in India
CO4	Elaborate about the Real markets in India, mechanism and advantages of securitisation in India.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	√	√	√	√
CO2	-	√	√	√	-	√	√	-	√	√	√	√
CO3	-	√	√	√	-	√	√	-	√	√	√	√

SYLLABUS

UNIT-I

(12 Hrs)

Financial market in India- Financial Sector reforms- Money market- Capital market-Bond Market- Types of Bonds.

UNIT-II

(11 Hrs)

Stock Exchanges- Objectives of NSE- Bombay Stock Exchange(BSE)- OTCEI.

UNIT-III

(12 Hrs)

Plastic cards- Types of card- Current trends in credit card Industry- Benefits of Plastic cards- Disadvantages- of Plastic cards. Bank assurance- Benefits, Distribution channels – Success of Bank assurance

UNIT IV**(13 Hrs)**

Insurance services- Insurance sector reforms- Types of Insurance companies- Need of Insurance- Types of Insurance Policy- Role of Life Insurance.

UNIT V**(12 Hrs)**

Real Estate Industry- Concept- classification- Benefit of real estate investment- Development in the Indian Real Estate Markets. Securitization- Mechanism of Securitization- Advantages- Securitization in India.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Estelami Hooman	Marketing Financial services	Bertrams Print	Edition-2

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Duke Fanelli and Evelyn	Financial Service Marketing	Terf Publication	Edition-2-2013
2	Md Faizanuddian, Binay Kumar	Marketing of Financial Services	Aph Publishing Corporation	Edition-2011
3	Ennew	Financial Services Marketing	Taylor Francis Indian (P) Ltd	Edition-2010
4	Christine	Financial Service Marketing	Terf Publication	Edition-2-2013

WEBSITE REFERENCE

1. http://open.lib.umn.edu/services_marketing/
2. <https://www.cliffsnotes.com/study-guides/marketing-of-services/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBET3A	Course Title : International Logistics Management	Batch	2018-2020
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Know about meaning , concept and objectives of logistics
- Know about multi-modal transportation and the freight structure
- Understand about warehousing
- Understand about inventory management, packaging and packing and preparation of various documents
- Know about role of intermediaries general structure role of contract shipping industries

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain the meaning concepts, and objectives of logistics
CO2	Explain about multi-modal transportation and practices followed in fixing the freight structure
CO3	Explain about warehousing and handling of material
CO4	Differentiate between packaging and list the documents to be prepared in logistics
CO5	Explain the role of intermediaries and also the structure of shipping industry and its board of content

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	-	✓	✓	✓	-	✓	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	✓	-	-	-		✓	-	-		-	-	
CO4	-	✓	-	-	-	-	-	✓	-	✓	✓	-

SYLLABUS

UNIT-I

(13 Hrs)

Concepts, objectives and elements of logistics- Logistics subsystem-Integrated logistics – customer focused marketing – International Marketing – International marketing Channel.

UNIT-II

(12Hrs)

Transportation- Multimodal Transportation – International air transport- Freight – freight structure and Practice

UNIT-III

(12 Hrs)

Warehousing – Materials handling – automated materials handling - Containerisation – Inland container Depot- Chartering

UNIT-IV

(13 Hrs)

Inventory Management- Packaging and packing- packing for transportation – terms of sales- Documentation in Logistics.

UNIT-V

(10 Hrs)

Role of intermediaries – General structure of shipping industry – World seaborne trade and World shipping- U.N. convention on liner code of conduct.

TEXT BOOK

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1.	Rajput Ruchika	A text on International Logistics Management	Lap Lambert Publishing	Edition 2012.

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1	Mariottiaria	Transport and Logistics in a Globalizing World		Edition 2014
2	Pierre David	The Management of International Trade Operations	Cicero Books	Edition 2013
3	D.KAgrawal,	Logistics and Supply chain Management	MacMillan	Edition-1

WEBSITE REFERENCE

1.<https://www.emeraldinsight.com>

2.<https://www.slideshare.net/International logistics/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBET3B	Course Title : Futures And Options	Batch	2018-2020
			Semester	III
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Understand the concept of derivatives and the derivative markets
- Know about the different types of derivatives and its forms
- Know about forward markets, future and forward contract, call and put options
- Understand about payoff for buyer of futures, payoff profit for buyer as well as writer of call options
- Know about commodity the markets in India

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the concept of derivatives, derivatives product and derivatives markets
CO2	Explain about the different types of derivatives and its forms
CO3	Describe the forward markets, future and forward contract, call and put options
CO4	Elaborate about the payoff for buyer of futures, payoff profit for buyer as well as writer of call options
CO5	Describe about commodity markets in India

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	✓	✓	-	✓	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	-	-	-	-	-	✓	-	✓	✓	-

SYLLABUS

UNIT-I

(12Hrs)

Introduction to Derivatives – Definition of Derivatives products – participants in derivatives markets, economic forever of derivatives market.

UNIT-II

(12 Hrs)

Index Derivatives- Index number- economic significance of index movements-types of Indices- desirable attributes of an index- Derivatives in Nifty and Sensex.

UNIT-III

(12 Hrs)

Forward contract – Limitations of forward contracts - futures- Distinction between future and forward contracts- Futures and options- call options and put options.

UNIT-IV**(12 Hrs)**

Payoff for buyer(long and short futures) of futures – Hedging, speculation and arbitrage- Options pay off- pay off profit for buyer of call options- pay off profit for writer of call options. Hedging and speculation in options.

UNIT-V**(12 Hrs)**

Evolution of Commodity markets- Commodity markets in India- Network Mercantile Exchange.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dr.S.Gurusamy	Financial Services and Markets	Vijay Nicole Imprints (P) Ltd.,	Edition 2012

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Todd E.Petzel	Financial Futures and Options,	Quorum Books	Edition-1989
2	Gomez Clifford	Financial Markets, Institution and Financial Services	Phi Learning	Edition-1
3	Benson Kunjukunju&Mohanran	Financial markets and services	New century Publication	Edition 2012
4	R.MariaInigo	Financial markets and services-	Regal Publication	Edition2012

WEBSITE REFERENCE

1.<https://www.theice.com/>

2.<https://www.theice.com/products/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google classroom.

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P3IBET3C	Course Title : Marketing of Health Services	Batch	2018-2020
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Know about how to plan marketing of services
- Know about emerging trends in Medicare and its marketing
- Understand about marketing mix and strategic marketing for hospitals.
- Know about online marketing of health services
- Know about various legal remedies provided to consumers of medical services

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain about how to plan marketing of services
CO2	Elucidate emerging trends in Medicare and its marketing
CO3	Discuss about marketing mix and strategic marketing for hospitals.
CO4	Explain the online marketing of health services
CO5	Tell about various legal remedies provided to consumers of medical services

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	✓	✓	-	✓	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	✓	✓	-	-	-	✓	-	✓	✓	-

SYLLABUS

UNIT – I

(13Hrs)

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL

Model

UNIT – II

(12 Hrs)

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT – III

(12Hrs)

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT – IV

(12Hrs)

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT – V

(11 Hrs)

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies

Note: Question paper shall cover 100% Theory

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Richard K. Thomas	Marketing Health Services, Health Administration Pr,	Mcgraw Hill Education	Edition-2 2009

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Richard K. Thomas	Global Financial Management	Health Services Marketing, A Practitioner's Guide	Edition-2, 2008.
2	Zeithaml	Services Marketing	Mcgraw Hill Education	Edition-6, 2013.
3	Lovelock	Services Marketing	Pearson India	Edition-7, 2011
4	Er.I.C. N.Berkowitz	Essentials of Health care Marketing	Jones & Bartlett Learning	Edition-3, 2010

WEBSITE REFERENCE

- 1.[https://en.m.wikipedia.org/wiki/health service/](https://en.m.wikipedia.org/wiki/health_service/)
- 2.<https://www.ncbi.nlm.nih.gov/articles/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P4IBET4A	Course Title : Travel and Tourism Management	Batch	2018-2020
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- To fully understand concepts, definitions, types and forms and components of Tourism
- Know about domestic and international Tourism
- Know about demand and supply of Tourism, means to improve demand, method of measuring demand and emerging trends of Indian Tourism
- Know about the impacts of tourism and status of Tourism in India
- Know about various international Tourism institutions and organisations and their role in promoting international movement

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	To Discuss about concepts, definitions, types and forms and components of Tourism
CO2	Differentiate about domestic and international Tourism
CO3	Explain about demand and supply of Tourism, means to improve demand, method of measuring demand and emerging trends of Indian Tourism
CO4	Elucidate the impacts of tourism and status of Tourism in India
CO5	Discuss about various international Tourism institutions and organisations and their role in promoting international movement

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	-	✓	✓	✓	-	-	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	✓	✓	-	-	-	✓	-	✓	✓	-

SYLLABUS

UNIT - I

(12 Hrs)

Tourism: Concepts: Definitions and Historical development of tourism. Distinction between Tourist –Traveler –Visitor -Excursionists. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics.

UNIT- II

(10 Hrs)

Domestic and International tourism: Domestic tourism: features, pattern of growth, profile.

International tourism: Generating and Destination regions. Patterns of growth and Profile.

UNIT- III (12 Hrs)

Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

UNIT – IV (13 Hrs)

Tourism Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political Environment. Status of Tourism in India. The Tourism Industry: Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies.

UNIT – V (13Hrs)

Tourism Industry- consequences. International Tourism Institutions and organizations, and their role in promoting international movement-UN,WTO , WTTC, TAAI, IATO, IATA, ITC.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Md.AbuBarkat Ali	Travel and Tourism Management	Prentice Hall India Learning Private Limited	Edition- 2015

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	SunetraRoday, ArchanaBiwal&Vandana Joshi	Tourism: Operations and Management,	Oxford University Press	Edition-1,2009
2	A.K.Bhatia	Business of Travel Agency & Tour Operations	Sterling Publishers Pvt.Ltd	Edition-2012
3	Xcess' Board of Editors,	Fiancial markets and services	XcessInfostorePvt.Ltd	Edition-2013

WEBSITE REFERENCE

- <https://www.similarweb.com/>
- <https://www.libguides.tru.ca>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce(IB)	
Course code:	18P4IBET4B	Title: Equity Research and Portfolio Management	Batch	2018-2020
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should be able to

- Know about the securities market and its significance in Indian economy
- Concept of initial public offering and secondary markets
- Prepare fundamental and technical analysis
- Calculate moving averages, convergence and divergence.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Describe the securities market and its significance in Indian economy
CO2	Explain the concept of IPO and secondary markets
CO3	Prepare and analyse the share market with the help of fundamental and technical analysis
CO4	Evaluate the share trends with the help of moving averages.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	✓	✓	✓	-	-	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-		✓	-	-		-	-	-
CO4	✓	-	✓	✓	-	-	-	✓	-	✓	✓	✓

SYLLABUS

UNIT-I (12 Hrs)

Investment – Meaning –importance- security analysis – risk and return -various approaches to security valuation.

UNIT-II (12 Hrs)

Fundamental analysis – meaning- market analysis- Indices of NSE and BSE

UNIT-III (12 Hrs)

Industry analysis- meaning- methods- company analysis – meaning- methods.

UNIT-IV (12 Hrs)

Technical analysis – meaning- Dow Theory – Elliot Wave Theory

UNIT-V**(12 Hrs)**

Moving Averages-Charts-MACD (Moving average convergence/divergence)– relative strengths.

TEXT BOOKs

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Prasanna Chandra	Investment analysis and Portfolio Management	McGraw Hill Education	Edition-2012

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.Kevin	Security Analysis and Portfolio Management	Prentice- Hall of India Pvt.Ltd	Edition-2013
2	S.Kevin	Portfolio Management	PHI publication	Edition-2
3	Bhalla	K-Fundamental of Investment Managemet	S Chand & Company	Edition-2008
4	YogeshMaheshwari	Investment Management	Prentice Hall India Pvt.Ltd	Edition-2008

WEBSITE REFERENCE

1.<https://www.forbes.com>

2.<https://www.quora.com>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	18P41BET4C	Course Title: Travel and Hospitality Services	Batch	2018-2020
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Know about concept, nature, significance, classifications and elements of Tourism
- Understand how Tourism is being marketed in India and what about market segmentation for tourism.
- Know about marketing mix for tourism and hotels
- Know about how to classify hotels on the basis of various characteristics..

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain about concept, nature, significance, classifications and elements of Tourism
CO2	Elucidate how Tourism is being marketed in India and about market segmentation for tourism.
CO3	Describe the different marketing mix for tourism and hotels
CO4	Discuss about how to classify hotels on the basis of various characteristics

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	✓	✓	✓	-	-	✓	-	✓
CO2	✓	✓	✓	✓	-	-	-	-	✓	✓	✓	✓
CO3		-	-	-		✓		-		-	-	-
CO4	-	✓	✓	✓	-	-	-	✓	-	✓	✓	✓

SYLLABUS

UNIT – I

(12 Hrs)

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification – Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism – Definitions of Tourist and Foreign Tourist – Elements of Tourism.

UNIT – II

(12 Hrs)

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism

UNIT – III

(12 Hrs)

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the

people – Tourism Marketing in Indian Perspective.

UNIT – IV

(12 Hrs)

Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by price level.

UNIT – V

(12 Hrs)

Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Ghosh B,	Tourism and Travel Management	PHI,.	Edition:2, 2007

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Md. Abu Barkat Ali	Fundamentals of International Banking,	Laxmi Publications	Edition 2, 2015
2	.S. P. Singh	Travel and tourism management	A B D Publishers	Edition 1, 2006.
3	Richard K. Thomas	Health Services Marketing,	Springer	Edition 4, 2008
4	Johny Sue Reynolds	Hospitality Services	Goodheart-Willcox	Edition-3, 2013

WEBSITE REFERENCE

- 1 <https://opentextbc.ca/introtourism/>
- 2 <https://www.emeraldinsight.com>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

EXTRA CREDIT COURSES

NEW MEDIA

Subject Code: 2018ECC007

No. of Credits: 2

OBJECTIVES:

- To enable the students to understand the new age media sources.

UNIT I:

Spread of Internet; Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

UNIT II:

Online journalism; Earlier websites of newspapers, E-books and E-publishing Status of online journalism today.

UNIT III:

Digital storytelling: Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media; Feature writing for online media: Story idea, development and news updates.

UNIT IV:

Open source journalism: Responding to the audience, Annotative reporting; Citizen Journalists, Problem of verification, accuracy and fairness.

UNIT V:

Use of blogs, tweets, etc. for story generation and development; Protecting copyright, Exploring Cyberspace: Individual Blog; Group weblog

TEXT BOOKS:

1. Jagdish Chakravarty, Net, Media and the Mass Communication, Authors press, New Delhi,2004.
2. Gopal Bhargava ,Mass Media and Information Revolution, Isha Books, New Delhi , 2004.

REFERENCE BOOKS:

- Nath, Shyam, Assessing the State of Web Journalism, Authors Press, New Delhi, 2002.
- Narayana Menon, The Communication Revolution National Book Trust, 1976.

PROOFREADING AND COPYEDITING

Subject Code: 2018ECC008

No. of Credits: 2

OBJECTIVES:

- To enable the students to proofread and edit texts.

UNIT I:

Introduction to Proofreading and Copyediting, The use of style sheets and style guides in Proofreading and copyediting, finding the appropriate style guides, how to create and use a style sheet

UNIT II:

Proof readers' marks and how they are used to copyedit and proofread your job as a proof reader.

UNIT III:

How to proofread, Proofreading practice

UNIT IV:

The job of copyediting, how to copyediting, copyediting practice

UNIT V:

How to copyedit or proofread one's own Work, copyediting or proofreading as a career

TEXT BOOKS:

1. Laura Anderson, Proofreading Handbook, McGraw-Hill, 2nd Edition 2006
2. Elsie Myers Stainton, The Fine Art of Copyediting, Columbia University Press, 2002.

REFERENCE BOOKS:

1. Suzanne Gilad, Copyediting and Proofreading For Dummies, 1st Edition
2011
2. Peter Ginna, What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing), University of Chicago Press, 2017

PERSONALITY DEVELOPMENT

Subject Code: 2018ECC009

No. of Credits: 2

OBJECTIVES:

- To make students groom their personality and prove themselves as good Samaritans of the society

UNIT I:

Introduction to Personality Development; The concept of personality, Theories of Freud & Erickson, Significance of personality development; The concept of success and failure: What is success-Hurdles, What is failure- Causes of failure.

UNIT II:

Attitude & Motivation, Factors affecting attitudes-Positive attitude, Advantages, Negative attitude- Disadvantages - Concept of motivation - Significance – Internal and external motives -Importance of self- motivation-Factors leading to de-motivation

UNIT III:

Term self-esteem, Symptoms, Advantages - Do's and Don'ts to develop positive self-esteem, Low self-esteem, Symptoms - Personality having low self-esteem - Positive and negative self-esteem- Interpersonal Relationships

UNIT IV:

Other Aspects of Personality Development, Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics – Good manners and etiquette.

UNIT V:

Employability Quotient, Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical), Interview, Psychometric Analysis, Mock Interview Sessions

TEXT BOOKS:

1. E.B. Hurlock, Personality Development, Tata McGraw Hill, 28th Reprint, New Delhi: 2006
2. Stephen P. Robbins and Timothy A. Judge, Organizational Behavior ,Prentice Hall, 16th Edition, 2014.

REFERENCE BOOKS:

1. Sudhir Andrews, How to Succeed at Interviews, New Delhi, Tata McGraw-Hill, 21st (rep.) 1988
2. Heller, Robert, Effective leadership, Essential Manager series. Dk Publishing, 2002.

TECHNICAL WRITING**Subject Code: 2018ECC010****No. of Credits: 2****OBJECTIVES:**

- To enable the students to practice professional writing.

UNIT I:

Technical Writing Basics, Technical Communication: Definition & Purpose.

UNIT II:

Characteristics of Technical Communication, Audience, Centered Communication.

UNIT III:

Legal and Ethical Communication: Description & Importance, Implicit and Explicit Rules of Communication: Definitions & Examples.

UNIT IV:

Types of Technical Documents

UNIT V:

The Technical Writing Process: Prewriting, Writing & Rewriting, Spread of Internet; Salient features and advantage over traditional media.

TEXT BOOKS:

1. Kieran Morgan, Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals, and procedures, Better on paper publications, 2015
2. Thomas Arthur Rickard, A Guide to Technical Writing, Bibliolife, 2008.

REFERENCE BOOKS:

1. Gerald J. Alred, Charles T. Brusaw & Walter E. Oliu , Handbook of Technical Writing, Bedford/St. Martin's, 2008.
2. Mike Markel, Technical Communication, Palgrave MacMillan ,2012

AN INTRODUCTION TO PSYCHOLOGY

Subject Code: 2018ECC011

No. of Credits: 2

OBJECTIVES:

- To enable the students to articulate how psychological researches adhere to ethical and scientific principles, and communicate the difference between personal views and scientific evidence in understanding behaviour.

UNIT I:

Introducing Psychology, Psychological Science, Brain, Body and Behaviour

UNIT II:

Sensing and Perceiving Remembering and Judging, Intelligence and Language

UNIT III:

States of Consciousness, Growing and Developing, Learning

UNIT IV:

Emotions and Motivation, Personality

UNIT V:

Defining Psychological Disorders, Treating Psychological Disorders, Psychology in Our Social Lives

TEXT BOOKS:

1. David Myer, David Myer's Psychology, Worth Publishers, (7th ed.) 2004.
2. Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2011

REFERENCE BOOKS:

1. Roger R. Hock, Forty Studies That Changed Psychology, Prentice hall, 2008
2. Robert Feldman, Understanding psychology, McGraw Hill Education, 2017
3. Thomas E. Ludwig, Psychsims, WortSh Publishers, 2004

ASTRONOMY

Subject Code: 2018ECC012

No. of Credits: 2

OBJECTIVES:

- On successful completion of this course the students should gain knowledge about Astronomy.

UNIT I:

General description of the Solar system. Comets and meteorites – Spherical trigonometry.

UNIT II:

Celestial sphere – Celestial co – ordinates – Diurnal motion – Variation in length of the day.

UNIT III:

Dip – Twilight – Geocentric parallax.

UNIT IV:

Refraction – Tangent formula – Cassini's formula.

UNIT V:

Kepler's laws – Relation between true eccentric and mean anomalies.

TEXT BOOK:

“ASTRONOMY” by S.Kumaravelu and Susheela Kumaravelu

FUZZY MATHEMATICS

Subject Code: 2018ECC013

No. of Credits: 2

OBJECTIVES:

- To know the basic concepts of fuzzy sets and its characteristics.
- To understand the concept of various operations on fuzzy sets.
- To learn the concept of fuzzy relations and its applications.

UNIT 1

From classical sets to Fuzzy sets: Introduction-Crisp Sets: An overview-Fuzzy set: Basic types- Fuzzy sets: Basic Concepts-Characteristics and significance of the paradigm Shift

UNIT 2

Fuzzy sets of versus crisp sets: Additional properties of μ - Cuts- Representations of fuzzy sets- Extension Principle of Fuzzy sets.

UNIT 3

Operations on fuzzy sets: Types of Operations-Fuzzy complements-Fuzzy Intersections: t-Norms-Fuzzy unions: t-conorms.

UNIT 4

Fuzzy Arithmetic: Fuzzy Numbers-Linguistic Variables-Arithmetic Operations on intervals

UNIT 5

Fuzzy Relations: Crisp versus Fuzzy Relations-Projections and Cylindrical Extensions-Binary Fuzzy Relations-Binary relations on a single set-Fuzzy Equivalence Relations-Fuzzy Compatibility Relations.

TEXT BOOK:

Fuzzy Sets Uncertainty and Information, George, J.Klir and Tina A, Folger, Prentice Hall of India Pvt Ltd, New Delhi, 2006

UNIT 1: Page no: 1-30

UNIT 2: Page no: 35-48

UNIT 3: Page no: 50-96

UNIT 4: Page no: 97-102

UNIT 5: Page no: 119-135

REFERENCE BOOK:

1. Fuzzy Logic Intelligence, Control and information, John Yuan, Reza Langari, Pearson Education, New Delhi, 1999
2. Fuzzy logic and Neural Networks, M.Amirthavalli, SciTech Publications Pvt Ltd, Chennai and Hyderabad, 2007
3. Fuzzy Logic with Engineering Applications, Timothy, Jo Ross, McGraw-Hill INC, New York,

OPERATION RESEARCH

Subject Code: 2018ECC014

No. of Credit: 2

OBJECTIVES:

- To understand the basic concepts of Operations Research and Solving LPP

- To solve Transportation and Assignment problems
- To understand the concept of Game theory, Queuing theory PERT and CPM.

UNIT I

Introduction to Operations Research - Meaning - Scope – Models – Limitation- Linear Programming - Formulation – Graphical method only

UNIT II

Transportation (Non- degenerate only) - Assignment problems - Problems

UNIT III

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT IV

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations

UNIT V

Game Theory: Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals – problems - Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

TEXT BOOK:

Prof. V. Sundaresan., K.S. Ganapathy Subaramanian ., K.Ganesan: Resource Management Techniques (Operations Research) A.R.Publications- 2002

- | | |
|-----------------|--|
| Unit I | : Chapter 1 – Section 1.1,1.2,1.4,1.9, Chapter 2 – Section 2.1- 2.5 |
| Unit II | : Chapter 7 – Section 7.1- 7.2, Chapter 8 – Section 8.1 ,8.2,8.4,8.5 |
| Unit III | : Chapter 15 – Section 15.1,15.2,15.5,15.8 |
| Unit IV | : Chapter 15 – Section 15.6 |
| Unit V | : Chapter 16 – Section 16.6, 16.7, Chapter 11 – Section 11.1, 11.2 |

REFERENCE:

1. Kanti Swarup, Gupta P.K, Man Mohan : Operations Research, Sultan Chand & Sons- 1997
2. P.R. Vittal and V.Malini: Operations Research, Margham Publications -2011.
- 3.P.K.Gupta.,ManMohan: Problems in Operations Research, Sultan Chand &sons-2004
- 4.V.K.Kapoor: Operations research, Sultan Chand&sons-2007

MATHEMATICS FOR PROFESSIONAL COURSES

Subject Code: 2018ECC015

No. of Credits: 2

OBJECTIVES:

- To understand the fundamental concepts of Set Theory and Linear Equations.
- To solve the problems in Mathematics of Finance, sequence and series.
- To acquire the knowledge of correlation, regression and problem solving.

UNIT 1:

Sets, Functions and Relations -Equations Linear equations–Homogeneous linear equations .

UNIT 2:

Sequence and Series–Arithmetic progression-Geometric progression; Mathematics of Finance: Simple interest-Compound interest.

UNIT 3:

Limits — Basic concepts of Differentiation - Integration

UNIT 4:

Measures of Central Tendency and Dispersion, Arithmetic Mean, Median – Mode, Geometric Mean and Harmonic Mean, Standard deviation, Quartile deviation

UNIT 5:

Correlation and Regression

TEXT BOOK:

1. Discrete Mathematics, B.S. Vatsa, Wishwa Prakashan Private Limited, 3rd Edition.
2. Business Mathematics and Statistics, P.A. Navanitham, Jai Publisher, June 2004.

REFERENCE BOOK:

- 1 .Dr.M.K.Venketaramen, Dr.N.Sridharan,N.Chandarasekaran: DiscreteMathematics The National publishing Company – 2006.
- 2.P.R.Vittal :Business Mathematics and Statistics, Margham Publications.-2011
3. Sanchetti, D.C and Kapoor, V.K: Business Mathematics, Sultan chand Co & Ltd-2002.

Unit 1: Chapter 2 and 3, chapter 7, 7.1-7.4 (Text Book 1)

Unit 2: Chapter 1 and 2 (Text Book 2, Part 1)

Unit 3: Chapter 5, 6 and 8 (Text Book 2, Part 1)

Unit 4: Chapter 7 (Text Book 2, Part 2)

Unit 5: Chapter 12 and 13 (Text Book 2, Part 2)

Chapter 3, Section 3.1-3.4 and Chapter 6, Section 6.1-6.3 (Text Book 3)

MULTIMEDIA AND ITS APPLICATIONS

Subject Code: 2018ECC016

No. of Credits: 2

OBJECTIVES:

- To enable the students learn the overview of Multimedia systems.

- To provide knowledge about the Basic concepts of Sound and Image Processing.
- To enhance the knowledge about the Multimedia Applications.

UNIT I

Media and Data Streams : Medium – Main Properties of a Multimedia Systems – Multimedia – Traditional Data Streams Characteristics – Data Streams characteristics for continuous media.

UNIT II

Sound / Audio: Basics sound Concepts – Music – Speech. Video and Animation: Basics concepts – Television – Computer Based Animations.

UNIT III

Images and Graphics: Basics concepts – Computer Image Processing – Data Compression: Storage space – coding requirement – source entropy and hybrid coding – some basic compression techniques – JPEG – MPEG – DVI.

UNIT VI

Multimedia Communication system: Application subsystem – Transport subsystem – quality of services and resource management.

UNIT V

Multimedia Applications: Introduction – Media Preparation – Media Composition – Media Integration – Media Communication – Media Entertainment.

REFERENCE BOOKS:

1. Ralf Steinmetz and Klara Nahrstedt, Multimedia: Computing , Communication & Applications, Pearson Education

MANAGEMENT INFORMATION SYSTEM

Subject Code: 2018ECC017

No. of Credits:

OBJECTIVES:

- To familiarise the students with Business Information through Computers.
- To enable the students aware of utilization of business information for decision making.

- To bestow knowledge about Database Management System

UNIT I

Management information system: meaning – features – requisites of effective MIS – MIS Model – components – subsystems of an MIS – role and importance – corporate planning for MIS – growth of MIS in an organization – centralization vs. decentralization of MIS - Support – Limitations of MIS

UNIT II

System concepts – elements of system – characteristics of a system – types of system – categories of information system – system development life cycle – system enhancement

UNIT III

Information systems in business and management: Transaction processing system: Information repeating and executive information system

UNIT IV

Database management systems – conceptual presentation – client server architectures networks

UNIT V

Functional management information system: Financial – accounting – marketing – production – Human resource – business process outsourcing

TEXT BOOKS:

1. Gordon B.Davis and Margrethe H.Olson: “Management Information System”, Tata McGraw Hill Publication, New Delhi, 1st Edition, 2005.
2. Aman Jindal: “Management Information system”, Kalyani Publishers, New Delhi, First Edition, 2004.

REFERENCE BOOKS:

1. Kenneth C. Laudon: “Management Information System”, Pearson Education, New Delhi, First Edition, 2004.
2. Stephen Haag: “Management Information System”, Tata McGraw Hill Publication, New Delhi, First Edition, 2008.

THEORY OF COMPUTATION

Sub Code: 2018ECC018

No. of Credits: 2

OBJECTIVES:

- To learn about the basic of theory of computing
- To understand the concept of finite automata and push down automata

- To acquire knowledge in formal language
- To enhance the concept of conversion of deterministic automata to non-deterministic automata.

UNIT- I

Introduction to theory of Computing – Why Study the theory of Computing- What is Computation- Set theory-Alphabets-Strings and Languages-Relations-Functions-Graphs and Trees.

UNIT -II

Finite Automata: Introduction-Finite state Machines -Deterministic Finite Automata(DFA)- Finite Automata with and without Epsilon Transitions-Language of Deterministic Finite Automata-Acceptability of a String by a Deterministic Finite Automata-Processing of Strings by Deterministic Finite Automata; Non-Deterministic Finite Automata(NFA)- Language of Non-Deterministic Finite Automata-Equivalence between DFA and NFA-Non Deterministic Automata with or without Epsilon Transitions.

UNIT -III

Formal Language: Introduction-Theory of Formal Language-Kleene and positive Closure-Defining Language-Recursive Definition of Language-Arithmetic Expression-Grammar-Classification of Grammar and Language-Language and their Relation-Operations On Language-Chomsky Hierarchy.

UNIT- IV

Regular Language: Introduction-Regular Language and Expression-Operations of Regular Expression-Identity Rules-Algebraic Laws for Regular Expression-Finite Automata and Regular Expression- Kleene's Theorem-Problems-Context Free Grammar and Context Free Language: Introduction-Derivation Tree-Parse Tree-Right Most and Left most Derivation -Ambiguity-Problems

UNIT- V

Push Down Automata: Description and Definition-Language of PDA-Graphical Notation of PDA-Acceptance by Final State and Empty Stack, From Empty Stack to Final State and Vice versa-Deterministic Pushdown Automata and Non deterministic Pushdown Automata-Language-Problems

TEXT BOOKS:

1. Theory of Computing-A Gentle Introduction, Efim Kinber, Carl Smith, published by Pearson Education.(UNIT 1)
2. Theory of Automata, Language & Computation, Rajendra Kumar, Tata McGraw Hill Education Private Limited, New Delhi. (UNIT 1to 5)

REFERENCE BOOK:

A Textbook Automata Theory, S.F.B.Nasir, P.K.Srimani, Published by Cambridge University Press India Pvt, Ltd, New Delhi

OOPS WITH JAVA PROGRAMMING

Subject Code: 2018ECC019

No. of Credits: 2

OBJECTIVES:

- To understand fundamentals of object – oriented programming in Java, including defining

classes, invoking methods using class libraries, etc.

- To be able to use the Java SDK environment to create, debug and run simple Java programs.
- To understand the Java Programming concepts so as to enable the students of Applications and Applets using Java

UNIT I

Introduction to Object-Oriented Programming: Fundamentals – Object oriented Paradigm – Elements of the OOP – Abstraction – Encapsulation – Modularity – Hierarchy –Concurrency Persistence – Inheritance – Polymorphism – Benefits of OOP – Applications of OOP.

UNIT II

Java Evolution: History – Features – Difference between Java, C, C++ - Java and Internet – Java and WWW – Web Browsers- Overview: Simple Java Program - Structure – Java Tokens- Statements -JVM - Constants – Variables – Data types – Operators and Expressions.

UNIT III

Decision Making and Branching: if, if...else, nested if, switch – Decision making and looping : while, do, for – Jumps in Loops – Labelled loops – Classes, Objects and Methods.

Arrays, Strings and vectors - Interfaces: Multiple Inheritance – Packages: Putting classes together – Multithreaded programming – Thread exceptions – Life cycle of Thread - Thread priority – Synchronization.

UNIT IV

Managing Errors and Exceptions – Types of Errors – Exceptions – Applet Programming – Applet life cycle – Graphics Programming

UNIT V

Managing Input / Output Files in Java: Concepts of Streams – Stream classes – Byte stream classes – Character stream classes - Using streams – I/O classes – File classes - I/O Exceptions – Creation of files – Reading / Writing characters, Byte - Handling Primitive data types – Random Access Files

TEXT BOOKS:

1. Grady Booch: “Object Oriented Analysis & Design with Applications”, Second Edition, Pearson Education.
2. E.BalaGurusamy: “Programming with Java”, Third edition, Tata McGraw Hill Pvt Ltd.

REFERENCE BOOKS:

1. Patrick Naughton & Hebert Schildt: “The Complete Reference Java 2”, Third edition, Tata McGraw Hill Pvt Ltd.
2. Programming with Java – John R.Hubbard, Second Edition, Tata McGraw

PROGRAMMING IN C

Subject Code: 2018ECC020

No. of Credits: 2

OBJECTIVES:

To enable the students

- To know about problem solving techniques and algorithm fundamentals.
- To know about the basics of C Programming and its various computation logics.

UNIT I

Overview of C - Introduction – Structure of C - Character set - C tokens - Keyword & Identifiers - Constants - Variables - Data types - Declaration of variables - Assigning values to variables - Defining Symbolic Constants - Operators – Arithmetic Expressions: - Evaluation of expression - Type conversion in expression - operator precedence .

UNIT II

Decision Making and Branching - Decision making with IF statement - simple IF statement - The IF ELSE Statement - Nesting of IF ...ELSE statements - The ELSE IF ladder - The switch statement – The GOTO statement -- Decision Making and Looping - The WHILE statement - The DO statement - The FOR statement – Jumps in Loop.

UNIT III

Arrays - One Dimensional - Two Dimensional - Multidimensional arrays - Character string Handling - Declaring and initializing string variables - String: Introduction- Standard Functions. Functions: User - defined Functions - Need for user Defined functions - Types of Functions: No Arguments and no return values - Arguments with return values - Recursion.

UNIT IV

Structure: Structure definition - Giving values to members – Structure initialization - comparison of structure variables - Structures within structures- size of structures.

UNIT V

Pointers to structures - Pointers – Introduction-Features of Pointers - Declaring and initializing pointers - Accessing a variable through its pointers - pointers and arrays - pointers and character strings

TEXT BOOKS:

1. E. Balagurusamy: “Programming in ANSI C”, Tata Mc. Graw Hill, 5thEdition (reprint), 2011. (Unit II, Unit III, Unit IV, Unit V)
2. R.G.Dromey: ”How to Solve it by Computer”, Prentice Hall of India, Delhi,2000 (Unit-I)

REFERENCE BOOKS:

1. Byron Gottfried: “Programming with C” (Schaum's Outline Series), Tata Mc.Graw Hill, 2nd Edition, 1998.
2. Ashok. N. Kamathane: “Programming with ANSI and Turbo C”, Pearson Education Asia, 4th Edition, 2002 .
3. Yeswanth Kanethkar: “Let us C” Tata Mc. Graw Hill, 3rd Edition, 1992.

INTERNET OF THINGS

Subject Code: 2018ECC021

No. of Credits: 2

OBJECTIVES:

- To get the vision and introduction to IoT.
- To Understand IoT Market perspective, Data and Knowledge Management and use of

Devices in IoT Technology.

- To understand state of the art IoT architecture, real world IoT design constraints, industrial automation and commercial building automation in IoT.

UNIT I

Introduction- Concepts behind the Internet of Things- The IoT Paradigm- Smart Objects- Creative Thinking Techniques – Modifications- Combination Scenarios- Breaking Assumptions- Solving Problems.

UNIT II

M2M to IoT – A Market Perspective– Introduction, Some Definitions, M2M Value Chains, IoT Value Chains, An emerging industrial structure for IoT, The international driven global value chain and global information monopolies.

UNIT III

M2M and IoT Technology Fundamentals- Devices and gateways, Local and wide area networking, Data management, Business processes in IoT, Everything as a Service(XaaS), M2M and IoT Analytics, Knowledge Management Introduction, Technical Design constraints-hardware is popular again.

UNIT IV

Introduction, State of the art, Architecture Reference Model- Introduction, Reference Model and architecture, IoT reference Model IoT Reference Architecture- Introduction, Functional View, Information View, Deployment and Operational View, Other Relevant architectural views. Real-World Design Constraints.

UNIT V

Service-oriented architecture-based device integration, SOCRADES: realizing the enterprise integrated Web of Things, IMC-AESOP: from the Web of Things to the Cloud of Things, Commercial Building Automation- Introduction, Case study: phase one-commercial building automation today.

TEXT BOOK:

1.Jan Holler, Vlasios Tsiatsis, Catherine Mulligan, Stefan Avesand, Stamatis Karnouskos, David Boyle: “From Machine-to-Machine to the Internet of Things: Introduction to a New Age of Intelligence”, First Edition, Academic Press, 2014.

REFERENCE BOOKS:

1. Vijay Madiseti and Arshdeep Bahga: “Internet of Things (A Hands-on-Approach)”, First Edition, VPT, 2014.
2. Francis daCosta: “Rethinking the Internet of Things: A Scalable Approach to Connecting Everything”, First Edition, Apress Publications, 2013.
- 3.Hakima chaouchi, ”The Internet Of Things Connecting Objects,2010.

WEB TECHNOLOGY AND ITS APPLICATIONS

Subject Code: 2018ECC022

No. of Credits: 2

OBJECTIVES:

To enable the students

- To learn about the basic concepts of various networking model and its layers.
- To learn about the concepts of protocol and its architecture.
- To learn about the Java Scripts and XML.

UNIT I

Networking Protocols and OSI Model: OSI Model, Layer functions. Internetworking concepts, devices, internet basics: why internetworking, problems, virtual network, repeaters, bridges, routers, gateways, history of internet, growth.

UNIT II

TCP/IP Part I: basics, addressing, IP addressing, logical addresses, concept of IP address, ARP, RARP, BOOTP, DHCP, ICMP. TCP / IP Part II: TCP, UDP – basics, features, relationship, ports and sockets, connections, TCP segment format, UDP, differences.

UNIT III

DNS, Email, FTP, TFTP – DNS, Email, FTP, TFTP. TCP / IP Part IV : WWW, HTTP, TELNET – history, basics, HTML, common gateway interface, remote login (TELNET).

UNIT IV

Java Script and AJAX. PHP / MySQL – scripting language, client side vs Server side, Features of PHP, reference, MySQL basics, using MySQL with PHP.ASP.NET: overview of .NET framework, Details, Server controls and web controls, validation controls.

UNIT V

Java Web Technologies – Java servlets and JSP, Creating and testing, servlet, session management, introduction to JSP, JSP and JDBC, EJB, architecture, overview, types of EJB, session beans. Web Security: principles, cryptography, plain text and cipher text, digital certificates, signatures, secure socket layer. XML – what is XML? XML versus HTML, EDI, Terminology, Document-Type Declaration, Element-Type declarations.

TEXT BOOK:

1.Achyut Godbole and Atul Kahate :”Web Technologies – TCP / IP, Web / Java Programming and Cloud Computing”, Third Edition, McGraw Hill Education India Private Limited.

REFERENCE BOOKS:

1. Behrouz A. Forouzan : “TCP / IP – Protocol Suite”, McGraw Higher Education, Sixth Edition.
2. Paul Deitel, Harvey Dietel and Abbey Dietel: “Internet & World Wide Web – How to Program”, Fifth Edition, Tata McGraw Hill.

NETWORK SECURITY

Subject Code: 2018ECC023

No. of Credits: 2

OBJECTIVES:

To enable the students

- To know about cryptography and its various functions.
- To understand the concepts of hashes and public key algorithm.
- To have a knowledge on different types of authentication.
- To know about the standards, IP security and their applications.

UNIT I

Cryptography - Introduction – Primer on Networking –Active and Passive Attacks –Layers and Cryptography – authorization Viruses, worms, Trojan Horses – The Multi level Model of Security. Cryptography – Breaking an Encryption Scheme – Types of Cryptographic functions – secret key Cryptography – Public key Cryptography – Hash algorithms.

UNIT II

Secret Key Cryptography - Secret Key Cryptography – Generic Block Encryption – Data Encryption Standard – International Data Encryption Algorithm (IDEA) – Advanced Encryption Standard.

UNIT III

Hashes and Public Key Algorithms - Hashes and Message Digests: Introduction – Things to do with hash – MD2 – MD4 – MD5. Public Key Algorithms: Modular arithmetic – RSA – Diffie-Hellman – Digital Signature Standard – Elliptic Curve Cryptography.

UNIT IV

Authentication - Overview of Authentication Systems: Password-Based Authentication – Address-Based Authentication – Cryptographic Authentication Protocols –Eavesdropping and Server Database Reading – Trusted Intermediaries – Session Key Establishment.

UNIT V

Standards, IP Security and Applications - Standards: Kerberos V4: Introduction – Tickets and Ticket-Granting Tickets – Configuration – Logging into the Network – Replicated KDCs. IP Security: Overview of IPSec – IP and IPv6 – Authentication Header – ESP.

REFERENCE BOOKS:

- Charlie Kaufman, Radia Perlman and MikeSpeciner : “Network Security Private Communication in a Public World”, Pearson Education, New Delhi, 2nd Edition,2008 .
- Stallings William: “Cryptography and Network Security Principles and Practices”, Prentice Hall India, New Delhi, 4th Edition 2007.
- Stallings William: “Network Security Essentials Applications and Standards “ Prentice Hall India, New Delhi, 2004.
- Atul Kahate: “Cryptography and Network Security “Tata McGraw Hill, 2nd Edition, 2008.

MOBILE AND WIRELESS TECHNOLOGY

Subject Code: 2018ECC024

No. of Credits: 2

OBJECTIVES:

- To learn the wireless communication on digital mobile communication system and integration of services and applications from fixed networks into networks supporting mobility of end user and wireless access.

UNIT - I

Introduction: Applications – A Simplified Reference Mode. Wireless Transmission: Cellular System. Medium Access Control: Motivation for a Specialized MAC: Hidden and exposed terminals – Near and far terminals – SDMA – FDMA – TDMA: Fixed TDM – Classical Aloha – Slotted Aloha – Carrier Sense Multiple Access – Demand assigned Multiple Access – PRMA Packet Reservation Multiple Access – Reservation TDMA – Multiple Access With Collision Avoidance – Polling – Inhibit Sense Multiple Access. CDMA: Spread Aloha multiple access.

UNIT -II

Telecommunication Systems: GSM: Mobile Services – System Architecture – Radio Interface – Protocols - Localization and Calling – Handover – Security – New Data Services. DECT: System Architecture – Protocol Architecture – TETRA.

UNIT -III

UMTS and IMT 2000: UMTS Releases and Standardization – UMTS System Architecture -UMTS Radio Interface – UTRAN – Core Network – Handover. Satellite System: History – Applications – Basics: GEO – LEO – MEO. Routing – Localization – Handover. Broadcast Systems: Overview – Cyclical Repetition Of Data – Digital Audio Broadcasting –Digital Video Broadcasting – Convergence of Broadcasting and Mobile Communication.

UNIT -IV

Wireless LAN: Infra-Red Vs Radio Transmission – Infrastructure and Ad-Hoc Network – IEEE 802.11: System Architecture – Protocol Architecture – Physical Layer – Medium Access Control Layer – MAC Management – HIPERLAN: HIPERLAN1 -WATM – BRAN– HiperLAN2. Bluetooth: User scenarios – Architecture – Radio layer – Base band layer –Link manager protocol

UNIT -V

Mobile Network Layer: Mobile IP – Dynamic Host Configuration Protocol – Mobile Ad-Hoc Networks. Mobile Transport Layer: Traditional TCP-Classical TCP Improvement-TCP Over 2.5/3G Wireless Networks – Performance Enhancing Proxies.

TEXT BOOKS:

- 1.Asoke K Talukder and Roopa R Yavagal, Mobile Computing, Tata McGraw-Hill,, Eleventh Reprint 2009.
- 2.John Schiller , Mobile communication, Pearson Edition ,2nd Edition.

REFERENCE BOOKS:

1. William C.Y.Lee, Mobile Communication Design Fundamentals, John Wiley, 1993
2. Ivan Stojmenoric, Wireless network & Mobile communication, 1st Edition

CLOUD COMPUTING

Subject Code: 2018ECC025

No. of Credits: 2

OBJECTIVES:

- To Understand the Cloud computing architectures, applications and challenges and learn about various cloud storages

UNIT - I

INTRODUCTION: Cloud Computing Introduction, From, Collaboration to cloud, Working of cloud computing, pros and cons, benefits, developing cloud computing services, Cloud service development, discovering cloud services.

UNIT -II

CLOUD COMPUTING FOR EVERYONE: Centralizing email communications, cloud computing for community, collaborating on schedules, collaborating on group projects and events, cloud computing for corporation, mapping schedules managing projects, presenting on road.

UNIT -III

USING CLOUD SERVICES: Collaborating on calendars, Schedules and task management, exploring on line scheduling and planning, collaborating on event management, collaborating on contact management, collaborating on project management, collaborating on word processing, spread sheets, and databases.

UNIT -IV

OUTSIDE THE CLOUD : Evaluating web mail services, Evaluating instant messaging, Evaluating web conference tools, creating groups on social networks, Evaluating on line groupware, collaborating via blogs and wikis

UNIT -V

STORING AND SHARING: Understanding cloud storage, evaluating on line file storage, exploring on line book marking services, exploring on line photo editing applications, exploring photo sharing communities, controlling it with web based desktops.

TEXT BOOKS:

1. Michael Miller, Cloud Computing, Pearson Education, New Delhi, 2009.
2. Anthony T. Velte, Cloud Computing A Practical Approach, Tata McGraw Hill Education Private Limited, 1st Edition 2009

REFERENCE BOOKS:

1. Arshdeep Bahga, Cloud Computing: A Hands-On Approach, Paperback-Imports, Dec 2013..

CROSS CULTURE MANAGEMENT

Subject Code: 2018ECC026

No. of Credits: 2

Objective:

On successful completion of the course, the students should have understood

- To provide a thorough understanding
- The impact of an international context on management practices based on culture.
- Frameworks for guiding cultural and managerial practice in international business.

UNIT-I

Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication –Needs and Incentives – Dispute Resolution and Negotiation.

UNIT-II

Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture –Government-Business Patronage – Guanxi – Managing Informal Systems – Implications.

UNIT-III

Globalization & Cross Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies –Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implications.

UNIT-IV

Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implications.

UNIT-V

Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control – Implications.

TEXT BOOK:

Jean-Francois Chanlat, Cross Culture Management, T&F publication, Edition-2013.

REFERENCE BOOKS:

- 1.Neal Mark, The Culture Factor: Cross-national Management and Foreign Venture, Macmillan, Edition-1998.
- 2.Prashant Faldu, Cross Culture Management, Presence Institute of Image Consulting Pvt.Ltd., Edition-2015.
- 3.Dipak Kumar, Cross Culture Management: Text and Case, PHI Publication, Edition-2010.
- 4.Richard R.Gesteland, Cross-Culture Business Behaviour, Copenhagen Business School Press, Edition-1999.

INDIAN ECONOMY AND TRADE DEPENDENCIES

Subject Code: 2018ECC027

No. of Credit :2

Objectives:

On successful completion of the course, the students should have understood

- The diversity of issues prevalent in the Indian Economy.
- Trade related issues of the Indian Economy.
- The importance of trade in the present globalized era.

UNIT- I

Introduction to Indian Economy : Alternative Development Strategies – Trends in National Income, Growth and Structure since 1991 - New Industrial Policy 1991 – Recent changes in Trade Policy - Competition Policy - Public Sector Reform - Privatization and Disinvestments – Progress of Human Development in India.

UNIT-II

Planning and Economic Development : Redefining the Role of the State –Human Capital Formation in India – Problem of Foreign Aid – Economic Reforms and Reduction of Poverty – Measures to Remove Regional Disparities.

UNIT-III

Indian Industries : Review of Industrial Growth under 10th and 11th Five year plan - Growth and present state of IT industry in India – Outsourcing, Nationalism and Globalization – Small Sector Industrial Policy.

UNIT-IV

Foreign Trade: Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991. Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows –Role of Special Economic Zones (SEZ)

UNIT-V

India in the Global Setting : India in Global Trade – Liberalization and Integration with the Global Economy – Globalization Strategies – India's Foreign Exchange Reserves –Convertibility of the Rupee – WTO and India.

TEXT BOOK:

Ramesh Singh, Indian Economy, Mcgraw Hill Education, Edition-7, 2015.

REFERENCE BOOKS:

- 1.P.Arunachalam-Indian Economy and Trade, Serial Publication, Edition-1,2011.
- 2.Sankarganesh,Indian Economy Key concepts, Kavin Mukhil Publications, Edition-4,2016
- 3.Gaurav Kumar, Indian Economy, Kd Publication, Edition-1, 2016.
- 4.Puri Misra, Indian Economy, Himalaya Publication, Edition-26, 2008.

EXPORT MARKETING

Subject Code: 2018ECC028

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To gain knowledge on Export distribution channels.
- To enable the students to understand Export and Import Procedures.
- To create awareness regarding the export promotion and export finance.

UNIT I

Export marketing – an overview -export marketing – meaning difference between export marketing and domestic marketing – basic function of export marketing.

UNIT II

Export distribution channels – direct export – indirect export – channel; small manufacturer.

UNIT III

Export promotion – characteristics of foreign buyers – forms of export promotion-importance of Promotional Activities.

UNIT IV

Export and Import Procedure Documents used in Foreign Trade.

UNIT V

Export Finance- Needs- Short terms, Medium and long term Source of Finance types of Credit.

Text Book

1.Rathor. BS-Export Marketing - Himalaya publishing House 2006

INTERNATIONAL TRADE & FOREX

Subject Code: 2018ECC029

No. of Credits:

Objectives:

On successful completion of the course, the students should have understood

- To learn the overview of International Trade and Globalisation.
- To make the students to understand the concepts of foreign exchange management.
- To gain the knowledge on the basic regulation of FEMA.

UNIT I

International trade- Meaning- Scope- Challenges- Theories of International Trade- Balance of Payment- Trade Barriers

UNIT II

Competition Law and International Trade- Competition and Consumer Protection- Regulation of anti competition activity

UNIT III

Export Policy and Procedure- features- Export Promotion Schemes- SEZs , EOU- Deemed Export- Export Promotion Council

UNIT IV

Import Policy and Procedure- Import of Gifts- Import on Import basis- Procedure for customer clearance- Warehousing- Canalised import

UNIT V

Introduction to FEMA- Forex Management-Nature- Forex Manager- Foreign Exchange Market- Foreign Exchange Rate- Types- Present status of Foreign exchange Market in India

Text Books:

1. Francis cherunilam -International trade-Himalaya publication House 2010

BRAND MANAGEMENT**Sub Code: 2018ECC030****No. of Credits: 2**

Objective:

On successful completion of the course, the students should have understood

- To understand the methods of managing brands and strategies for brand management.
- To successfully establish and sustain brands and lead to extensions

UNIT I

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT II

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT III

Brand image Building – Brand Loyalty programs – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

TEXT BOOK:

- 1.Keller/ Parameswaran & Jacob, Strategic Brand Management: Building, Measuring, and
- 2.Managing Brand Equity, Pearson Education India; 4 Edition 2015.

REFERENCE BOOKS:

- 1.Y.L.R. Moorthi, Brand Management, Vikas Publishing House, 1st Edition 2003.
- 2.Sagar Mahim, D. P. Agrawal, Brand Management, ANE Books Edition 2009.
- 3.Kirti Dutta, Brand Management: Principles and Practices, Oxford University Press, Edition 2012,
- 4.Ranjeet Verma, Brand Management, Laxmi Publications, 1st Edition 2009

STRESS MANAGEMENT

Subject Code: 2018ECC031

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To provide a broad physical, social and psychological understanding of stress.
- To understand the management of work related stress
- To develop and implement effective strategies to prevent and manage stress at work.

UNIT I

Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

UNIT II

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.

UNIT III

Implications – People issues – Environmental issues – Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

UNIT IV

Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

UNIT V

Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

Text Book:

- 1.D M Pestonjee, Stress and Work: “Perspectives on Understanding and Managing Stress”, SAGE Response, First Edition 2013.

Reference Books:

- 1.Kamlesh Jani, Ratish Kakkad, Stress Management, Pothi Publishers, Edition 2008.
- 2.Aarti Gurav , Time Management , Buzzing stock Publishing House, First Edition 2014.
- 3.Sanjay Kumar, Pushp Lata, Communication Skills, Oxford University Press, Second Edition 2015.
- 4.Barun Mitra, Personality Development and Soft Skills, Oxford University Press, Second Edition 2017.

RISK AND INSURANCE IN INTERNATIONAL TRADE

Subject Code: 2018ECC032

No. of Credit :2

Objective:

On successful completion of this course, the students should have understood

- Basic principles of insurance and risk management
- Understanding contemporary issues related to insurance

UNIT-I

Nature and History of Insurance Business - Insurance Business in India Europe, UK and USA - insurance Act 1938 -General insurance business -Nationalisation - Insurance as a social security tool – Insurance and economic development - IRDA- Entry of private players into Insurance business -Actuarial profession -Global Trends and developments in Insurance Business

UNIT-II

Principles of Legal aspects of Insurance - Principles of Insurable Interest – Principles of Utmost Good Faith – Principles of Indemnity - Principles of Subrogation -Doctrine of Proximate Clause - Tariff Advisory Committee – Legal Aspects of Life Assurance - Global Insurance Regulatory Frame work.

UNIT-III

Global Non-life Insurance: Principles & Practices Fire insurance – Standard fire policy; Marine - Cargo and Hull insurance – Types; Motor insurance – Liability insurance, Types of policies; Engineering insurance – Electronic equipment insurance, Burglary insurance – Underwriting Practices – Claims settlement in International Perspectives.

UNIT-IV

Risk management process – Risk identifications: perception of risk, Threat analysis, Even analysis, Safety Audit – Risk evaluation – Concept of probability –Statistical methods of risk evaluation – Value at Risk (VaR)

UNIT-V

Risk Management Methods – Contingency Planning – Risk Transfer – Captive Insurance agreements – Reinsurance – Catastrophe covers – Legal Aspects of Reinsurance – Reinsurance Markets – Lloyds Markets – Risk Management techniques for global insurance market players.

TEXT BOOK:

1.Mishra, M.N,Insurance principles and practices, S. Chand and Co, Delhi, Edition 4, 2007 .

REFERENCE BOOKS:

- 1.Tripathy N.P,Insurance principles and practices,Prentice Hall India Learning Private Limited Edition 3, 2009
- 2.Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani Publishers Edition 4, 2011.
- 3.Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An imprint of LexisNexis Edition 1, 2016.
- 4.SK Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law Publishing - An Imprint of Lexis Nexis; Edition 1, 2016

RETAIL MARKETING

Subject Code: 2018ECC033

No.of Credits: 2

Objective:

On successful completion of the course, the students should have understood

- To enable the students to understand about Global Retailing.
- To provide knowledge on Visual Merchandise Management.
- To familiarise the students with the Retail shoppers' behaviour.

UNIT I

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.

UNIT IV

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TEXT BOOK:

1. A.Sivakumar, Retail Marketing, Excel Books, Edition-1, 2007.
2. David Gilbert, Retail Marketing Management, Pearsons Education, Edition-2006.

REFERENCE BOOKS:

1. Dr.L.Natarajan, Retail Marketing, Margham Publications, Edition-1,2013.
2. S.Banumathi, Retail Marketing, Himalaya Publishing House, Edition-2015.
3. B.B.Mishra, Retail Marketing, Vrinda Publication, Edition-2010

EXPORT AND IMPORT PROCEDURES

Subject Code: 2018ECC034

No.of Credits: 2

Objective:

On successful completion of the course, the students should have understood

- To enable the students to understand about export and import procedures
- To provide adequate knowledge on export and import documentation.
- To impart knowledge on export and import procedures.

UNIT I

Introduction to Export Management : Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.

UNIT II

Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT III

Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents– Regulatory documents – ISO Certificate.

UNIT IV

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

UNIT V

Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

Text Books:

- 1.Subramanian Balagopal.T.A.S”, Export Marketing”,Himalaya Publication House,Mumbai,Edition 1,2010.
- 2.Francis Cherunilam,”International Trade & Export Management”,Himalaya Publication House,Mumbai,Edition 1,2012.

References Books :

- 1.Veera Reddy.P,”Import made Easy”,Commercial Law Publication,New Delhi”,Edition 5,2001.
- 2.Mahajan.M.I,”Export Policy Procedure & Documentation”,Snow White Publication,Mumbai,Edition 24,2011.
- 3.A Nabhi : “How to Import 2005-2006”,A Nabhi Publications, 1st Edition 2006.

LOGISTICS AND SUPPLYCHAIN MANAGEMENT

Sub Code : 2018ECC035

No. of Credits: 2

Objective:

The objective of the subject is to explore

- The interlinking between Logistics and supply chain management.
- The course seeks to provide the key concepts and solution in the design, operation, control and management of supply chain as integrated systems.
- The impact of supply chain in gaining competitive advantage.

UNIT I

Introduction to logistics – Business logistics – marketing logistics – objectives –importance – logistics and customer services – physical supply and distribution –elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT II

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT III

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT V

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

TEXT BOOK:

1. Donald J. Bowersox & David J. Closs, Supply Chain Logistics Management, McGraw Hill Education , 3rd Edition 2016.

REFERENCE BOOKS:

1. Raghuram, Logistics And Supply Chain Management: Cases and Concepts, Laxmi Publications, Edition 2015.
2. Janat Shah, Supply Chain Management, Pearson Education, 1st Edition 2009.
3. Ballou, Business Logistics/Supply Chain Management, Pearson Education India, 5th Edition 2007.
4. Chopra & Kalra, Supply Chain Management, Pearson Education India; 6th Edition 2016.

QUALITY MANAGEMENT

Sub Code : 2018ECC036

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- To introduce the fundamental concepts of total quality management, statistical process control, six sigma and the application of these concepts
- To provide a basic understanding of "widely-used" quality analysis tools and techniques.

UNIT I

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT IV

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.

TEXT BOOK:

R. Janakiraman and R,K Gopal, Total Quality Management, PHI Learning, 1st Edition 2009.

REFERENCE BOOKS:

1. Howard S.Taylor and Francis, Quality Management Systems, New century Publications, Edition 2000
- 2.L.Suganthi Anand Samuel, Total Quality Management,PHI learing, 1st Edition 2009,
- 3.Joseph M.Juran, Quality Handbook, Mc Grawhill,6th Edition .
- 4.Bell Desmond Heivemann, Managing Quality,Butterworth Publications, Edition 1994.

MANAGEMENT OF SMALL AND NEW ENTERPRISES

Sub Code : 2018ECC037

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- Identification, organization and building of new enterprise
- To prepare, analyze and execute business plan
- The logical decision making in business

UNIT I

Entrepreneurship: Small Scale Introduction Institutional- Small scale Enterprises – Infrastructure-Entrepreneurial Competencies for Small Scale Enterprises -Institutional Interface

UNIT II

Establishing small scale enterprises -opportunities scanning—choice of enterprise - market assessment for sse - choice of technology and selection of site

UNIT III

Small scale enterprises — getting organized- financing the new/small enterprise - preparation of the business plan - ownership structure and organization framework

UNIT IV

Operating the small scale enterprise - financial management issues in SSE -operations management issues in SSE- Marketing management issues in SSE - organizational relations in SSE

UNIT V

Performance appraisal and growth strategies - management performance lessons growth and Assessment and control from stabilization - strategies for stabilization and successful strategies Growth entrepreneurs of small - managing family enterprises

TEXT BOOK:

Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications, 5th Edition,2016.

REFERENCE BOOKS:

- 1.C.S.Prasad, Small and Medium Enterprise in global Perspective, New Century Publications, I Edition, 2009
- 2.Taxmann, Small and Medium Enterprises in India, Tax mann Publication, Edition 2013.
- 3.Karen Patten Ayman, Information Technology for small business, Springer publications, Edition 2012.
- 4.Sarika Lohana, Medium, Micro and Small Enterprises, New century Publications, 1st Edition 2014.

TOURISM MANAGEMENT

Sub Code : 2018ECC038

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- The handling of human resource in the context of complex work situations of the tourism industry.
- The complexities of marketing the tourism product
- The challenges and rewards of Tourism industry

UNIT I

History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

UNIT II

Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

UNIT III

Growth and development of tourism in India, National Action Plan 1992.

UNIT IV

Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

UNIT V

Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

TEXT BOOK:

Rajan chauhan, Tourism Management, APH Publishing Corporation- Edition-2012.

REFERENCE BOOKS:

1. David Weaver Laura Lawton, Tourism Management, Jhon Wiley & Sons Inc., Edition-2, 2006.
2. Ratandeeep Singh, Tourism and Transport Management, Kanishka Publishiners, Edition-1, 2008.
3. Atul Shrivastava, Tourism Planning & Management, Anmol Publications Pvt., Ltd., Edition-2010.
4. Vandhana Joshi, Achana Biwal, Tourism Operations & Management, Oxford University Press, Edition-1, 2009.

EVENT MANAGEMENT

Sub Code: 2018ECC039

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- Organization and management of events
- The management of accounting and financial aspects in organizing an event
- Planning the logistics and coordinating the technical aspects

UNIT I

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures

UNIT II

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT III

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT IV

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT V

Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

TEXT BOOK:

- 1.Sita Ram Singh , Event Management, Aph Publishing Corporation , Edition 2009.

REFERENCE BOOKS:

- 1.Wagen, Event Management, Pearson, 1st edition 2005.
- 2.C.P. Harichandan, Event Management, Global Vision Publishing House, 1st edition 2010.
- 3.Tony Rogers, A Global Industry (Events Management), S.Chand (G/L) & Company Ltd, 3rd Edition 2013.
4. D. G. Conway, The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event, Viva Books 1st Edition 2010.

HOSPITALITY MANAGEMENT

Sub Code: 2018ECC040

No. of Credits: 2

Objective :

On successful completion of the course the students should have understood

- To plan and execute hospitality events in coordination with back-of-the-house managers
- To Design and evaluate a hospitality operations plan, employing control systems and technologies, with guest preferences
- To Supervise and coordinate personnel, demonstrating clear communication and cultural sensitivity

UNIT I

The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

UNIT II

The Organization and Structure of Lodging Operations : Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services

UNIT III

The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department

UNIT IV

Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division

UNIT V

Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing – Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

TEXT BOOK:

Jhon R.Walker, Introduction to Hospitality Management, Pearson India, Edition-2, 2008.

REFERENCE BOOKS:

1. Teason.D, Principles of Management for Hospitality Industry, Routledge, Edition 2009.
2. Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation, Edition-2013.
3. Gajanan Shirke, Hospitality Management, Shorff Publishers, Edition-2011.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press, Edition-2012

CONSUMER BEHAVIOUR

Sub Code : 2018ECC041

No. of Credits: 2

Objective:

On successful completion of the course the students should have understood

- Consumer motivation and perception
- Learning and attitude
- Consumer decision making

UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

TEXT BOOK:

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication, 11th Edition, 2015.

REFERENCE BOOKS:

1. Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication, 2nd Edition, 2008.
2. Suja R.Nair, Consumer Behaviour, Himalaya publication, 1st Edition, 2016.
3. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd, 7th Edition, 2009.
4. Rajneesh Krishna, Consumer Behaviour, Oxford University Press, 1st Edition, 2014.

HUMAN RESOURCE MANAGEMENT

Subject Code : 2018ECC042

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To understand the nature of human resources and its significance to the organization
- To familiarize students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- To bring the attention of the students on the latest trends in managing human resources in an organization.

UNIT I

Human Resource Management: Definition – Objectives – Functions - Evolution And Growth Of HRM– Qualities Of A Good HR Manager – Changing Roles of a HR Manager-- Problems And Challenges of a HR Manager.

UNIT II

Planning The Human Resources :definitions Of Human Resource Planning – Objectives – Steps In Human Resources Planning – Dealing With Surplus And Deficient Man Power - Job Analysis – Job Description – Job Specification.

UNIT III

Recruitment & Selection : Recruitment And Selection – Objectives of Recruitment – sources – Internal And External Recruitment – Application Blank – Testing – Interviews.

UNIT IV

Training & Development :Training and development – Principles of Training – Assessment Of Training Needs – on the Job Training methods - off the Job Training Methods – Evaluation of Effectiveness of Training Programs.

UNIT V

Performance Appraisal :Performance Appraisal– process – Methods of Performance Appraisal – Appraisal Counseling – Motivation process – Theories of motivation – Managing Grievances and Discipline.

Text Books:

1. Tripathi: “Personnel Management”, Sultan Chand & Sons, New Delhi, 2000.
2. L M Prasad: “Human Resource Management”, Sultan Chand & Sons, New Delhi, 2005.

References Books:

1. Aswathappa: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi, 1999.
2. Davis and Werther: “Human Resource Management”, Tata Mc Graw Hill Publishing Company, New Delhi, 2000

PRINCIPLES AND PRACTICE OF MARKETING SERVICES**Subject Code: 2018ECC043****No. of Credits: 2**

Objectives:

On successful completion of the course, the students should have understood

- To enable the students to gain knowledge on marketing of various services.
- To enlighten the students' knowledge on marketing services.
- To make the students understand about practice of marketing services.

UNIT I

Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

UNIT II

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.

UNIT III

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.

UNIT IV

Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.

UNIT V

Services Marketing – II: Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing.

Reference Books:

1. S.M.Jha: "Services Marketing", Himalaya Publication House, Mumbai, Sixth Edition, 2003.
2. Christopher love lock: "Services Marketing", Person Education Chennai, Sixth Edition, 2010.
3. Philip Kotler: "Marketing Management", Person Education Chennai, Sixth Edition, 2013
4. S.Sherlekar: "Marketing Management", Himalaya Publication House, Mumbai, Sixth Edition, 1997

CONSUMER MARKETING

Subject code: 2018ECC044

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To make the students to understand the concepts of consumer marketing and the motivation theories.
- To understand the customer value chain and their demography.
- To understand market segmentation and their uses.

UNIT I

Introduction- Definition of Consumer Marketing- Need and importance- Scope- Consumer Needs- Theories of Motivation and their application- Process Theories-- Content theories- Personality and Self Concept- Theories of Personality – Trait Theory

UNIT II

Building Customer Value and Satisfaction- Delivering Customer Value- Value Chain – Value Delivery Network- Attracting and Retaining Customer Retention- Relationship Marketing- Customer Demand- Demography- Market Segmentation- Benefits- Criteria for Market Segmentation.

UNIT III

Learning Theories and their application- Brand Loyalty- Brand Extension- Conditioning Theories- Cognitive Learning Theory- Attitude and Attribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption

UNIT IV

Perception- Threshold of perception- Subliminal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries

UNIT V

Advertising- Role in Marketing Process- Legal and Ethical Process- Social Aspects- Function and Types of Advertising- Integrated Marketing Communication- Brand Management- Brand Equity- Image in Brand Equity Building- Ethics in Advertisement

Text Books:

1. Schiffman L.G and Kanuk L: “Relationship Marketing”, Tata MC Graw Hill, Twelfth Edition 2009.
2. R.S.N Pillai and Bhavathi : “Modern Marketing Principles and Practices”, S.Chand & Co., Ltd., New Delhi, Seventh Edition, 2011.
3. Paul green Berg: “Customer Relationship Management”, Tata MC Graw Hill, Seventh Edition, 2009.

Reference books:

1. Philip Kotler and Gray Armstrong: “Principles of Marketing”, Pearson Education Pvt Ltd., Seventh Edition, Reprinted 2011.
2. Dr.Rajan Nair: ”Marketing Management”, Sulthan Chand & Sons, Eleventh Edition, NewDelhi

MARKETING OF HEALTH SERVICES

Subject Code: 2018ECC045

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To enable the students understand about health services.
- To make the students aware of different marketing mix in health industry.
- To confer knowledge about online health services .

UNIT – I

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model

UNIT – II

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT – III

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT – IV

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT – V

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies

(Note: Question paper shall cover 100% Theory)

REFERENCE BOOKS:

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide, Edition-2, 2008.
2. Zeithaml, Services Marketing, Mcgraw Hill Education, Edition-6, 2013.
3. Lovelock, Services Marketing, Pearson India, Edition-7, 2011.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing ,Jones & Bartlett Learning Edition-3, 2010.

INTERNATIONAL BANKING

Subject Code: 2018ECC046

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- The course aims to provide the students with
- A sound grasp of the practices of modern international banking
- The central themes and issues will be examined in an international and comparative context.

UNIT-I

Global trends and development in international banking – Outline of international banking and finance. Wholesale banking – Retail banking – Private banking – Interbank business – Regulatory framework – BASEL-II.

UNIT-II

International financial centers – Offshore banking units – Special Economic Zones – Foreign exchange management control – International loan agreements – International debt management.

UNIT-III

Asset liability management – Profitability of international banking operations – Investment banking – Correspondent banking – Bank Regulation: Regulation and prudential supervision of banks in the UK and EU. International regulatory and supervisory convergence. Regulating the multifunctional bank.

UNIT-IV

International financial institutions – IMF, IBRD, BIS, IFC, ADB, WTO – international competitiveness – implications and effectiveness and country risk.

UNIT-V

Treasury and risk management – bank risk management – letters of credit mechanism – buyers and sellers credit – bilateral and counter trade.

TEXT BOOKS:

1. Indian Institute of Banking and Finance, International Banking, Macmillan, Edition-2011.

REFERENCE BOOKS:

1. Ruonaryan Bose, Fundamentals of International Banking, Laxmi Publications, Edition-2014.
2. Indian Institute of Banking and Finance, International Banking Operations, Macmillan, Edition-2017.
3. Yoon S. Park, International Banking and Financial Centers, Springer Publications, Edition-2011.
4. Emmanuel N Roussakis, International Banking, Greenwood Press, Edition-1983.

E-COMMERCE

Subject Code: 2018ECC047

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To provide knowledge about Electronic Commerce.
- To enable the students understand the technology of e-Commerce for Business Application.
- To make the student aware of the Techniques in the Application of e-Commerce.

UNIT I

E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology.

UNIT II

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

UNIT III

Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.

UNIT IV

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer’s perspective – mercantile models from the merchant’s perspective.

UNIT V

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.

Text Books:

1. Ravi Kalakota and Andrew B. Whinston: “Frontiers of Electronic Commerce”, Pearson Education, First Edition, 2006.
2. Elias M Awand: “Electronic Commerce”, Phi Learning Pvt Ltd, Third Edition, 2007.

Reference Books:

1. Daniel Minoli and Emma Minoli: “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi, First Edition, 2006.
2. Efrain Turban and David King: “Electronic Commerce”, Pearson Education, First Edition 2009.
3. Pete Loshin: “Electronic Commerce”, Firewall Media, Fourth Edition, 2005.

INTERNATIONAL ACCOUNTING

Subject Code: 2018ECC048

No. of Credits: 2

Objective:

On successful completion of the course, the students should have understood

- To make the students understand
- The concept and nuances of international accounting standards and practices for international business firms
- The importance of financial reporting in international environment.

UNIT-I

Objective of International Financial Reporting – Concept International Accounting Practices, introduction to inter corporate investments – inter company transaction – Global Joint Venture Accounting, Foreign Currency Translation accounting.

UNIT-II

Financial instruments – Presentation and disclosure – Convertible securities – recognition and measurement of financial instruments –comprehensive income – settlement Date Vs Trade Date Accounting.

UNIT-III

Inter corporate investment – Temporary and Portfolio investments –Business combination and reporting methods – consolidation procedures –Financial statements disclosure.

UNIT-IV

Global mergers & acquisitions accounting – consolidating wholly, non wholly owned subsidiary under equity and cost recording – Inter company revenue, expenses & inter company profit & expenses.

UNIT-V

Financial reporting in an international environment – Integrated Vs Self Sustaining foreign subsidiary – GAAP for public sector organizations.

TEXT BOOK:

1. A. K. Das Mohapatra,International Accounting,Prentice Hall India Learning Private Limited , Edition 2, 2012.

REFERENCE BOOKS:

1. Med ,Accounting and Finance for Bankers,Macmillan Education Edition 3, 2012.
2. Timothy Douppnik,International Accounting,McGraw-Hill Higher Education; Edition 3, 2011
3. Frederick D.S. Choi,International Accounting,Pearson Education; Edition 5, 2007
4. Shirin Rathore ,International Accounting,PHI, Edition 2,2011.

CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

Subject Code: 2018ECC049

No. of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To make the students to understand the concepts of corporate governance
- To gain knowledge on legislative framework of corporate governance and Corporate Social Responsibility and good corporate citizenship.
- To understand the Business Ethics and Genesis.

UNIT-I:

Evolution -Concept-Principles and development-Management structure for corporate governance-Board structure-Stake holder's relationship committee-Appraisal of Board performance-Transparency and disclosure.

UNIT-II:

Legislative framework of corporate governance:UK,USA,India-Corporate communication-Art and Craft of investors relation-Shareholders activism-Investor protection-changing role of Institutional Investors.

UNIT-III:

Corporate social responsibility and good corporate citizenship:Various governance forums-Common Wealth Association for Corporate Governance-Organization for Economic Cooperation Development (OECD)-International Corporate Governance Network (ICGN)-National Foundation for Corporate Governance(NFCG).

UNIT-IV:

Business Ethics-Business dilemma versus decision-Dilemma resolution process-Business ethics as a strategic management tool-stakeholders protection-corporate leadership.

UNIT-V:

Genesis-Meaning-Nature-Objectives-Scope of Corporate Sustainability.Legal framework -conventions and treaties on environmental- Health and safety-Social security issues.

TEXT BOOKS:

1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.
2. Baxi CV-Corporate Social Responsibility And Governance – Excel books 2006.

Subject Code: 2018ECC050

No.of Credits: 2

Objectives:

On successful completion of the course, the students should have understood

- To enable the students understand about the different organizational processes and work flows in ERP.
- To bestow knowledge on ERP services and Business Process Re-engineering .
- To give knowledge on ERP project and its implementation.

UNIT 1

ERP: Introduction: Define – Functional Module in ERP System – Evolution of ERP Systems - Characteristics of ERP – Process Intergration With ERP Systems. Benefits of ERP Applications – Technology Behind ERP Systems.
ERP Market and Vendors: ERP Market – ERP Vendors – Service Oriented Architecture - ERP Package features.

UNIT II

Extended ERP Services: Defining Extended ERP – SCM and ERP – ERP and BI – ERP and E-Commerce. Business Process Re-engineering And ERP: Defining Business Process Reengineering- Enterprise redesign principles – Business process reengineering - BPR and Change Management – Different Approaches BPR Implementaion – Methodology for BPR Implementaion – Role of IT in BPR – BPR and EPR Systems – BPR success / failure factors.

UNIT III

Planning for ERP – Planning for ERP Implementaion – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determing Resources – Creating Budget for ERP Implementaion – Selecting the Right ERP Package- Preparing Organizations for ERP Implementaion. Implementation of ERP: Designing for ERP systems – ERP implementaion approaches – ERP implementaion Life cycle.

UNIT IV

Managing ERP Projects: Risk Failure factors in ERP Implementaion – Examples of ERP Failure- Mitigating implementaion risks – Management and complexity of Large scale ERP Projects- Training users to use ERP Systems. - Evaluating ERP Projets.

UNIT V

ERP Going live and post implementaion: Preparing to go live – Strategies for migration – to new ERP systems – Go live performance surprises – Managing ERP after go live – Maintenance of ERP Systems. Expanding ERP Boudaries: Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementaion.

TEXT BOOKS:

Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd 2008