

ABOUT THE INSTITUTION

The Kovai Kalaimagal Educational Trust established in the year 1992 with an aspiration to quench the educational thirst of the poor and the needy strata of the society particularly from rural area. It sprouted with the establishment of a school and soon extended to add Kovai Kalaimagal College of Arts and Science in the year 1996 – 1997, Coimbatore Institute of Management and Technology in 1996 – 1997, Coimbatore Institute of Engineering and Technology in 2001 – 2002 and CIET School of Architecture in 2013 – 2014. The trust is managed by the dedicated team of trustees Dr. T. Banumathi, Dr. T. Namradha, Dr. K. A. Chinnaraju, Tmt. P. Shanmugadevi, Thiru. S. Subramanian and Thiru. M. Thangavelu who fully devote their time for the development of the institutions under the trust and it is due to their tireless efforts, the colleges have carved a name for themselves in the academic circle.

The college is situated in a serene atmosphere surrounded by picturesque mountains offering a very conducive environment for the academic perseverance. It is an ISO 9001:2008 certified institution and it has also been accredited by NAAC with ‘A’ grade. Committed to make quality education affordable especially to economically weaker sections particularly from rural area and strengthen the areas of research, enhance the process of sensitizing the students to personal values, spiritual growth and social responsibility. The college has taken every effort to ensure sustenance and enhancement of the quality in education.

Promoting Body

The Kovai Kalaimagal Educational Trust (KKET) was started in 1992 to establish educational institutions with the motto: ‘Light the Light within’. The trust has, so far, established Kovai Kalaimagal College of Arts and Science, Coimbatore Institute of Engineering and Technology, CIET School of Architecture and Coimbatore Institute of Management And Technology at Vellimalaipattinam, Narasipuram Post, Thondamuthur Via, Coimbatore - 641 109.

Environment

KKCAS is located at Vellimalaipattinam, near Narasipuram, sprawling over a land area of 10.58 acres, surrounded by green hillocks. The campus has a serene and studious atmosphere with least disturbance and distraction. The students find the environment to be very conducive for their studies. Facilities in the campus meet their needs for extra / co-curricular activities.

ISO 9001:2008

As our institution is an ISO 9001:2008 certified institution, we have a strong system which takes care of the planned activities for enhancing quality in every respect. The institution implemented the Quality Management System and registered for the ISO certification since 2002. After implementation of the Quality Management System, not a single non-conformance was noticed in any of the QMS audit.

NAAC

Our institution was accredited with “A” grade by NAAC in the year 2011 and again Re-accredited with “A” grade by NAAC from September 2016.

Centre for Research

There is a research committee constituted in KKCAS which takes care of the promotion of research activities. Majority of members of faculty of Computer Science are the research guides guiding the scholars who pursue MPhil programme. This committee motivates the eligible faculty to apply for more number of research projects sponsored by UGC in topics of current interest.

The committee reviews the progress made by the research scholars periodically and advises them accordingly. In case the progress is not satisfactory, the reason for the same is found out and a solution to progress further is provided.

The committee recommends the research scholars and faculty pursuing Ph.D to participate and present papers in seminars and conferences and also publish research articles in reputed national and international journals. Those who are yet to register for pursuing M.Phil or Ph.D programmes are advised to register immediately and necessary support is also provided for finding suitable guides. The committee also recommends cash awards to those who publish research articles in refereed journals and sanction of additional increments and promotions to those who complete the Ph.D degrees. This has created a good impact as is evidenced by the number of faculty coming forward to pursue Ph.D programme.

Placement Cell

The institution has a placement cell which is effectively functioning under a placement officer and a placement coordinator. The responsibility of the placement officer is to identify the skills that are required to be possessed by the students as per the requirements of the companies

and arrange for training programs for developing such skills among the students. Thus a number of training programs are organized to develop the communication skills, mathematical and English aptitude, group discussion and technical skills by the professors and professional trainers.

It also arranges career-counselling programmes through psychometric tests. These tests bring out the students strengths, weaknesses and their personal interests and attitude towards various career options available to them. If needed, it arranges for any follow-up programmes to overcome the weaknesses. Regular seminars are organized to enhance their capability for grabbing various career options. As a results nearly 75% of students are able to get placements from reputed companies.

Hostel

Separate and comfortable accommodation for boys and girls is provided within the college campus to accommodate 650 boys and 750 girls. Facilities for playing indoor games and common reading rooms with audio visual equipments are available in all the hostels.

The institution plans for providing residential accommodation to the staff and there is a proposal for the construction of staff quarters. As there is a separate RO plant, purified and safe drinking water is provided to all the students.

Recognitions

The college has been recognized for the welfare schemes implemented for the benefit of the students and has been rewarded with “Best College Award” during 2007 – 2008 by the Bharathiar University. It has also been awarded with “Third Best College Award” for overall performances during the year 2008-2009 based on ten different criteria such as Results of University Examinations, Conducting Seminars, Workshops, Symposia and State and National Level Conferences, Self Development Programmes for Students, Number of Placements made in the Campus Interviews, Student Supporting Services, Faculty Development Programmes, Publication of Books and Research articles in Journals and Magazines, Research Activities, Social Service through NSS, YRC and RRC and achievements in Sports and Games. The institute was awarded with “A” Grade by National Assessment and Accreditation Council (NAAC). The college was granted Autonomous status by UGC, New Delhi for six years with effect from 2016-2017.

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE**(An Autonomous Institute Affiliated to Bharathiar University)****Re-accredited with “A” grade by NAAC****Regulations for Post Graduate Programmes****(Under Choice Based Credit System)****1. REGULATIONS**

This regulation is effective from the academic year 2017 -‘18.

1.1 Eligibility for Admission

S.No.	Course	1. 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

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

examination in the papers in which he/she has arrears. He/she will have to compensate the shortage of attendance in the subsequent semester and take the examination in the papers of both the semester together .

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

1.5 Restriction to take the Examinations

- a) 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.
- b) 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
Internal Assessment Test	05
Online Test	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
Internal Assessment Tests	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
Record	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: **(Major & Elective)**

Part A	10 Marks	10 Questions - 1 Mark each-Objective Type
---------------	----------	---

Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	40 Marks	5 Questions- 8 Marks each – either or type.
Total	75 Marks	

- f) Extra Credit Course will be valued for a total of 100 marks. The pattern of the Question paper will be as follows:

Question paper pattern: (**Extra Credit Courses**)

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

- g) 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.
- h) The students will be allowed to opt for only two papers per semester under the extra credit courses from first semester onwards.
- i) The extra credit courses are self learning courses for which only guidance will be provided by the faculty.
- j) There will be two independent valuations for all theory PG courses with first valuation by the course faculty and the second valuation by external examiner. The average marks of first and second valuation will be taken as the final marks. If there is a difference of 15% or more between the first and second valuations, then paper will be referred for third valuation and the average of the marks which are closer among the three valuations will taken as the final marks.
- k) 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.
- l) 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.
- m) 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 Examination (EAE) Marks

PG Courses – Practical

Content	Marks Awarded
Program – 1	20
Program – 2	20
Viva voce	10
Record	10
Total	60

PG Courses - Project Viva Voce

Content	Marks Awarded
Report	10
Power Point Presentation	10
Viva Voce	20
<i>Total</i>	40

1.7 Grading

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

Conversion of Marks to Grade Points and Letter Grade

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

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

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

For a Semester:

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

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

For the Entire Programme:

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

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

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

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	

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

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

1.8. Course Completion

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

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE

M.Com (International Business) (2016 - 2018)

Sem	Subject Code	Study Components	Ins. Hours per week	CIA	Ext	Total	Credit
I	16P1IBCT01	Core 1: International Trade	5	25	75	100	4
	16P1IBCT02	Core 2: Global Business Environment	5	25	75	100	4
	16P1IBCT03	Core 3: International Marketing Management	5	25	75	100	3
	16P1IBCT04	Core 4: Financial and Management Accounting	6	25	75	100	5
		Elective 1:	5	25	75	100	4
		Library	4	-	-	-	-
Total Credits							20
II	16P2IBCT05	Core 5: Export Import Finance	5	25	75	100	5
	16P2IBCT06	Core 6: Logistics and Supply chain Management	4	25	75	100	3
	16P2IBCT07	Core 7: Foreign Exchange Management	5	25	75	100	5
	16P2IBCT08	Core 8: Trade Procedure and Documentation	4	25	75	100	4
	16P2IBCP09	Core 9: Documentation Practical	3	40	60	100	3
		Elective 2:	5	25	75	100	4
		Library	4	-	-	-	-
Total Credits							24
III	16P3IBCT10	Core 10: Business Research Methods	6	25	75	100	4
	16P3IBCT11	Core 11: Global Strategic Management	5	25	75	100	3
	16P3IBCT12	Core 12: Cargo Management	5	25	75	100	4
	16P3IBCT13	Core 13: International Human Resource Management	5	25	75	100	3
		Elective 3:	5	25	75	100	4
	16P3SBST01	Skill Based Subject 1: Mathematics for Competitive Examination –I	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							20

IV	16P4IBCT14	Core 14: International Business Relations	4	25	75	100	4
	16P4IBCT15	Core 15: Economics in Global Trade	4	25	75	100	3
	16P4IBCT16	Core 16: Global Financial Management	5	25	75	100	5
	16P4IBCV17	Core 17: Project Work and Viva-Voce	8	160	40	200	8
		Elective 4:	5	25	75	100	4
		Skill Based Subject 2: Communication Skill-I	2	50	-	50	2
Library			2	-	-	-	-
Total Credits							26
Total			120	-	-	2300	90

LIST OF ELECTIVE PAPERS

ELECTIVE : 1	16P1IBET1A	Management of Multinational Corporation
	16P1IBET1B	Financial Markets and Institutions
	16P1IBET1C	Principles of Marketing of Services
ELECTIVE : 2	16P2IBET2A	Port Operations and Management
	16P2IBET2B	Indian Stock Exchange
	16P2IBET2C	Marketing of Financial Services
ELECTIVE : 3	16P3IBET3A	International Logistics Management
	16P3IBET3B	Futures and Options
	16P3IBET3C	Marketing of Health Services
ELECTIVE : 4	16P4IBET4A	Travel and Tourism Management
	16P4IBET4B	Fundamental and Technical Analysis
	16P4IBET4C	Travel and Hospitality Services

LIST OF EXTRA CREDIT COURSES

S.No.	SUB. CODE	SUBJECTS	CREDIT
1	16PIBECC01	Indian Economy and Trade Dependencies	2
2	16PIBECC02	International Banking	2
3	16PIBECC03	Cross Culture Management	2
4	16PIBECC04	International Accounting	2
5	16PIBECC05	Global Marketing Communication	2
6	16PIBECC06	Risk and Insurance in International Trade	2

SEMESTER - I

CORE 1: INTERNATIONAL TRADE

Subject Code: 16P1IBCT01

Total Hrs: 75

No. of Credits: 4

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

- Principles and importance of International Trade.
- International agreements and contracts.
- International Investments and MNC's

UNIT-I (15 Hrs)

The global Economy- Perspective on the theory of International Trade-The Importance of International trade – Counter Trade – Forms of Counter Trade – Reasons for Growth of Counter Trade – Global Trade and Developing Countries.

UNIT-II (15 Hrs)

International commodity Agreements – Quota agreements, Buffer stock Agreements – Carts – State Trading – Bilateral and Multilateral contracts. Gains from Trade – Terms of Trade – Factors influencing the terms of trade.

UNIT-III (15 Hrs)

Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes – Export Subsidies – Arguments for free Trade – Arguments for protection –Demerits of protection – Trade barriers.

UNIT-IV (15 Hrs)

International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Dangerous of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies- Current FDI policies.

UNIT-V (15 Hrs)

Multinational Corporation – Definition and Meaning – Importance of MNCS – Benefits of MNCs – Criticism – Globalizations – Meaning – stages – Essential Conditions for Globalization – Implications and Importance of Globalization –Benefits – Obstacles to Globalization in India – Factors favoring Globalization.

TEXT BOOK:

1.Chase C Rhee-Principles of International Trade-Author House-Edition-5.

REFERENCE BOOKS :

- 1.James R.Markusen, James R.Melvin, William H.Kaempfer & Keith E.Maskus - International Trade – Theory and Evidence – Publisher- McGraw Hill/Irwin, Edition-1.
- 2.Francis Cherunilam- International Business – Himalaya publishing House -Edition-5.
- 3.Dr.Chase C. Rhee- Principles of International Trade-Authorhouse – Edition-5.
4. International Trade and Export Management – Francis Cherunilam,Edition-19,Himalaya publishing House,2015

SEMESTER - I
CORE 2 : GLOBAL BUSINESS ENVIRONMENT

Subject Code: 16P1IBCT02

Total Hrs: 75

No. of Credits: 4

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

- International Marketing Environment
- Cultural Environment
- Legal Environment and Environmental problems.

UNIT-I **(15 Hrs)**

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

UNIT-II **(12 Hrs)**

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy communication – Urbanization – Tax structure, Inflation foreign investment.

UNIT-III **(12 Hrs)**

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

UNIT-IV **(18 Hrs)**

Legal environment – Bases for legal system – Jurisdiction International Legal Disputes– International dispute resolution crime, Corruption and law – Commercial Law within countries– Impact on International law on Business of human Rights.

UNIT-V **(18 Hrs)**

Fundamentals of environmental protection and economics – 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:-

1.International Marketing- Onkvist & Shaw, Edition- 4,Publisher- Routledge

REFERENCE BOOKS:-

1. Philip R. Careora - International Marketing- Publisher- McGraw Hill- Edition-15,
2. Katyal,Timmy & Satake- Environmental Pollution-Anmol publishers Pvt.ltd,-Edition-1.
3. M. Karpagam- Environmental Economics- PubSterling publishers Pvt.ltd -Edition-1.
4. Dr.N.Rajendhiran and Dr.V.r.palanivelu –Global Business Environment and its impact , Himalaya publishing House- Edition- 3rd, 2012

SEMESTER - I

CORE 3 : INTERNATIONAL MARKETING MANAGEMENT

Subject Code: 16P1IBCT03

Total Hrs: 75

No. of Credits: 3

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

- Special features, Benefits & Barriers of International Marketing
- International market selection and decisions
- Online marketing and its challenges.

UNIT-I (16 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 (16 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 (13 Hrs)

International Marketing decisions-Product strategies and product planning-Branding and Packaging decision-Pricing strategies.-New Product Development.

UNIT-V (18 Hrs)

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

TEXT BOOK:-

1. Philip R. Careora- International Marketing – Publisher- McGraw Hill -Edition-15.

REFERENCE BOOKS:-

1. Philip Kotler (Millennium edition)-Marketing Management- Prentice Hall India, 2007
2. Onkvist & Shaw- International Marketing- Publisher- Routledge-Edition- 4.
- 3.Rakesh Mohan Joshi - International Marketing, Oxford university press India edition 2,2014
- 4.Russ Winer and Ravi Dhar - Marketing Management , Pearson Education .Edition- 4 2013

SEMESTER - I
CORE 4: FINANCIAL AND MANAGEMENT ACCOUNTING

Subject Code: 16P1IBCT04

Total Hrs: 90

No. of Credits: 5

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

- Preparation of Journal, Ledger & Trial balance
- Preparation of Final accounts, Ratio analysis and fund flow & cash flow analysis.
- Preparation of Budgeting.

UNIT- I **(20 Hrs)**

Book-keeping and Accounting - Branches of Accounting - Role of Accounting - Concepts and Conventions - Double Entry System - Preparation of Journal, Ledger and Trial Balance.

UNIT-II **(16 Hrs)**

Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet with simple adjustments.

UNIT-III **(24 Hrs)**

Management Accounting-Difference between Financial and Management accounting- Objectives and functions of Management accounts. Financial statement analysis and interpretation - Types of Analysis - Objectives - Tools of Analysis - Ratio Analysis: Objectives, Uses and Limitations- Classification of Ratios: Liquidity, Profitability, Financial and Turnover Ratios.

UNIT-IV **(15 Hrs)**

Funds Flow Analysis and Cash Flow Analysis: Sources and Uses of Funds, Preparation - Uses and Limitations.

UNIT-V **(15 Hrs)**

Budgeting and Budgetary Control –Cash budget- Production budget - Sales budget- Flexible budget – marginal costing and its applications.

NOTE: The question paper carries 60% problem and 40% Theory.

TEXT BOOK:

1. Jain & Narang - Advanced Cost & Management Accounting- Kalyani Publishers- Edition-1.

REFERENCE BOOKS:

1. S.N.Maheswari- Cost & Management Accounting- SultanChand & Sons Publications -Edition-14.
2. T.S.Reddy & Murthy -Financial Accounting - Margham Publications -Edition-1.
- 3.N. Ramachandran and Ram kakani- financial accounting and management , McGraw Hill- edition 3,2011
4. Pauline Weetman - Financial And Management Accounting- Pearson Education .Edition- 5 2013.

SEMESTER – II

CORE 5: EXPORT-IMPORT FINANCE

Subject Code: 16P2IBCT05

Total Hrs: 75

No. of Credits: 5

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

- International payments & credit system
- Pre-shipment and post- shipment finance.
- Various financial agencies providing credits.

UNIT – I

(15 Hrs)

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

UNIT – II

(18 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

(15 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

(13 Hrs)

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

UNIT – V

(14 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:

1. Parasram- Export Import Finance –Anupam Publishers-Edition-17-2010-2011

REFERENCE BOOKS:

1. Justin Paul and Rajiv A Serkar - Export import management- Oxford university press India edition 2nd,2013
- 2.Harry m. Venedikian and Gerald a. Warfield- export import financing ,John Wiley & sons edition 4nd,2011
3. P.R.Shukla –International Trade Finance- Anmol Publications (P) Ltd-1992
4. Justin paul & Rajiv Asekar- Export Import Management- Oxford Publications- Edition 2-2013.

SEMESTER - II

CORE 6: LOGISTICS & SUPPLY CHAIN MANAGEMENT

Subject Code: 16P2IBCT06

Total Hrs: 60

No. of Credits: 3

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

- Concept and types of Logistics
- Concept and role of supply chain management.

UNIT- I

(11 Hrs)

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

UNIT-II

(11 Hrs)

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

UNIT-III

(12 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

(11 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

(15 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:

1. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan, Edition-1, 2013

REFERENCE BOOKS:

1. Logistics and Supply Chain Management - Cases. G Raghuram & N Rangaraj, Mac Millan.
2. Logistics & Supply Chain Management: Creating Value-Adding Networks: Martin Christopher, FT Press.
3. Supply Chain Management: Janat Shah, Text and Cases, Edition-1, Pearson.
4. Donald J. Bowersox and David J. Closs- and Supply Chain logistics Management McGraw Hill- edition 3, 2016

SEMESTER II

CORE 7: FOREIGN EXCHANGE MANAGEMENT

Subject Code: 16P2IBCT07

Total Hrs: 75

No. of Credits: 5

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

- Administration and transaction of Foreign Exchange
- Various types of Exchange rate,
- Exchange risk and exposure.

UNIT – I

(16 Hrs)

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

UNIT – II

(16 Hrs)

Foreign exchange market – Functions – Exchange rates – Exchange quotations – spot and forward transactions – Merchant rates – TT Selling rate- TT Buying rate-Forward exchange contract-Features of Forward exchange contract.

UNIT – III

(12 Hrs)

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

UNIT – IV

(16 Hrs)

Inter Bank Deals- cover deals trading, SWAP Deals – Arbitrage operations-Managing foreign exchange reserves-Fiscal and Monetary policies in India- 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.

TEXT BOOK:

1. Bharat –Foreign Exchange –Bharath law House Pvt Ltd-8th Edition.

REFERENCE BOOKS:

1. A. V. Rajwade -Foreign Exchange, International Finance- (Latest Edition)
2. C. Jeevanandham , Sultan Chand & sons- Foreign Exchange Arithmetic -Edition 2013
3. Shasi K.Gupta and Praneet Rangi- Foreign Exchange Management- Kalyani Publishers-2015
4. Esha Sharma- Foreign Exchange Management- Lakshmi Publication Pvt Ltd.,- Edition-4-2011.

SEMESTER II

CORE 8 : TRADE PROCEDURE AND DOCUMENTATION

Subject Code: 16P2IBCT08

Total Hrs: 60

No. of Credits: 4

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

- Export and Import Licensing procedures & obtaining IEC code.
- Customs Procedures for import
- Export Import Documentation.

UNIT-I

(10 Hrs)

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

(11 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-Project exports and consultancy exports.

UNIT – III

(14 Hrs)

Import Trade Control: License-Duty Entitlement Passbook Scheme -Harmonized IEC code number adopted for classification of import trade control items. 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

(11 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

(14 Hrs)

Customs Procedures for imports –Customs duty and Indians Customs tariff. Export and Import Documentation: Acceptance of document of L/C,D/A and D/P- Approved methods of RBI regulations-Suppliers credit.

TEXT BOOK:

1. M.L.Mahajan -A Guide on Export Policy Procedure and Documentation - Publisher- Delhi Dhanpat Rai and Sons -Edition-11.

REFERENCE BOOKS:

1. Nabhi Board of Editors -How to Import - Nabhis Publication- Edition-20.
2. Nabhi Board of Editors- How to Export - Nabhis Publication - Edition-25.
- 3.Rathor- Export marketing- Jain Book House- Edition-3.
4. T.A.S.Balagopal-Export Marketing - Himalaya Publishing House- Edition-5.

SEMESTER-II

CORE 9 : DOCUMENTATION PRACTICAL

Sub. Code:16P2IBCP09

Total Hrs: 45

No. of Credits: 3

MS WORD

1. Prepare a L/C in MS Word.
2. Prepare a Bill of Exchange
3. Collect and Prepare the Certificate of Origin
4. Collect and Prepare a Packing List.
5. Prepare an Invoice in MS Word.
6. Prepare a Quotation to Various suppliers in Various Country to Purchase Raw Materials using Mail Merge.
7. Prepare a diagrammatic representation showing the elements of a BOP.
8. You have a problem with your shipment. So prepare a requisition letter regarding that issue to the following offices using Mail Merge to Importer, Customs Department, DGFT Office, Shipping Agent / Shipping Company and Your Bank.

MS POWER POINT

1. Prepare a Presentation showing Restricted and Banned Items for Import and Export.
2. Prepare a PowerPoint presentation showing the functions of IMF.
3. Prepare a presentation showing the different types of ships used in International Logistics.
4. Create a Slide Show of various types of Containers.
5. List down the countries in the European Union and its currencies.

MS EXCEL

1. Prepare a table showing Imports and Exports for period of Five years.
2. Prepare a payroll for the employees (10 employees) of an organization and count the number of employees who are getting the salary of more than Rs.10, 000. Calculate with the following. Components (DA, HRA, CCA, EPF, LIC) as a percentage of basic pay and sum the total basic pay, net pay of all employees.
3. Prepare a chart showing the Export trend of India for the past 10 years
4. Prepare a market survey report for few International Branded products.
5. Estimate GDP and National Income in Excel

MS ACCESS

1. Create a company's database showing Import/Export figures. Prepare a report using Report wizard.
2. Type exporters address and draft a report using design view add at least 10 addresses
Sort the names in alphabetical order apply sort option to display records Generate report using the queries.

INTERNET

1. Use Export 911.com and Download few Export document and display it in Power Point.
2. Using any search Engine, collect 10 year export-import Data of a product (of your choice) and prepare a report
3. Visit RBI, and DGFT, websites and draft a report.
4. Browse and collect Various Major and Minor ports in India.
5. Collect the details of Panamax Canal and download its route map.

SEMESTER III

CORE 10: BUSINESS RESEARCH METHODS

Subject Code: 16P3IBCT10

Total Hrs: 90

No. of Credit: 4

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

- Research methods and sampling techniques
- Analysis and interpretation of data
- Application of research in Business

UNIT -I

(18 Hrs)

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

(18 Hrs)

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

(20 Hrs)

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

(18 Hrs)

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT –V

(16 Hrs)

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOK:

1. Kothari, C.R, “Research Methodology” - Methods and Techniques, New Age International Publishers, 2012.

REFERENCE BOOKS:

1. R.Panerselvam,” Research Methodology”- Prentice Hill of India Pvt Ltd, New Delhi, 2004.
2. Donald R. Cooper, “ Business Research Methods”, Tata Mcgraw – Hill Publication company Ltd, Edition-9, 2006.
3. K.N.Kishnaswamy, Appaiyer Sivakumar, M.Mathiajan, “Management Research Methodology – Integration of Principles, methods and techniques” ,Pearsons Education, New Delhi, 2008.
4. Donald R.Cooper, Business Research Methods,McGraw-Hill Education; Edition-12 (March 5, 2013)

SEMESTER - III**CORE 11: GLOBAL STRATEGIC MANAGEMENT****Subject Code: 16P3IBCT11****Total Hrs: 75****No of Credits:3****Objective:** On successful completion of this course, the students should have understood ;

- Fair understanding of strategy formulation, implementation, monitoring evaluation, functional strategies and global strategies.
- The capabilities and analyze cases and develop global strategic Solutions.
- The strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment.

UNIT -I**(15Hrs)**

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**(18Hrs)**

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; International Product Life Cycle (IPLC) Analysis of Internal Environment– Resource Audit; Resource Based View (RBV), Global Value Chains Systems; Core and Distinctive Competencies; From Sustainable Competitive Advantage to Transient Competitive Advantage.

UNIT –III**(15 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**(13 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.

UNIT –V**(14Hrs)**

Interdependence of Formulation and Implementation of Strategy; Issues in global strategy implementation ,Ethical and Social considerations in Global Strategic Management - Corporate Governance in Global Context and Case studies.

TEXT BOOK:

1.Ghosh, P.K., Strategic Management- Text and Cases, Sultan Chand and Sons,

REFERENCE BOOKS:

- 1.Dirt Morschett & Joachim Zentes, Global Strategic Management, Wiesbaden Publications, Edition-3, 2015.
- 2.Kamel Mellahi,Jedrej George, Global Strategic Management, Oxford University Ed-3, 2015.
- 3.Davidson, W.H., Global Strategic Management, John Wiley,

SEMESTER-III
CORE 12: CARGO MANAGEMENT

Subject Code: 16P3IBCT12**Total Hrs: 75****No. of Credits:4****Objective:** On successful completion of the course, the students should have understood

- Concept of cargo and cargo industry.
- Air cargo and role of agents
- Dry cargo

UNIT I**(15 Hrs)**

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

UNIT II**(16 Hrs)**

Cargo Handling- concept-cargo handling operations, systems, classification- cargo handling services. National association of cargo transportation. Dry cargo- dry cargo containers – International Association of Dry cargo – types of dry cargo.

UNIT III**(17 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**(17 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. Liquid cargo- Transportation of liquid bulk cargos.

UNIT V**(10 Hrs)**

Case study(Based on the above units)

TEXT BOOK:

1. K.Elliot Cheatham- Cargo Management-Random Publications, Edition-1

REFERENCE BOOKS:

1. Michael Sales-Air Cargo Management-Routledge Publishers- Edition-2
2. Prem Nath Dhar-Global Cargo Management-Kanishka Publishers- Edition-1
3. Manoj Dixit- Cargo Management- Global Perspectives- New Royal Book co- Edition - 2007
4. Alan Humphries- Dry Cargo Chartering –Institute of Chartered Shipbroker-Edition-2014

SEMESTER III**CORE 13: INTERNATIONAL HUMAN RESOURCE MANAGEMENT****Subject Code: 16P3IBCT13****Total Hrs: 75****No. of Credit: 3****Objective:** On successful completion of this course, the students should have understood

- Various facts of Managing People Internationally
- Understanding Practices and Policies of International Human Resource Management.

UNIT – I (16 Hrs)

Evolution of International Business- Drivers of Globalization- Influences of IB- Stages of Internationalization- Difference between domestic business & IB- International business approaches. 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 (15 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 (15 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 (15 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 (14 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:

1. Aswathappa.K & Sadhna Dash, International Human Resource Management, Tata McGraw Hill, Edition 2,2013.

REFERENCE BOOKS:

1. P. Subba Rao, International Human Resource Management ,Himalaya Publishing House, Edition 3,2011 .
2. Edwards, International Human Resource Management, Pearson India, Edition: 1, 2007.
3. S C Gupta, International Human Resource Management, Macmillan Publishers India Ltd, Edition 2 2010.
4. Harish Kukreja, International human resource management, Surendra Publication, Edition 2 2009.

SEMESTER III

SKILL BASED SUBJECT 1 : MATHEMATICS FOR COMPETITIVE EXAMINATION-I

Subject Code: 16P3SBST01

Total Hrs: 30

No. of Credits: 2

Objectives:

- To make the students to understand Verbal Reasoning , Analogy and Problem solving
- To acquire knowledge in coding and Decoding of letter and words
- To solve problems related to Blood relations , Puzzles and Non-verbal reasoning.

UNIT I

(6 HRS)

Verbal Reasoning – Analogy - Completing the analogous pair - Simple analogy - Choosing the analogous pair.

UNIT II

(6 HRS)

Series completion – Number Series – Alphabet series.

UNIT III

(6 HRS)

Coding – Decoding – Letter coding – To form the code for another word (Coding) – To find the word by analysing the given code (Decoding) – Number coding – When numerical code values are assigned to words – Number to letter coding – when alphabetical code values are assigned to the numbers.

UNIT IV

(6 HRS)

Blood relations – Deciphering jumbled up descriptions – Relation puzzle – Logical Venn diagram.

UNIT V

(6 HRS)

Non-Verbal Reasoning – Series – Five figure series – Four figure series – Analogy – Choosing one element of a similarly related pair.

(Simple Problems Only)

Text Book:

1.R. S. Agarwal : A Modern Approach to Verbal and Non-Verbal Reasoning, S. Chand and Company Limited, New Delhi – 2004.

Unit I : Part I : Section 1- Pg : 1- 67

Unit II : Part I : Section 1- Pg : 139 - 161

Unit III : Part I : Section 1- Pg : 169 - 189

Unit IV : Part I : Section 1- Pg : 220 – 233, 346 - 366

Unit V : Part II : Pg : 1-31, 77-97, 136-146

Reference Books:

1. Hand Book On Mental Ability And Logical Reasoning prescribed by Bharathiar University.
2. R.V.Praveen: Quantitative Aptitude and Reasoning, PHI Learning pvt. Ltd-2012.

SEMESTER IV

CORE 14: INTERNATIONAL BUSINESS RELATIONS

Subject Code: 16P4IBCT14

Total Hrs: 60

No. of Credit: 4

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

- Various facts of International Relations and its Policy.
- Understanding Policies of International Organisation and regional grouping.
- Understanding India's Neighbourhood relations .

UNIT – I (13 Hrs)

Concept of International relations-origin and growth of International Relations-Elements of IRI-

Is international relations a discipline? -Scope of international relations- International Relations and International Politics - foreign policy-values of foreign policy-its approaches-objectives of nation's foreign policy-Determinants of foreign policy (a) internal factor and (b) external factor.

UNIT – II (12 Hrs)

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

UNIT – III (12 Hrs)

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

UNIT – IV (13 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:

1. Palmer & Perkins ,International Relations,CBS Publishers & Distributors, Edition-3, 2009

REFERENCE BOOKS:

1. Ghosh Peu,international relations,PHI Learning Pvt Ltd, Edition 4, 2016 .
2. V N Khanna, Foreign Policy of India,Vikas Publishing House Pvt Ltd,Edition: 6, 2010.
3. V.N. Khanna, International Relations, S.Chand (G/L) & Company Ltd, Edition 5, 2009.
4. Prem Arora,Prakash Chander, international relations,Cosmos Bookhive Pvt Ltd, Edition-3, 2015.

SEMESTER IV

CORE 15: ECONOMICS IN GLOBAL TRADE

Subject Code: 16P4IBCT15

Total Hrs: 60

No. of Credit: 3

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

- The various aspects of International Trade,
- Commercial Policy as well as recent trends and
- Developments in international trade.

UNIT-I

(13 Hrs)

Commercial Policy :Tariff and Non-tariff barriers, Miscellaneous Protection Techniques - Dumping, Subsidies, Cartels and Commodity Agreements. Economics of Integration : Types of integration (EU, NAFTA, APEC, ASEAN, and SAARC): Achievements and Future prospects, Regionalism Vs. Multilateralism.

UNIT-II

(12 Hrs)

Trends in World Trade WTO and Developing Countries: Recent Trends in Global Trade - Contentious issues - Agriculture and Market Access, Trade and Environmental issues, Dispute Settlement Mechanism.

UNIT-III

(13 Hrs)

Balance of Payments Adjustment: Foreign Trade Multiplier and Global Repercussions - BOP and Policy Mix: Role of Monetary and Fiscal Policy in BOP -Trade-off between Internal and External Balance (Mundell and Flemming Model).

UNIT-IV

(14 Hrs)

Foreign Exchange Market: Flexible Exchange Rate, Currency convertibility, Significance of foreign exchange reserves, Exchange risks, Global linkage of foreign exchange markets, Open and Closed: Interest Parity Conditions - Euro Currency Markets, Euro Equity and Euro Bonds Markets - Nature and Characteristics.

UNIT-V

(08 Hrs)

Case study (Based on the above units)

TEXT BOOK:

1. Doha and Beyond, The Future of the Multilateral Trading System Author, Mike Moore (Ed.) Publisher, Cambridge University Press, Edition-2004.

REFERENCE BOOKS:

1. Economic Geography: The Integration of Regions and Nations Author: Pierre Philippe Combes, Thierry Mayer, Jacques-Francois Thisse Publisher: Princeton University Press, Ed-2008.
2. Vinod K. Aggarwal - EU Trade Strategies: Regionalism and Globalism - Publisher: Palgrave Macmillan, Edition- 2004.
3. Dominick Salvatore- Introduction to International Economics Author: Publisher: John Wiley& Sons, Edition-2011.
4. Peter Kenen: The International Economy, (4ed.) Cambridge University Press, Edition-2000.

SEMESTER - IV

CORE 16: GLOBAL FINANCIAL MANAGEMENT

Subject Code: 16P4IBCT16

Total Hrs: 75

No of Credits:5

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

- Overall view of the International financial System and how Multinational organization operates.
- Functioning of Derivatives market
- The capabilities and analyze cases and develop global financial Solutions.
- Operations of international institutions.

UNIT –I (16Hrs)

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 (14Hrs)

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

UNIT – III (17Hrs)

Exchange Rate Theories – Derivatives – Forward Rate Agreements – Currency Futures and Interest Futures - International Banking – Role of IMF in International Liquidity – International Institutions – World Bank.

UNIT – IV (15 Hrs)

International Development Associations – International Finance Corporation – The International Debt and Country Analysis – Recent Changes in International Financing.

UNIT – V (13Hrs)

Case Studies (Based on the above units)

TEXT BOOK:

1. Geert Bekaert Robert J.Hodrick, International Financial Management,Prentice Hall India Learning Ltd, Edition-2 ,2011.

REFERENCE BOOKS:

1. Finnish, Raman K Dave, Global Financial Management, Ykin Neha Publishers, Edition-2011.
2. Ankit Rajpul, International Financial Management, Global Publication, Edition-2013
3. Arora, Amrit Kumar, Financial Management, Global vision Publishing House, Edition-1,2015
4. V.K.Bhalla, International Financial Management, Anmol Publication, Edition-11,2012.

SEMESTER IV

CORE: 17 PROJECT WORK AND VIVA VOCE

Sub Code :16P4IBCV17

Total Hrs: 75

No. of Credits: 8

Components of the Major Project Work

a) Project Review

The students are expected to submit their work in progress to a panel of two faculty members, of which one would be their respective faculty co-ordinator, for the purpose of review. Three such project reviews would be conducted before the preparation of the final project report and viva - voce.

First Project Review

To be conducted before the commencement of the field work / study.

Details to be reviewed

1. Review of literature and arrival of research gap.
2. Finalization of the objective of the study.
3. Scope and need for the study.
4. Framing of the hypothesis if any.
5. Details on the methodology of the study.
6. Selection of the statistical tools.
7. Finalization of questionnaire.

(If primary data collection is adopted)

Second Project Review

To be conducted after the completion of field work and data collection.

Details to be reviewed

1. Adequacy of data collected.
2. Analysis and interpretation of the data by using the chosen statistical tools.

Third Project Review

To be conducted after the completion of the analysis and interpretation of the data before the preparation of the final report.

Details to be reviewed

1. Finalization of the analysis and interpretation.

2. Drawing the findings, suggestions, recommendations and conclusions.

After the third project review, the students are to prepare a rough draft and submit the same to their respective co-ordinator for approval before preparing the final report and submit the same for the viva - voce.

Documents and other details to be submitted to the Faculty Co-ordinator

Completion Certificate obtained from the organization in which the study was conducted, mentioning the duration of the study and the successful completion of the same.

b) Project Report

After getting the approval for the final draft from the staff co-ordinator, the students should prepare their report and submit the same to the department on or before the last date of submission. The report submitted by the student after the notified day (the last date of submission), will be rejected and the same will be treated as 'Not Completed'.

c) Viva-Voce

The students are to appear for a viva - voce before the panel consisting of the External & Internal Examiners. The external examiners may be called either from the academia or from the industry. The students who have abstained from attending the viva-voce will be marked absent and the same will be treated as 'Not Completed'.

SEMESTER-IV
SKILL BASED SUBJECT 2 : COMMUNICATION SKILLS-I

Subject Code:16P4SBST02

Total Hrs: 30

No. of Credits: 2

OBJECTIVES:

- 1.To enhance Listening, Speaking, Reading and Writing Skills among students.
2. To familiarise the students with the Sounds and Symbols used in English Language.
3. To emphasize the importance of Communication in the Global Scenario.

Unit –I-Introduction to Modern Communication Media

- 1.Technology based Communication tools
 - Telephone &Voice mail
 - Facsimile Machines,Computers
 - Internet,Instant Messaging,E-mails

Unit –II-Oral Communication

- 1.Public Speaking &Oral presentation
 - Preparatory Steps
 - Structuring the Contents
 - Modes of Delivery
 - Time Management
 - Handling Questions
- 2.Meetings
 - Purpose
 - Procedure
 - Chairmanship
 - Participation
 - Physical Arrangements

Unit III-Written Communication

- 1.Business and Technical reports
 - Definition
 - Preparatory steps
 - Types
 - Structure
- 2.Paragraph Development
 - Central Components of a Paragraph
 - Topic Sentence
 - Coherence
 - Techniques for Paragraph Development

Text Books:

- 1.Communication Skills by Meenakshi Raman (Oxford University Press)
- 2.Developing Communication Skills by Krishna Mohan(Macmillan)

Reference Books:

- 1.Communication Skills a multi- skill course by Course team, Bharathiyar University(Macmillan)
- 2.Essential Communication Skills by Shalini Aggarwal (Ane Books Pvt.Ltd. New Delhi)
- 3.Technical English – II by Joyce Pereire(Vijay Nicole Imprints Pvt.Ltd.)

SEMESTER-I

ELECTIVE1: MANAGEMENT OF MULTINATIONAL CORPORATION

Subject Code: 16P1IBET1A

Total Hrs: 75

No. of Credits: 4

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

- Trends, challenges and opportunities of MNC's
- Importance, scope & Methods of comparative management.
- Internationalization of Indian business firms and their operations abroad.

UNIT-I

(13 Hrs)

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

UNIT-II

(14 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

(16 Hrs)

Comparative Management: Importance and scope; Methods of comparative management; management styles and practices in US, India; Organizational structure of international corporations; Headquarter and subsidiary relations in international firms.

UNIT-IV

(16 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

(16 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:

1. Hodgetts -International Management - Publisher - Irwin/McGraw-hill –Edition-6.

REFERENCE BOOKS:

1. Anant R Negandhi- International Management - Publisher- Allyn and Bacon- Edition-1.
2. Manab,Gene E. Burton, and B.N.Srivastava, -International Management: Concepts and Cases - Thakur Publications,
3. Christoppher Bartlett and Sumantra Ghoshal -Transnational Management: Text and Cases - Publisher -McGraw-hill.
4. Management: The Global Perspective - Koonts and Wheirich, McGraw-Hill Education- (Asia); Edition-11 (July 2004).

SEMESTER I

ELECTIVE 1: FINANCIAL MARKETS & INSTITUTIONS

Subject Code: 16P1IBET1B

Total Hrs:75

No. of Credits: 4

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

- Financial markets and Capital Markets
- Financial institutions and Financial service institutions.

UNIT-I

(15 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

(15 Hrs)

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

UNIT-III

(14 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

(16 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

(15 Hrs)

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

TEXT BOOK:

1. S.Gurusamy, -“Financial Markets and Institutions”, Tata McGraw- Hill Publications, Edition-3, 2011.

REFERENCE BOOKS:

1. E.Gurudon-Financial Markets and Services- Himalaya Publishing house, Edition-1, 2005.
2. V. K. Gupta- Financial Markets and Services- Ane books Pricate Limited, Edition-2 2010.
3. L.M Bole, Jitendra Mahakrt- Financial Markets and Istituions-Mc Graw Hill-Edition-5,2009.
4. Frank. J. Fabozzi- Foundations of Financial Markets and Institutions- Pearson Education- Edition-4, 2014

SEMESTER I

ELECTIVE 1: PRINCIPLES OF MARKETING OF SERVICES

Subject Code: 16P1IBET1C

Total Hrs: 75

No. of Credits: 4

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

- Concept and significant of service marketing
- Marketing mix of Service marketing
- Service Quality and its scope & causes.

UNIT-I

(18 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

(14 Hrs)

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

UNIT-III

(14 Hrs)

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

UNIT-IV

(13 Hrs)

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

UNIT V

(16 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:

1. Prof.Kishloy- Marketing of services-Everest Publishing House -Edition 1.

REFERENCE BOOKS:

1. P.N.Reddy, H.R. Appannaiah, S.Anil Kumar, Nirmala -Service Marketing. Edition-1
2. S.M.Jha -Service Marketing-, Himalaya Publishing House Edition-2012
3. Garima Gupta- Marketing of Services-New century Publication Edition-2011
4. Jaspreet Kaur- Marketing of Services-Global Vision Publishing House Edition-2013.

SEMESTER II**ELECTIVE 2: PORT OPERATIONS AND MANAGEMENT****Subject Code: 16P2IBET2A****Total Hrs: 75****No. of Credits: 4****Objective:** On successful completion of the course, the students should have understood

- Concept of Port, Domestic and International Port.
- Measuring Port performance and productivity
- Management structure, Employees and relations, Management systems, Budgeting, ect.,

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.

UNIT-II (16 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 (18 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 (17 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:

1. Evrim Ursavas Guldogan-Port Operations and Container Terminal Management –Edition-1.

REFERENCE BOOKS:

1. Maria G. Burns -Port Management and Operation – CRC Press, Edition 2014
2. Alderton, Patrick M- Port Management and Operation-Lloyd'sList- Revised Edition-3,2008
- 3.Khalid bichou- Risk Management in Port Operations-InfomaLaw From Routledge- 2007
- 4.Adolf K.Ng & Jhon Lie- Port Focal Logistics and Global Supply Chains- Pagrave Macmillan- Edition-2014.

SEMESTER II

ELECTIVE 2: INDIAN STOCK EXCHANGES

Subject Code: 16P2IBET2B

Total Hrs: 75

No. of Credits: 4

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

- Origin, growth and Profile of Indian Stock Exchange
- Listing and De-listing of Companies.
- Functions of SEBI and concept of Internet stock trading

UNIT-I

(19 Hrs)

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

UNIT-II

(13 Hrs)

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

UNIT-III

(13 Hrs)

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

UNIT-IV

(12 Hrs)

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

UNIT V

(18 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:

1. Dr.S.Gurusamy- Financial Service and Markets-Vijay Nicole Imprints (P) Ltd. –Edition-3, 2010.

REFERENCE BOOKS :

1. Dr.D.JosephAnbarasu& Others -Financial Services- Sultan Chand & Sons, Edition-1
2. L.M.Bhole- Financial Institutions and Markets-Tata McGraw – Hill Publishing CompanyLimited, Edition-1
- 3 S.Kevin- Security analysis & Portfolio Management- Printice Hall (P) Ltd., Edition -2, Revised 2015.
4. P.Pandian- Security analysis & Portfolio Management- Sultanchan- Edition 2-2012.

SEMESTER II

ELECTIVE 2: MARKETING OF FINANCIAL SERVICES

Subject Code: 16P2IBET2C

Total Hrs: 75

No. of Credits: 4

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

- Financial markets in India, NSE & BSE.
- Current trends in credit card Industry
- Development in the Indian Real Estate Markets

UNIT-I

(16 Hrs)

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

UNIT-II

(13 Hrs)

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

UNIT-III

(15 Hrs)

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

UNIT IV

(13 Hrs)

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

UNIT V

(18 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:

1. Estelami Hooman -Marketing Financial services- Bertrams Print -Edition-2

REFERENCE BOOKS:

1. Duke Fanelli and Evelyn,-Financial Services Marketing- Edition(Latest)
2. Christine Ennew- Financial Service Marketing –Terf Publication - Edition-2-2013
3. Md Faizanuddian, Binay Kumar- Marketing of Financial Services- Aph Publishing Corporation- Edition-2011
4. Ennew- Financial Services Marketing- Taylord Francis Indian (P) Ltd., Edition-2010.

SEMESTER III

ELECTIVE 3: INTERNATIONAL LOGISTICS MANAGEMENT

Subject Code: 16P3IBET3A

Total Hrs: 75

No. of Credits: 4

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

- Concept of Logistics
- Multi modal Transportation and its Freight charges
- Warehousing, Containerisation and Documentation procedures

UNIT-I

(15 Hrs)

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

UNIT-II

(14 Hrs)

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

UNIT-III

(15 Hrs)

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

UNIT-IV

(16 Hrs)

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

UNIT-V

(15 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:

1. Rajput Ruchika- A text on International Logistics Management- Lap Lambert Publishing – Edition 2012.

REFERENCE BOOKS:

1. Mariotti ilaria- Transport and Logistics in a Globalizing World-Edition 2014.
2. Pierre David- The Management of International Trade Operations- Cicero Books- Edition 2013
3. Faustino taderera- International Logistics-Lap Lambert Publishing- Edition 2010.
4. D.KAgrawal, Logistics and Supply chain Management- MacMillan- Edition-1

SEMESTER III

ELECTIVE 3: FUTURES AND OPTIONS

Subject Code: 16P3IBET3B

Total Hrs: 75

No. of Credits: 4

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

- Derivative markets and index
- Forward and Future contracts
- Hedging and Speculation
- Commodity markets

UNIT-I

(14 Hrs)

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

UNIT-II

(14 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

(16 Hrs)

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

UNIT-IV

(16 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

(15 Hrs)

Evolution of Commodity markets- Commodity markets in India- Newyork Mercentile Exchange- London Metal Exchange, Chicago Board of Trade- Tokyo Commodity Exchange.

TEXT BOOK:

1. Dr.S.Gurusamy- Financial Services and Markets- Vijay Nicole Imprints (P) Ltd.,

REFERENCE BOOKS:

- 1.Todd E.Petzel- Financial Futures and Options-Quorum Books- Edition-1989.
- 2.Gomez Clifford- Financial Markets, Institution and Financial Services-Phi Learning- Edition-1
- 3.Benson Kunjukunju & Mohanan- Fiancial markets and services- New century Publication- Edition 2012.
- 4.R.Maria Inigo- Financial markets and services- Regal Publication- Edition2012

SEMESTER III

ELECTIVE 3: MARKETING OF HEALTH SERVICES

Subject Code: 16P3IBET3C

Total Hrs: 75

No. of Credits: 4

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

- Understanding marketing plans and different marketing mix in health industry.
- Understanding Marketing Mix in different areas .

UNIT – I (16 Hrs)

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

UNIT – II (15 Hrs)

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

UNIT – III (15 Hrs)

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

UNIT – IV (15 Hrs)

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

UNIT – V (14 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:

1. Richard K. Thomas, Marketing Health Services, Health Administration Pr, Edition-2 2009

REFERENCE BOOKS:

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide, Edition-2, 2008.
2. Zeithaml, Services Marketing, Mcgraw Hill Education, Edition-6, 2013.
3. Lovelock, Services Marketing, Pearson India, Edition-7, 2011.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning, Edition-3, 2010.

SEMESTER IV

ELECTIVE 4: TRAVEL AND TOURISM MANAGEMENT

Subject Code: 16P4IBET4A

Total Hrs: 75

No. of Credit: 4

Objective: On completion of the course the students are able to

- To understand the various elements of Tourism Management.
- To evaluate the role of various organizations of tourism.
- To identify the methods to improve tourism.

UNIT - I

(15 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

(15 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

(15 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

(15 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

(15 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:

1. Md.Abu Barkat Ali,Travel and Tourism Management, Prentice Hall India Learning Private Limited, Edition- 2015

REFERENCE BOOKS:

1. Sunetra Roday, Archana Biwal & Vandana Joshi, Tourism: Operations and Management, Oxford University Press, Edition-1,2009.
2. A.K.Bhatia, Business of Travel Agency & Tour Operations, Sterling Publishers Pvt.Ltd, Edition-2012
3. Xcess' Board of Editors,Guide to starting a travel Agency and Tour operation, Xcess Infostore Pvt.Ltd, Edition-2013

SEMESTER IV

ELECTIVE 4: FUNDAMENTAL AND TECHNICAL ANALYSIS

Subject Code: 16P4IBET4B

Total Hrs: 75

No. of Credit: 4

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

- Investments risk and returns
- NSE and BSE
- Industry and Company analysis
- Technical analysis

UNIT-I (16 Hrs)

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

UNIT-II (14 Hrs)

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

UNIT-III (16 Hrs)

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

UNIT-IV (15 Hrs)

Technical analysis – meaning- Dow Theory – Elliot Wave Theory

UNIT-V (14 Hrs)

Moving Averages-Charts-macd – relative strengths.

TEXT BOOK:

1.Prasanna Chandra- Investment analysis and Portfolio Management- McGraw Hill Education- Edition-2012.

REFERENCE BOOKS:

1.S.Kevin- Security Analysis and Portfolio Management- Prentice- Hall of India Pvt.Ltd., - Edition-2013

2.S.Kevin- Portfolio Management- PHI publications- Edition-2

3.Bhalla.K-Fundamental of Investment Managemet-S Chand & Company- Edition-2008

4. Yogesh Maheshwari- Investment Management- Prentice Hall India Pvt.Ltd.,- Edition-2008

SEMESTER IV

ELECTIVE 4: TRAVEL AND HOSPITALITY SERVICES

Subject Code: 16P4IBET4C

Total Hrs: 75

No. of Credit: 4

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

- Understanding the Nature and Elements of Tourism .
- Understanding Marketing mix of Tourism and in different areas.

UNIT – I (16 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 (15 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 (15 Hrs)

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place
Mix – the people – Tourism Marketing in Indian Perspective.

UNIT – IV (14 Hrs)

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

UNIT – V (15 Hrs)

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

Note: Question paper shall cover 100% Theory

TEXT BOOK:

- 1.Ghosh B, Tourism and Travel Management, Vikas publishing house Pvt. Ltd. -Noida, Edition: 2, 2007.

REFERENCE BOOKS:

- 1.Md. Abu Barkat Ali, Travel and Tourism Management PHI, Edition 2 , 2015.
- 2.S. P. Singh, Travel and tourism management, A B D Publishers, Edition 1, 2006.
- 3.Richard K. Thomas, Health Services Marketing, Springer, Edition 4, 2008 .
4. Johny Sue Reynolds, Hospitality Services, Goodheart- Willcox, Edition-3, 2013.

EXTRA CREDIT COURSE

INDIAN ECONOMY AND TRADE DEPENDENCIES

Subject Code:16PIBECC01

No. of Credit :2

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

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

UNIT- I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

EXTRA CREDIT COURSE
INTERNATIONAL BANKING

Subject Code:16PIBECC02

No.of Credit :2

Objectives: The course aims to provide the students with

- a sound grasp of the practices of modern international banking
- the central themes and issues will be examined in an international and comparative context.

UNIT-I

Global trends and development in international banking – Outline of international banking and finance. Wholesale banking – Retail banking – Private banking – Interbank business – Regulatory framework – BASEL-II.

UNIT-II

International financial centers – Offshore banking units – Special Economic Zones – Foreign exchange management control – International loan agreements – International debt management.

UNIT-III

Asset liability management – Profitability of international banking operations – Investment banking – Correspondent banking – Bank Regulation: Regulation and prudential supervision of banks in the UK and EU. International regulatory and supervisory convergence. Regulating the multifunctional bank.

UNIT-IV

International financial institutions – IMF, IBRD, BIS, IFC, ADB, WTO – international competitiveness – implications and effectiveness and country risk.

UNIT-V

Treasury and risk management – bank risk management – letters of credit mechanism – buyers and sellers credit – bilateral and counter trade.

TEXT BOOKS:

1.Indian Institute of Banking and Finance, International Banking, Macmillan, Edition-2011.

REFERENCE BOOKS:

1. Ruonarayan Bose, Fundamentals of International Banking, Laxmi Publications, Edition-2014.
2. Indaian Institute of Banking and Finance, International Banking Operations, Macmillan, Edition-2017.
3. Yoon S. Park, International Banking and Financial Centers, Springer Publications, Edition-2011.
4. Emmanuel N Roussakis, International Banking, Greenwood Press, Edition-1983.

EXTRA CREDIT COURSE

CROSS CULTURE MANAGEMENT

Subject Code:16PIBECC03

No.of Credit :2

Objective: To provide a thorough understanding

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

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOK:

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

REFERENCE BOOKS:

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

EXTRA CREDIT COURSE

INTERNATIONAL ACCOUNTING

Subject Code:16PIBECC04

No. of Credit :2

Objective: To make the students understand

- the concept and nuances of international accounting standards and practices for international business firms
- the importance of financial reporting in international environment.

UNIT-I

Objective of International Financial Reporting – Concept International Accounting Practices, introduction to inter corporate investments – inter company transaction – Global Joint Venture Accounting, Foreign Currency Translation accounting

UNIT-II

Financial instruments – Presentation and disclosure – Convertible securities – recognition and measurement of financial instruments –comprehensive income – settlement Date Vs Trade Date Accounting.

UNIT-III

Inter corporate investment – Temporary and Portfolio investments –Business combination and reporting methods – consolidation procedures –Financial statements disclosure.

UNIT-IV

Global mergers & acquisitions accounting – consolidating wholly, non wholly owned subsidiary under equity and cost recording – Inter company revenue, expenses & inter company profile profit & expenses.

UNIT-V

Financial reporting in an international environment – Integrated Vs Self Sustaining foreign subsidiary – GAAP for public sector organizations.

TEXT BOOK:

1. A. K. Das Mohapatra,International Accounting,Prentice Hall India Learning Private Limited , Edition 2, 2012.

REFERENCE BOOKS:

1. Med ,Accounting and Finance for Bankers,Macmillan Education Edition 3, 2012.
2. Timothy Doupnik,International Accounting,McGraw-Hill Higher Education; Edition 3, 2011
3. Frederick D.S. Choi,International Accounting,Pearson Education; Edition 5, 2007
4. Shirin Rathore ,International Accounting,PHI, Edition 2,2011.

EXTRA CREDIT COURSE

GLOBAL MARKETING COMMUNICATION

Subject Code:16PIBECC05

No. of Credit :2

Objective: To make the students understand

- the impact of culture (values and lifestyles) on consumer attitude towards and the execution of various marketing communication tools
- the concepts and applications of communications and contemporary mass media w.r.t. global marketing communication.

UNIT-I

Nature of Global Marketing Communication - The Global marketing environment: Opposing concepts of global marketing: local adaptation versus global standardization, Global versus micro or "niche" marketing, Global marketing strategies. Overview of global marketing communication, various business sectors in the global marketplace -manufacturing , knowledge-based industries, services, logistics and government sectors.

UNIT-II

Market Planning: Marketing research and strategy formulations in the dynamic global marketplace, The global consumer behaviour - Analyzing customer needs, desires and costs of the target market, Involvement and engagement in the consumer behaviour process, Connecting consumer research and consumer behaviour, Segmenting target audience.

UNIT-III

Integrated Global Marketing: The strategic Marcom plan, Understanding brand strategy in the global environment, Marcom objectives, Selecting the best marketing mix options for the client and its target audience, Advertising, Public relations, Interactive, digital and social marketing, Sales promotion, Direct sales, Viral marketing, blog marketing .

UNIT-IV

Situation Analysis: The marketplace battleground of the brand, service or organization: global analysis, domestic analysis, product category. Marketplace: competition in category, competing categories, market growth potential. SWOT Analysis. Client: corporate culture. Marketing mix strategy and creative strategy of client and competition.

UNIT-V

Mass markets and niche markets - Communication Objectives, Communication strategy, Positioning: differentiation, USP. Campaign communication theme - Big idea - creative

expression of the message. Brand vision, insight and perceptions. Integration strategy. Creative strategy Marketing Mix Plan. Promotional mix strategy. Media mix. Flighting. Place and sales outlets.

TEXT BOOK:

1. Keegan, Global Marketing, W. J. & Green, M. C. Edition-6, 2011.

REFERENCE BOOKS:

1. Prentice Hall. GM De Mooij, M. , Global Marketing and Advertising: Understanding Cultural Paradoxes , Sage Publications ,Edition-3, 2010.
2. Cooper-Chen, A. Global Entertainment Media: Content, Audiences, Issues. Mahwah, NJ: Lawrence Erlbaum Associates, Editio-2011.
3. M. Kotabe, K. Helsen, Global Marketing Management, John Wiley & Sons, Inc, Edition-5
4. Jeannet, Global Marketing Strategies, Houghton Mifflin Company, Edition-1995.

EXTRA CREDIT COURSE

RISK AND INSURANCE IN INTERNATIONAL TRADE

Subject Code:16PIBECC06

No. of Credit :2

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

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

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

TEXT BOOK:

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

REFERENCE BOOKS:

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