

## **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**

- To Strive for excellence in academics.
- To inculcate a positive attitude and to develop skill in students ,to meet the challenges of the competitive world.
- To develop self -confidence through adequate interaction and relevant exposure.
- To Promote ethical and social values in the students.
- 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”.

## **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**

- To provide adequate knowledge of fundamental concepts and various operations in International Business.
- Developing effective and responsible leaders through suitable and adequate training.
- To aware of entrepreneurship, so as to make them to take efforts to become entrepreneurs.
- To transform students into disciplined citizens by instilling the ethical and cultural values.
- 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 (PEO)**

**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 (PO)**

**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 scarifying 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.

# 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 2020 -2022)

### 1. REGULATIONS

This regulation is effective from the academic year 2020 - 2021.

#### 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 5 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

1. 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.
2. 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.
3. 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 .

4. 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 re-joining in the semester in which the attendance is less than 55%.
5. 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 re-joining the course.

### **1.5 Restriction to take the Examinations**

- 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.
- 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

#### For PG Courses – Theory

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

#### For PG Courses - Practical

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

#### For PG Courses - Project Viva Voce

Content	Marks Awarded
Review & Content Presentation (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):

<b>Part A</b>	20Marks	10 Questions - 2 Marks each-Descriptive Type
<b>Part B</b>	25 Marks	5 Questions- 5 Marks each – either or type.
<b>Part C</b>	30Marks	3 Questions- 10 Marks each – 3 out of 5
<b>Total</b>	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

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

- The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 50% marks and above.
- The students will be allowed to opt for only two papers per semester under the extra credit courses from third semester onwards.
- The extra credit courses are self learning courses for which only guidance will be provided by the faculty.

#### **Online Course :**

Students have to register online courses like NPTEL /SWAYAM/MOOC / COURSERA /EDX etc and can appear for the exam in same web portal or through End Assessment Examinations in our College.

#### **Internship:**

The students have the option to select any organisation – Government / Private like industry, bank, Research & Development organisations, Scientific Companies, IT related service providers etc.,in consultation with the staff Co-ordinator & Head of the Department.

The students are to undergo training for a period of two weeks.

The students must maintain a work diary and prepare a report of the training undergone and

submit the same to the HoD on a stipulated date, there will be a viva voce with internal examiners at the end of the semester II.

**Evaluation:**

<b>Content</b>	<b>Marks Awarded</b>
Attendance	10
Work diary	15
Report	50
Viva Voce	25
<b>TOTAL</b>	<b>100</b>

**This course carries 3 credit.**

**Career Development Course:**

- Resolved that a course entitled Career Development Course be included in all the semester with credits 2 and that there will be only End Assessment Exam mark.
- 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 be 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	10
Program II	10
Viva Voce	10
Record Note Book	30
Total	<b>60</b>

#### Project Viva Voce

Content	Marks Awarded
Power Point Presentation	10
Viva Voce	30
Total	<b>40</b>

### 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:**

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

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:**

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

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+	
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

**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:

<b>CGPA</b>	<b>Grade</b>	<b>Classification of Final Result</b>
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	Career Development courses	4	08
Total			90

## SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE

### M.Com (International Business) (2020 - 2022)

Part	Subject Code	Study Components	Ins. Hours per week	CIA	Exam	Total	Credit
<b>Semester – I</b>							
<b>III</b>	20P1IBCT01	<b>Core 1:</b> Global Business Environment	4	25	75	100	3
	20P1IBCT02	<b>Core 2:</b> International Marketing Management	5	25	75	100	3
	20P1IBCT03	<b>Core 3:</b> Cargo Management	6	25	75	100	4
	20P1IBCT04	<b>Core 4:</b> Foreign Exchange Management	6	25	75	100	4
	20P1IBET1A 20P1IBET1B 20P1IBET1C	<b>Elective : 1</b> Management of Multinational Corporation Financial Markets and Institutions Principles of Service Marketing	5	25	75	100	4
	20P1CDCT01	<b>Career Development Course 1:</b> Paper –I	2	50	-	50	2
		<b>Library</b>	2	-	-	-	-
<b>Total Credits</b>							<b>20</b>
<b>Semester – II</b>							
<b>III</b>	20P2IBCT05	<b>Core 5:</b> Export Import Finance	4	25	75	100	4
	20P2IBCT06	<b>Core 6:</b> Logistics and Supply Chain Management	4	25	75	100	3
	20P2IBCT07	<b>Core 7:</b> Accounting and Finance	6	25	75	100	4
	20P2IBCT08	<b>Core 8:</b> Trade Procedure and Documentation	4	25	75	100	3
	20P2IBCP09	<b>Core : 9</b> Documentation and Map reading Practical	3	40	60	100	3



	20P2IBET2A 20P2IBET2B 20P2IBET2C	<b>Elective : 2</b> Port Operations and Management Indian Stock Exchange Marketing of Financial Services	5	25	75	100	4
	20P2CDCT02	<b>Career Development Course 2 :</b> Paper –II	2	50	-	50	2
		<b>Library Work</b>	2	-	-	-	-
	Internship (15 days)		-	-	-	-	1
<b>Total Credits</b>							<b>23</b>
<b>Semester – III</b>							
<b>III</b>	20P3IBCT10	<b>Core 10:</b> Research Methods For International Business	6	25	75	100	4
	20P3IBCT11	<b>Core 11:</b> Global Strategic Management	5	25	75	100	3
	20P3IBCP12	<b>Core 12:</b> Advertisement- Practical	5	40	60	100	3
	20P3IBCT13	<b>Core 13:</b> International Human Resource Management	5	25	75	100	3
	20P3IBET3A 20P3IBET3B 20P3IBET3C	<b>Elective : 3</b> International Logistics Management Futures and Options Marketing of Health Services	5	25	75	100	4
	20P3CDCT03	<b>Career Development Course</b> <b>3:</b> Paper –III	2	50	-	50	2
		<b>Library</b>	2	-	-	-	-
	<b>Online Course</b>		SS	-	-	-	1
<b>Total Credits</b>							<b>20</b>

		<b>Semester – IV</b>					
<b>III</b>	20P4IBCT14	<b>Core 14:</b> International Business Relations	4	25	75	100	4
	20P4IBCT15	<b>Core 15:</b> Economics in Global Trade	4	25	75	100	3
	20P4IBCT16	<b>Core 16:</b> Global Financial Management	5	25	75	100	5
	20P4IBCV17	<b>Core 17:</b> Project Work and Viva-Voce	8	160	40	200	8
	20P4IBET4A 20P4IBET4B 20P4IBET4C	<b>Elective:4</b> Travel and Tourism Management Fundamental and Technical Analysis Travel and Hospitality Services	5	25	75	100	4
	20P4CDCT04	<b>Career Development Course 4:Paper –IV</b>	2	50	-	50	2
		<b>Library</b>	2	-	-	-	-
<b>Total Credits</b>							<b>26</b>
<b>Total</b>						<b>2400</b>	<b>90</b>

### LIST OF ELECTIVE PAPERS

<b>ELECTIVE : 1</b>	20P1IBET1A	Management of Multinational Corporation
	20P1IBET1B	Financial Markets and Institutions
	20P1IBET1C	Principles of Service Marketing
<b>ELECTIVE : 2</b>	20P2IBET2A	Port Operations and Management
	20P2IBET2B	Indian Stock Exchange
	20P2IBET2C	Marketing of Financial Services
<b>ELECTIVE : 3</b>	20P3IBET3A	International Logistics Management
	20P3IBET3B	Futures and Options
	20P3IBET3C	Marketing of Health Services
<b>ELECTIVE : 4</b>	20P4IBET4A	Travel and Tourism Management
	20P4IBET4B	Fundamental and Technical Analysis
	20P4IBET4C	Travel and Hospitality Services

## SEMESTER I

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1IBCT01</b>	<b>Core 1: Global Business Environment</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>4 Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>3</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

### **UNIT-I** **( 10 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 – Rostow'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** **( 10 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** **( 10 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	2010 5 <sup>th</sup> Edition

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	K. Aswathappa	International Business	Mc Graw Hill	2017 6 <sup>th</sup> Edition
2	V.K. Bhalla & Shivarma,	International Business Environment & Management	Anmol Publications	2004 4 <sup>th</sup> Edition
3	<a href="#">Janet Morrison</a>	The Global Business Environment: Meeting the Challenges	Palgrave Macmillan	2011 3 <sup>rd</sup> Edition
4	<a href="#">Mr Ian Brooks &amp; Mr Jamie Weathers ton</a>	The International Business Environment challenges & changes	Financial Times	2010 2 <sup>nd</sup> Edition

## WEBSITE REFERENCE

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

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



## **SYLLABUS**

**UNIT-I** **( 12 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** **( 12 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** **( 12 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 online marketing  
– Challenges of on-line marketing.



## TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Philip R. Cateora Marry c Gilly John L Graham	International Marketing	McGraw Hill	2017 15 <sup>th</sup> Edition

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Philip Kotler, Kevin Ane Keller	Marketing Management	Pearson Education India	2015 15 <sup>th</sup> Edition
2	Onkvist & Shaw	International Marketing Analysis & Strategy	Routledge Publishers	2012 1 August
3	Rakesh Mohan Joshi	International Marketing	Oxford university press India	2014 2 <sup>nd</sup> Edition
4	Russ Winer and Ravi Dhar	Marketing Management	Darling kinderley Pearson Education	2015 4 <sup>th</sup> Edition

## WEBSITE REFERENCE

1. [https://www.enotesmba.com/2015/08/international-marketing- management-notes](https://www.enotesmba.com/2015/08/international-marketing-management-notes)
2. <https://www.scribd.com/.../Mba-IV- International-Marketing- Management>

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

## SEMESTER I

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1IBCT03</b>	<b>Core 3: Cargo Management</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

**UNIT-I** **( 15 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** **( 15 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 )**

OAG 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** **( 15 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.	<a href="#">Manoj Dixit, Surabhi Srivastava</a>	Cargo Management: An International Perspective	New Royal book co	2007

## REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1	<a href="#">P. N. Dhar</a>	Global Cargo Management	Kanishka Publishers	2008 1 <sup>st</sup> Edition
2	<a href="#">Michael Sales</a>	Air Cargo Management	Routledge	2016 2 <sup>nd</sup> Edition
3	<a href="#">Rico Mercer Jackie Walters</a>	Air cargo and Logistics Management	Academic Press	2016 2 <sup>nd</sup> Edition
4	<a href="#">Mark Row Botham</a>	Introduction to Marine Cargo Management	Informa law from Routledge	2014 2 <sup>nd</sup> Edition

## 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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1IBCT04</b>	<b>Core 4: Foreign Exchange Management</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>6 Hrs</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

### **UNIT – I ( 15 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 ( 15 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 ( 15 Hrs )**

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

### **UNIT – IV ( 15 Hrs )**

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

### **UNIT – V ( 15 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 8 <sup>th</sup> Edition

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	C. Jeevanandham	Foreign Exchange Practice, concepts & control	Sultan Chand & sons	1 <sup>st</sup> Jan 2016
2	C. Jeevanandham	Foreign Exchange Arithmetic & Risk management	Sultan Chand & sons	2013 4 <sup>th</sup> Edition
3	Shasi K.Gupta and Praneet Rangi	Foreign Exchange Management	Kalyani Publishers	2015 2 <sup>nd</sup> Edition
4	Esha Sharma	Foreign Exchange Management	Lakshmi Publication Pvt Ltd	2015

## 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 I

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1CDCT01</b>	<b>Career Development Course 1: Teaching &amp; Research Aptitude-I</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>2 Hours</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>2</b>

### COURSE OBJECTIVES

On successful completion of this course, the students should

- To enable the Students to clear Qualification Examinations like NET/ SET

### COURSE OUTCOMES (CO)

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain about Teaching Aptitude, Teaching Support System and Evaluation Systems.
<b>CO2</b>	Describes about Research ,Methods , Types and Thesis Writing.
<b>CO3</b>	Explain about the Information and Communication Technology.
<b>CO4</b>	Describes about Environmental issues and Environmental Protection Act.
<b>CO5</b>	Explain about Higher Education System.

### MAPPING WITH PROGRAMME OUTCOMES

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	-	-	-	√	√	-	-	-	-	-	-	-
<b>CO2</b>	-	-	-	√	√	-	-	-	-	-	-	-
<b>CO3</b>	-	-	-	√	√	-	-	-	-	-	-	-
<b>CO4</b>	-	-	-	√	√	-	-	-	-	-	-	-
<b>CO5</b>	-	-	-	√	√	-	-	-	-	-	-	-



## SYLLABUS

### Unit-I

#### Teaching Aptitude

( 5 Hrs )

- Teaching: Concept, Objectives, Levels of teaching (Memory, Understanding and Reflective), Characteristics and basic requirements.
  - Learner's characteristics: Characteristics of adolescent and adult learners (Academic, Social, Emotional and Cognitive), Individual differences
  - Factors affecting teaching related to: Teacher, Learner, Support material,
  - Instructional facilities, Learning environment and Institution
  - Methods of teaching in Institutions of higher learning: Teacher centred Vs. Learner centred methods; Off-line vs. On-line methods (Swayam, Swayamprabha, MOOCs etc.).
  - Teaching Support System: Traditional, Modern and ICT based.
  - Evaluation Systems: Elements and Types of evaluation, Evaluation in
  - Choice Based Credit System in Higher education, Computer based testing, Innovations in evaluation systems.

### Unit-II

#### Research Aptitude

( 5 Hrs )

- Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research.
- Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods.
- Steps of Research.
- Thesis and Article writing: Format and styles of referencing.
- Application of ICT in research.
- Research ethics.

### Unit-III

#### Information and Communication Technology (ICT)

( 5 Hrs )

- ICT: General abbreviations and terminology.
- Basics of Internet, Intranet, E-mail, Audio and Video-conferencing.
- Digital initiatives in higher education.
- ICT and Governance.

### Unit-IV

#### People, Development and Environment

( 5 Hrs )

- Development and environment: Millennium development and Sustainable development goals.
- Human and environment interaction: Anthropogenic activities and their impacts on environment.
- Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions.
- Impacts of pollutants on human health.
- Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal, Biomass, Nuclear

and Forests.

- Natural hazards and disasters: Mitigation strategies.
- Environmental Protection Act (1986), National Action Plan on Climate Change, International agreements/efforts -Montreal Protocol, Rio Summit,Convention on Biodiversity, Kyoto Protocol, Paris Agreement, International Solar Alliance.

## Unit-V

### Higher Education System

( 5 Hrs )

- Institutions of higher learning and education in ancient India.
- Evolution of higher learning and research in Post Independence India.
- Oriental, Conventional and Non-conventional learning programmes in India.
- Professional, Technical and Skill Based education.
- Value education and environmental education.
- Policies, Governance, and Administration.

### TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	<a href="#">Sajit Kumar</a> <a href="#">Gagan .M</a>	UGC NET/ SET	Trueman's Publisher	2019

## SEMESTER II

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBCT05</b>	<b>Core 5: Export Import Finance</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>4 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

### **UNIT - 1** **( 10Hrs )**

Introduction to Export Finance: Terms of International Payments – Modes of International Payment 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 )**

Terms of 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 BOOK

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

## 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 2 <sup>nd</sup> Edition
2	Harry M. Venedikian Gerald A. Warfiel	Export Import Financing	John Wiley & sons	2010 4 <sup>th</sup> Edition
3	P.R.Shukla	Export Finance	JBS Academy pvt.ltd	2017
4	Justin Paul & Rajiv Asekar	Export Import Management	Oxford Publications	2013 2 <sup>nd</sup> Edition

## WEBSITE REFERENCE

- 1.<https://www.docsity.com> > ... > Study notes Business Administration
- 2.[https://www.odu.edu/~bseifert/fin435/fin435\\_chapter22.ppt](https://www.odu.edu/~bseifert/fin435/fin435_chapter22.ppt)

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

## SEMESTER II

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBCT06</b>	<b>Core 6: Logistics and Supply chain Management</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

### **UNIT - I** **( 10Hrs )**

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

### **UNIT – II** **( 10 Hrs )**

Specific 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	2015 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 (cases & concepts)	Laxmi publications	2015
2	Martin Christopher	Logistics & Supply Chain Management:	FT Publishing international	Edition 5, 2016
3	Janat Shah,	Supply Chain Management (text&cases)	Pearson. Publications (P)	Edition 1,2016
4	Donald J.Bowersox	Supply Chain logistics Management	McGraw Hill	2009 3 <sup>rd</sup> Edition

## WEBSITE REFERENCE

1. [https://courses.edx.org/asset-v1...SC1x.../w111\\_IntroSCM\\_ANNOTATED\\_v4.pdf](https://courses.edx.org/asset-v1...SC1x.../w111_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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBCT07</b>	<b>Core 7: Accounting and Finance</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>6 Hrs</b>		<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

### **UNIT - 1** **( 12 Hrs )**

Financial Accounting - Definition-Accounting principles - Concepts and Conventions – Journal - ledger - Trial Balance - Final Accounts with simple adjustment(Problems), Depreciation - Concept – objectives - Methods - Straight line method, down value method (problems) - Computerization of accounts.

### **UNIT – II** **( 12 Hrs )**

Financial statement Analysis - Objectives – Techniques of Financial statement Analysis : Comparative – Common Size – Trend Analysis – Ratio Analysis – Calculation of ratio – construction of balance Sheet using ratio (problems).

### **UNIT –III** **( 12 Hrs )**

Fund Flow Statement of changes in Working Capital – Preparation of Fund Flow statement (problems), Cash flow statement – preparation of Cash Flow Statement (problems) – Distinction between Fund Flow and Cash Flow Statement.

### **UNIT – IV** **( 12 Hrs )**

Cost Accounting – Meaning – Distinction between Financial Accounting and Cost Accounting – Cost terminology: cost, Cost Centre Unit – Elements of Cost – Preparation of Cost sheet (problems), Budgets and Budgeting Control – Meaning Types of budgets – preparation of Function and Flexible budgets (problems) and Zero Base Budgeting

### **UNIT – V** **( 12 Hrs )**

Marginal Costing – Definition – distinction between marginal costing and absorption cost – Break – even point Analysis – Contribution, P/V Ratio, margin of safety – application of Marginal of costing in managerial decision (problems)

## TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.N.Maheswari	Introduction to Accountancy	Vikas Publishing House, New Delhi	2009 10 <sup>th</sup> Edition

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	T.S.Reddy	Financial Accounting	Margham Publication	2012 1 <sup>st</sup> Edition
2	S.P.Jain, K.L.Narang	Cost Accounting Principle & practices	Kalyani Publications,	2014 1 <sup>st</sup> Edition
3	C.Paramasivan T.Subramanian	Financial Management	New Age International P.Ltd.,	2018 2 <sup>nd</sup> Edition
4	M.Y.Khan, P.K.Jain	Management Accounting Text, problems and cases	Tata Mcgraw Hill publishing company ltd., New Delhi	2010 5 <sup>th</sup> Edition

## 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, Google Classroom.

## SEMESTER II

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBCT08</b>	<b>Core 8 : EXIM Documentation</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

### 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 specialties 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

### **UNIT - 1**

**( 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**

**( 10 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 Indians 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	2000 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	20 <sup>th</sup> Edition
2	Nabhi Board of Editors	How to Export	Nabhi Publication	25 <sup>th</sup> Edition
3	Rathor	Export marketing	Jain Book House	3 <sup>rd</sup> Edition
4	T.A.S.Balagopal	Export Marketing	Himalaya Publishing House	4 <sup>th</sup> Edition
5.	B.S.Rathor J.S.Rathor	Export Marketing	Himalaya Publishing House	1 Jan 2014

## 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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBCP09</b>	<b>Core 9: EXIM Practical</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>3 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>3</b>

### 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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the letter of credit, bill of exchange, certificate of origin and bill of entry.
<b>CO2</b>	Explain the packing list, bill of lading, commercial invoice and export declaration form.
<b>CO3</b>	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

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

## **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).

### **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





## SYLLABUS

### UNIT-I ( 5 Hrs )

#### Comprehension:

A passage of text to be given. Questions will be asked from the passage to be answered.

### UNIT-II ( 5 Hrs )

#### Communication

- Communication: Meaning, types and characteristics of communication
- Effective Communication: Verbal and Non-verbal, Inter-Cultural and grouping communications, Classroom communication.
- Barriers to effective communication.
- Mass-Media and Society.

### UNIT-III ( 5 Hrs )

#### Mathematical Reasoning and Aptitude

- Types of reasoning
- Number series, Letter series, Codes and Relationships
- Mathematical Aptitude (Fraction, Time & Distance, Ratio, Proportion and Percentage, Profit and Loss, Interest and Discounting, Averages etc.)

### UNIT-IV ( 5 Hrs )

#### Logical Reasoning

- Understanding the structure of arguments : argument forms, structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language, Connotations and denotations of terms, Classical square of opposition.
- Evaluating and distinguishing deductive and inductive reasoning.
- Analogies.
- Venn diagram: Simple and multiple use for establishing validity of arguments.
- Indian Logic: Means of knowledge.

### UNIT-V ( 5 Hrs )

#### Data Interpretation

- Sources, acquisition and classification of Data.
- Quantitative and Qualitative Data.
- Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart and Line-chart) and mapping of Data.
- Data Interpretation.
- Data and Governance

### TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year/ Edition
1.	Sajit kumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019



## **SYLLABUS**

### **UNIT -I** **( 15 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** **( 15 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** **( 15 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** **( 15 Hrs )**

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 form unit IV and V)

## TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Kothari, C.R Gaurau Garg	Research Methodology Methods and Techniques	New Age International Publishers	2019, 4 <sup>th</sup> Edition

## 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	9 <sup>th</sup> Edition, 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	12 <sup>th</sup> Edition (March 5, 2013)

## WEBSITE REFERENCE

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

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



## **SYLLABUS**

### **UNIT -I** **( 12 Hrs )**

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** **( 12 Hrs )**

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** **( 12 Hrs )**

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** **( 12 Hrs )**

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** **( 12 Hrs )**

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	1 <sup>st</sup> Edition

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Dirt Morschett& Joachim Zentes	Global Strategic Management	Wiesbaden Publications	3 <sup>rd</sup> Edition, 2015
2	KamelMellahi,Jedrej George	Global Strategic Management	Oxford University	3 <sup>rd</sup> Edition, 2015
3	Davidson, W.H	Global Strategic Management	John Wiley	Edition-2013,
4	John Apearce, Richard B Robinson Amita Mital	Strategic Management,	McGraw Hill, New York	12 <sup>th</sup> Edition
5.	Philippe lasserre	Global Strategic Management	Palgrare	1Jan 2015

## 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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P3IBCP12</b>	<b>Core 12: Advertisement - Practical</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>5Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>3</b>

### COURSE OBJECTIVES

On successful completion of this course, the students should know about how to promote the product through advertisement:

- Understand how to create Adds
- Understand how to prepare the adds to attract the customers
- Understand how to promote the adds
- Understand how to approach the society by giving the adds

### COURSE OUTCOMES

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Create adds
<b>CO2</b>	Prepare the adds to attract the customers
<b>CO3</b>	Promote the adds
<b>CO4</b>	Approach the society by giving the adds

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYALLABUS**

- 1.Procter & Gamble India Ltd
- 2.Colgate Palmolive India
- 3.Itc Ltd
- 4.Life Insurance Corporation India
- 5.Sterling Holiday Resorts
- 6.Big Bazaar Shops
- 7.Cadbury Chocolate
- 8.Amul Industries Private Ltd
- 9.Airtel
10. Galxo Smith Kline India Limited

## SEMESTER III

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P3IBCT13</b>	<b>Core 13: International Human Resource Management</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>5Hrs</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>3</b>

### 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
<b>CO1</b>	Explain about international human resource management and the practices followed in various ASIAN countries
<b>CO2</b>	Describe about various types of international human resource management, global staffing practices and the selection techniques
<b>CO3</b>	Elaborate about the performance management and the performance appraisal system
<b>CO4</b>	Explain about compensation practices followed in various countries and about the structure of the compensation package
<b>CO5</b>	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
<b>CO1</b>	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
<b>CO2</b>	✓	-	✓	-	-	-	✓	✓	-	-	✓	✓
<b>CO3</b>	-	-	✓	-	-	-	-	-	-	-	-	✓
<b>CO4</b>	-	✓	✓	-	-	✓	-	✓	-	✓	✓	✓

## **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 ( 12 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 ( 12 Hrs )**

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 ( 12 Hrs )**

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	International Human Resource Management	Tata McGraw Hill	8 <sup>th</sup> Edition,2017.

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P. SubbaRao	International Human Resource Management	Himalaya Publishing House	3 <sup>rd</sup> Edition,2011
2	Aswathappa.K	Human Resource Management, (text & cases)	Pearson India	8 <sup>th</sup> Edition, 2017
3	Gary Dessler Biju Varkkey	Human Resource Management	Pearson India education	15 <sup>th</sup> Edition
4	Sarah Gilmore, Steve Williams	Human resource management	Oxford university	Jan7,2014

## 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



## **SYLLABUS**

### **Unit 1: Business Environment and International Business ( 5 hrs )**

- Concepts and elements of business environment: Economic environment - Economic systems, Economic policies (Monetary and fiscal policies); Political environment - Role of government in business; Legal environment - Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy
- Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy
- Balance of payments (BOP): Importance and components of BOP
- Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA
- International Economic institutions: IMF, World Bank, UNCTAD
- World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

### **Unit 2: Accounting and Auditing ( 5 hrs )**

Basic accounting principles; concepts and postulates

- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies
- Holding company accounts
- Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC); Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT
- Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis
- Human Resources Accounting; Inflation Accounting; Environmental Accounting
- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit; Vouching; Verification and valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit
- Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit

### **Unit 3: Business Economics ( 5 hrs )**

Meaning and scope of business economics

- Objectives of business firms
- Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR

- Consumer behaviour: Utility analysis; Indifference curve analysis
- Law of Variable Proportions: Law of Returns to Scale
- Theory of cost: Short-run and long-run cost curves
- Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination
- Pricing strategies: Price skimming; Price penetration; Peak load pricing

#### **Unit 4: Business Finance**

**( 5 hrs )**

Scope and sources of finance; Lease financing

- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision: Theories and policies
- Risk and return analysis; Asset securitization
- International monetary system
- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments: Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

#### **Unit 5: Business Statistics and Research Methods**

**( 5 hrs )**

Measures of central tendency

- Measures of dispersion
- Measures of skewness
- Correlation and regression of two variables
- Probability: Approaches to probability; Bayes' theorem
- Probability distributions: Binomial, poisson and normal distributions
- Research: Concept and types; Research designs
- Data: Collection and classification of data
- Sampling and estimation: Concepts; Methods of sampling - probability and non-probability methods; Sampling distribution; Central limit theorem; Standard error; Statistical estimation
- Hypothesis testing: z-test; t-test; ANOVA; Chi-square test; Mann-Whitney test (U-test); Kruskal-Wallis test (H-test); Rank correlation test
- Report writing



## TEXT BOOK

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
1.	Sajit kumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019

## WEBSITE REFERENCE

<https://www.instamojo.com/aspoint/commerce-ugc-net-2019-study-notes-updated>

## SEMESTER IV

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P4IBCT14</b>	<b>Core 14: International Business Relations</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>4Hrs</b>		<b>Credits</b>	<b>4</b>

### 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
<b>CO1</b>	Explain the foreign policy and its approach and the determinants in this background explain the international relations and politics
<b>CO2</b>	Describe the nature and content of international law and devices for maintaining balance of power
<b>CO3</b>	Explain how do you understand international organization, regional grouping and economic grouping
<b>CO4</b>	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
<b>CO1</b>	-	-	✓	✓	✓	-	✓	-	✓	-	-	✓
<b>CO2</b>	-	-	✓	-	-	-	✓	✓	-	-	✓	✓
<b>CO3</b>	-	-	-	-	-	-	-	-	-	-	-	✓
<b>CO4</b>	✓	✓	-	-	-	✓	-	✓	-	✓	✓	✓

## **SYLLABUS**

### **UNIT – I** **( 10 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 - 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** **( 10 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** **( 10 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** **( 10 Hrs )**

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	3 <sup>rd</sup> Edition, 2009

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	GhoshPeu	International relations	PHI Learning Pvt Ltd	4 <sup>th</sup> Edition, 2016
2	V N Khanna,	Foreign Policy of India	Vikas Publishing House Pvt Ltd	7 <sup>th</sup> Edition, 2019.
3	V.N. Khanna	International Relations	Sultan&Chand (G/L) & Company Ltd	5 <sup>th</sup> Edition,2009
4	PremArora, PrakashChander	International Relations	Cosmos Bookhive Pvt Ltd	3 <sup>rd</sup> Edition, 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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P4IBCT15</b>	<b>Core 15: Economics in Global Trade</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>4Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>3</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **SYLLABUS**

### **UNIT-I** **( 10 Hrs )**

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** **( 10 Hrs )**

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** **( 10 Hrs )**

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** **( 10 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** **( 10 Hrs )**

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	Pierre Philippe Combes, Thierry Mayer, Jacques-Francois Thisse	The Integration of Regions and Nations	Publisher: Princeton University Press	August 2009.
2	Vinod K. Aggarwal	EU Trade Strategies: Regionalism and Globalism -	Palgrave Macmillan	Edition- 2004
3	Dominick Salvatore	Introduction to International Economics	John Wiley& Sons	3 <sup>rd</sup> Edition,2012
4	Peter B Kenen	The International Economy	Cambridge University Press	4 <sup>th</sup> Edition

## WEBSITE REFERENCE

- [1.https://www.britannica.com/economics\\_in\\_global\\_trade/](https://www.britannica.com/economics_in_global_trade/)
- [2.https://www.scribd.com/.../Mba-IV- International-Marketing- Management](https://www.scribd.com/.../Mba-IV- International-Marketing- Management)

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

## SEMESTER IV

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P4IBCT16</b>	<b>Core 16: Global Financial Management</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5Hrs</b>		<b>Credits</b>	<b>5</b>

### 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
<b>CO1</b>	Explain meaning and objectives of financial management, international money, capital, bond, and currency markets
<b>CO2</b>	Describe about international monetary and financial environment
<b>CO3</b>	Explain about capital budgeting, derivatives and international banking
<b>CO4</b>	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
<b>CO1</b>	✓	-	✓	✓	✓	✓	✓	-	✓	-	-	✓
<b>CO2</b>	-	-	✓	-	-	✓	✓	✓	-	-	✓	-
<b>CO3</b>	-	-	-	-	-	✓	-	-	-	-	-	-
<b>CO4</b>	-	✓	-	-	-	✓	-	✓	-	✓	✓	-



## **SYLLABUS**

**UNIT –I** **( 12 Hrs )**

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** **( 12 Hrs )**

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

**UNIT – III** **( 12 Hrs )**

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

**UNIT – IV** **( 12 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** **( 12 Hrs )**

Case Studies (Based on the above units)

## TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Joseph Anbarasu(ph.D)	Global Financial Management,	Ane books pvt.ltd	2010

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Finnish, Raman K Dave	Financial Management	Vibrant publisher	2017
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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P4IBCV17</b>	<b>Core 17: Project Work and Viva-Voce</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>8 Hours</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>8</b>

### COURSE OBJECTIVES

- To apply conceptual knowledge in practical situations.
- To resolve the specific business problems from different angles.
- To give meaningful suggestions for improving either the quality or the business or the performance.

### GUIDELINES FOR PROJECT WORK

1. Project work carries 200 marks with 6 credits.
2. Internal Assessment : 160 marks (Review & Content Presentation (3 Reviews 3 \*40=120), Record 40 marks and External Assessment : 40 Marks .( Report 10 ,Power Point Presentation 10 and Viva-Voce 20 )
3. For awarding a pass, a candidate should have obtained 50 % of the total 200 marks.The evaluation would be done jointly by both the examiners (Internal and External) . Students who fail in the project work and viva-voce examination or who are absent for the project viva voce or who fail 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.



## **SYLLABUS**

### **Unit 1: Business Management and Human Resource Management ( 5 hrs )**

- Principles and functions of management
- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management
- Organizational Culture: Organizational development and organizational change

### **Unit 2: Banking and Financial Institutions ( 5 hrs )**

- Overview of Indian financial system
- Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks
- Reserve Bank of India: Functions; Role and monetary policy management
- Banking sector reforms in India: Basel norms; Risk management; NPA management
- Financial markets: Money market; Capital market; Government securities market
- Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds
- Financial Regulators in India
- Financial sector reforms including financial inclusion
- Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems
- Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role

### **Unit 3: Marketing Management ( 5 hrs )**

Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning

- Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development
- Pricing decisions: Factors affecting price determination; Pricing policies and strategies
- Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix
- Distribution decisions: Channels of distribution; Channel management

- Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions
- Service marketing
- Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM
- Logistics management

#### **Unit 4: Legal Aspects of Business**

**( 5 hrs )**

- Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts;
- Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency
- Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer
- Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments
- The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company
- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties
- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property
- Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

#### **Unit 5: Income-tax and Corporate Tax Planning**

**( 5 hrs )**

- Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism; Transfer pricing.

## TEXT BOOK

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
1.	Sajit kumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019

## WEBSITE REFERENCE

<https://www.instamojo.com/aspoint/commerce-ugc-net-2019-study-notes-updated>

## ELECTIVE PAPERS SEMESTER I

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1IBET1A</b>	<b>Elective 1: Management of Multinational corporation</b>	<b>Batch</b>	<b>2020 – 2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>Hrs/week:</b>

### 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
<b>CO1</b>	Explain about Trends challenges and opportunities in international management.
<b>CO2</b>	Growth and development of MNC's.
<b>CO3</b>	Explain the Importance, scope and various methods of comparative management. Management styles practices in other countries
<b>CO4</b>	Explain to Creating strategy for international business ethics and social responsibility of business.
<b>CO5</b>	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
<b>CO1</b>	-	√	-	-	-	-	-	√	-	√	-	√
<b>CO2</b>	-	√	-	-	-	√	-	√	-	√	-	√
<b>CO3</b>	-	√	√	-	-	√	√	√	-	√	-	√
<b>CO4</b>	-	√	√	-	-	-	-	√	-	√	-	√



## **SYLLABUS**

### **UNIT-I**

**( 12 Hrs )**

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

### **UNIT-II**

**( 12 Hrs )**

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

### **UNIT-III**

**( 12 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.	Helen deresly	International Management	Pearson publications	8 <sup>th</sup> Edition

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Anant R Negandhi	International Management	Allyn and Bacon	1 <sup>st</sup> Edition
2	Manab, Gene E. Burton, and B.N. Srivastava,	International Management: Concepts	Thakur Publications,	1 <sup>st</sup> Edition
3	Christopher A Bartletts, Paul W. Beamish	Transnational Management	Cambridge university press	8 <sup>th</sup> Edition
4	Koonts and Wheatrick,	Management: The Global Perspective	McGraw-Hill Education	11 <sup>th</sup> Edition

## WEBSITE REFERENCE

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

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

## SEMESTER I

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1IBET1B</b>	<b>Elective 1: Financial Markets and Institutions</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

### 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.

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## **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** **( 12 Hrs )**

Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms –New Issue Market(NIM) – Dept 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** **( 12 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	McGraw- Hill Education	3 <sup>rd</sup> Edition 2009.

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	E.Gurudon	Financial Markets and Services	Himalaya Publishing house	1 <sup>st</sup> Edition
2	V. K. Gupta	Financial Markets and Institutions	Texmann	2017
3	L.M Bole, Jitendra Mahakrt	Financial Markets and Institutions	Mc Graw Hill	5 <sup>th</sup> Edition
4	Frank. J. Fabozzi	Foundations of Financial Markets and Institutions	Pearson Education	4 <sup>th</sup> Edition-2014
5.	Dr.Vinod kumar, Atulgupta manmeet kaur	Financial Markets and Institutions & financial services	Texmann	1 Jan 2017

## 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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P1IBET1C</b>	<b>Elective 1 : Principles of Services Marketing.</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## 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 ( 12 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 (12 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	2015

### REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P.N.Reddy	Service Marketing	Himalaya Publishing House	2011
2	Prof.Kishloy	Marketing of services	Everest Publishing House	1 <sup>st</sup> Edition
3	Garima Gupta	Marketing of Services	New century Publication	2011 1 <sup>st</sup> Edition
4	Jaspreet Kaur	Marketing of Services	Global Vision Publishing House	2013 1 <sup>st</sup> Edition

### WEBSITE REFERENCE

- a) [http://open.lib.umn.edu/services\\_marketing/](http://open.lib.umn.edu/services_marketing/)
- b) <https://www.cliffsnotes.com/study-guides/marketing-of-services/>

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

## SEMESTER II

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBET2A</b>	<b>Elective 2 :Port Operations and Management</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>4</b>

### COURSE OBJECTIVES

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

- Concept, functions, authorities and their role and types of ports, management of dry ports.
- Important consideration for planning and designing a port.
- The intermodal connection and port warehouses.
- Managing and operating a port.
- 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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



## **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**

**( 12 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**

**( 12 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	VDM. Verlag Dr.Muller	August 2011

**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 3 <sup>rd</sup> Edition
3	Khalid bichou	Risk Management in Port Operations	Routledge	1 <sup>st</sup> Edition, 2013
4	Adolf K.Ng & Jhon Lie	Port Focal Logistics and Global Supply Chains	Paggrave Macmillan	Edition 2014

**WEBSITE REFERENCE**

1. [http://open.lib.umn.edu/port\\_operation/](http://open.lib.umn.edu/port_operation/)
2. <https://www.cliffsnotes.com/study-guides/port-management-and-operation./>

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



## **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**

**( 12 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**

**( 12 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**

**( 12 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	Capital market	Tata McGraw- Hill	3 <sup>rd</sup> Edition 2009.

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Dr.D.JosephAnbarasu	Financial Services	Sultan Chand & Sons	1 <sup>st</sup> Edition
2	L.M.Bhole	Financial Institutions and Markets	McGraw hill education	5 <sup>th</sup> Edition, 2009
3	S.Kevin	Security analysis & Portfolio Management	Printice Hall (P) Ltd	2006 Edition 2
4	P.Pandian	Security analysis & Portfolio Management	Vikar publishing house	2012 Edition 2

## WEBSITE REFERENCE

1. [http://open.lib.umn.edu/ financial services /](http://open.lib.umn.edu/financial_services/)
2. [https://www.cliffsnotes.com/study-guides/ 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

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P2IBET2C</b>	<b>Elective 2: Marketing of Financial Services</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>II</b>
			<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

### UNIT- I

( 12 Hrs )

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

### UNIT-II

( 12 Hrs )

Features of OTCEI – promoters – participants – Trading in OTCEI Exchange – Listing on OTC Exchange – Advantages and Disadvantages

### 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

( 12 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	Dogear publishing	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-2-2012
2	Md Faizanuddian, Binay Kumar	Marketing of Financial Services	Aph Publishing Corporation	Edition-2012
3	Dr.Dhananjay Bapal	Marketing of Financial Services	Dreamtech press	1 Jan 2013
4	Christine	Financial Service Marketing	Terf Publication	Edition-2-2013

## WEBSITE REFERENCE

1. [http://open.lib.umn.edu/services\\_marketing/](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



**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P3IBET3A</b>	<b>Elective : 3 International Logistics Management</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>4</b>

**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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS**

**UNIT-I ( 12 Hrs )**

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

**UNIT-II ( 12 Hrs )**

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 ( 12 Hrs )**

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

**UNIT-V ( 12 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	Mariottiilaria	Transport and Logistics in a Globalizing World		Edition ,2014
2	Pierre A David	The Management of International Trade Operations	Cicero Books	Edition-4 2013
3	D.KAgrawal,	Logistics and Supply chain Management	MacMillan	1 Jan-2015

**WEBSITE REFERENCE**

- 1.<https://www.emeraldinsight.com>
- 2.[https://www.slideshare.net/International\\_logistics/](https://www.slideshare.net/International_logistics/)

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

**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P3IBET3B</b>	<b>Elective : 3 Futures And Options</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

UNIT-I

( 12 Hrs )

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 )**

Pay off 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
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1.	Dr.S.Gurusamy	Financial Services and Markets	Vijay Nicole Imprints (P) Ltd.,	Edition 2012
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### 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	31 Jan 2010
3	Benson Kunjukunju& S.Mohanan	Fiancial markets and services	New century Publication	Edition 2012
4	R.MariaInigo	Financial markets and services-	Regal Publication	Edition 2012

### WEBSITE REFERENCE

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

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



**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P3IBET3C</b>		<b>Batch</b>	<b>2020-2022</b>

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		<b>Elective : 3</b>	<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>	<b>Marketing of Health Services</b>	<b>Credits</b>	<b>4</b>

### 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

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

### MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

UNIT – I

( 12 Hrs )

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** ( 12 Hrs )

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

**UNIT – IV** ( 12 Hrs )

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

**UNIT – V** ( 12 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

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
1.	Richard K. Thomas	Marketing Health Services, Health	Mcgraw Hill Education	3 <sup>rd</sup> Edition-2014

		Administration Pr,		
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### REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Richard K. Thomas	Health Services Marketing, A Practitioner's Guide	Mcgraw Hill Education	19,2007
2	Zeithaml Valariezeithaml	Services Marketing	Mcgraw Hill Education	16 May,2012.
3	Lovelock	Services Marketing	Pearson India	7 <sup>th</sup> Edition,2011
4	Er.I.C. N.Berkowitz	Essentials of Health care Marketing	Jones & Bartlett Learning	3 <sup>rd</sup> Edition, 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

### SEMESTER IV

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>
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<b>Course code:</b>	<b>20P4IBET4A</b>	<b>Elective : 4 Travel and Tourism Management</b>	<b>Batch</b>	<b>2020-2022</b>
			<b>Semester</b>	<b>IV</b>

<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>
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### **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

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

### **MAPPING WITH PROGRAMME OUTCOMES**

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

## **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**

**( 12 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**

**( 12 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**

**( 12 Hrs )**

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

## **TEXT BOOK**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
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1.	Md.AbuBarkat Ali	Travel and Tourism Management	Prentice Hall India Learning Private Limited	1 <sup>st</sup> Edition,2015
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## 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	1 <sup>st</sup> Edition,2009
2	A.K.Bhatia	Business of Travel Agency & Tour Operations	Sterling Publishers Pvt.Ltd	Edition-2012
3	Manjula chaudhary,	Tourism marketing	Oxford University Press	Edition-2010

## WEBSITE REFERENCE

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

2.<https://www.libguides.tru.ca>

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

## SEMESTER IV

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce(IB)</b>	
			<b>Batch</b>	<b>2020-2022</b>

<b>Course code:</b>	<b>20P4IBET4B</b>	<b>Elective : 4 Fundamental and Technical Analysis</b>	<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## **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	2 <sup>nd</sup> Edition,2006
3	Bhalla V.K	K-Fundamental of Investment Managemet	S Chand & Company	2010,1 Dec
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**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>20P41BET4C</b>	<b>Elective : 4 Travel and Hospitality Services</b>	<b>Batch</b>	<b>2020-2022</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>4</b>

**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

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

### **MAPPING WITH PROGRAMME OUTCOMES**

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

### **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 )**

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

**TEXT BOOK**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year /Edition</b>
1.	Ghosh B,	Tourism and Travel Management	PHI,.	4 Jan,2000

**REFERENCE BOOKS**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year /Edition</b>
1	Md. Abu Barkat Ali	Marketing Health Services	Health administration press	2 <sup>nd</sup> Edition, 2009

2	.S. P. Singh	Travel and tourism management	A B D Publishers	1 <sup>st</sup> Edition, 2006.
3	Richard K. Thomas	Health Services Marketing,	Springer	4 <sup>th</sup> Edition, 2008
4	Johny Sue Reynolds	Hospitality Services	Goodheart- Willcox	3 <sup>rd</sup> Edition, 2013
5.	Johny sue Reynolds	Hospitality Services	Goodheart- Willcox	Sep 28,2009

#### **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