

## **VISION , MISSION AND QUALITY POLICY OF THE COLLEGE**

### **VISION**

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

### **MISSION**

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

### **QUALITY POLICY**

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

## **DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS**

### **VISION**

To be a vibrant centre for achieving excellence in education and research in the field of Commerce and Computer Applications through provision of adequate knowledge, developing technical skills and inculcate values to make the students responsible to the society and environment.

### **MISSION**

1. To enable the students to play a vital role in the fields of commerce by continuously updating their knowledge
2. To make the students to meet the competitive challenges in Banking and Finance Sector.
3. To provide practical exposure in computer applications which would enable the Students to be successful in Business Process Services for the public and private Sector industries.
4. To promote leadership qualities and to develop entrepreneurial skills among the Students.
5. To inculcate moral values and social values in the minds of the students in order to extend the services of the department for the betterment of the society.

### **OBJECTIVES OF THE DEPARTMENT**

1. To cater to the manpower needs of companies in Accounting, Taxation, Auditing and Financial Analysis.
2. To develop business analysts for companies, capital markets and commodity markets.
3. To motivate the students to become entrepreneurs.
4. To build competencies for research activities.
5. To equip the students with professional skills and inter-personal skills.

### **GRADUATE ATTRIBUTES OF THE COLLEGE**

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

## **PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES**

### **PROGRAMME EDUCATIONAL OBJECTIVES**

The Graduates of Commerce with computer application would be

- Occupying a decent position in Banking, Finance and Outsourcing industries.
- Become successful entrepreneurs.
- Contribute to the community development and environmental protection.

### **PROGRAMME OUTCOMES**

After completion of three years of study, our B.Com CA Graduates will be able to :

- exhibit proficiency in oral and written communication.
- prove their knowledge of accounting, business, taxation and financial management.
- exhibit their Technical Skills (such as Word processing, Spread sheet, Visualbasic, gambas 3, Accounting Package) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
- work on multidisciplinary tasks and will be aware of the new and emerging disciplines.
- prepare to take up any challenging task.
- apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems.
- work individually or as a team with responsibility to Function effectively in a multidisciplinary atmosphere
- carry out the task assigned by the industries with professional ethics and at the same time with the concern for well being of the society.
- be aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships.
- undertake entrepreneurship as a desirable and feasible career option.
- extend the services of the department for the betterment of the society and environmental protection.
- learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

**MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES**

<b>PO No.</b>	<b>Graduate Attribute</b>	<b>Programme Outcome</b>
1	Communication skills	Exhibit proficiency in oral and written communication.
2	In-depth domain knowledge	Prove the knowledge of accounting, business, taxation and financial management.
3	Technical skills	Exhibit the Technical Skills(such as Word processing, Spread sheet, Visual basic,gambas3,Tally) in Auditing and Business Process Services by updating their knowledge with the upcoming new techniques.
4	Knowledge Inter-disciplinary in nature	Work on multidisciplinary tasks and will be aware of the new and emerging disciplines.
5	Positive attitude	Prepared to take up any challenging task.
6	Critical thinking and problem solving skills	Apply technical skills in Analyzing, synthesizing and evaluating information to reach an answer or conclusion for complex business problems.
7	Dynamism and team building skills	Work individually or as a team with responsibility to Function in a multidisciplinary atmosphere.
8	Professional ethics and social values	Carrying out the task assigned by the industries with professional ethics and at the same time with the concern for well being of the society.
9	Self-awareness and emotional intelligence	Aware of one's own weaknesses and strengths, emotions and the way to control emotions to maintain good interpersonal relationships.
10	Entrepreneurship qualities	Undertake entrepreneurship as a desirable and feasible career option.
11	Responsibility towards society and environment	Extend the services of the department for the betterment of the society and environmental protection.
12	Thirst for knowledge through lifelong learning	Learn continuously for updating new knowledge and technologies in the field of commerce and computer applications.

**KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE****(An Autonomous Institute Affiliated to Bharathiar University)****Re - accredited with “A” grade by NAAC****Regulations for Undergraduate Programmes****(Under Choice Based Credit System)****(Effective for 2021 – 2023 Batch)****1. REGULATIONS**

This regulation is effective for the batch 2021 -2023.

**1.1. Eligibility for Admission**

Course	Eligibility Condition
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 Semesters from June to November and the second and fourth Semesters from December to April. The duration of each semester is 90 working days.

**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/she 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**

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

In the event of removal of that paper consequent to the change of regulations and / or curriculum after a five year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfill 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 Assessment (CIA) and End Assessment Examinations (EAE). The CIA& EAE break up for theory and practical is 50:50.

**1.6.1. Break Up of Continuous Internal Assessment (CIA) Marks****Theory (Core and Elective)**

<b>Content</b>	<b>Marks Awarded</b>
Continuous Internal Assessment Test -I	7.5
Continuous Internal Assessment Test -II	7.5
Model Examination	15
Assignment (2 Numbers)	5
Seminar (2 Numbers)	5
Quiz / Online objective Test	5
Attendance (75% -79% – 1 Mark, 80%-84% - 2 Marks , 85%-89% - 3 Marks , 90%- 94% - 4 Marks , 95% - 100% - 5 Marks )	5
<b>2.Total</b>	<b>50</b>

**Practical**

<b>Content</b>	<b>Marks Awarded (Max Marks:50)</b>
Minimum ten Experiments / Practical Paper / Semester	20
Continuous Internal Assessment Test	10
Model Exam	10
Record Note Book	10
<b>3.Total</b>	<b>50</b>

**Project**

<b>Content</b>	<b>Marks Awarded</b>
Review and content Presentation (3 Reviews)	120
Project Report	40
<b>4.Total</b>	<b>160</b>



**1.6.2. End Assessment Examinations (EAE)**

- a) Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- b) End Assessment Examination for the odd semester will generally be held during November and even semester during April.
- c) The question papers for Part III courses will be set by the external examiners and Career Development Courses may be set by the internal or external examiners.
- d) The exams for Core and Elective will be conducted for a maximum of 50 marks for three hours. The passing minimum for CIA and EAE is 50% (25 out of 50 Marks) and overall passing minimum putting the CIA and EAE marks together will be 50 % ( 50 out of 100).
- e) Question Paper Pattern: **(Core and Elective)**

<b>Part A</b>	5*2=10Marks	5 Question 2 Marks each without Choice
<b>Part B</b>	5*3=15 Marks	5 Questions- 3 Marks each – either or type.
<b>Part C</b>	5*5=25Marks	5 Questions- 5 Marks each – either or type
<b>Total</b>	50 Marks	

- f) The exams for Career Development course will be conducted for a maximum of 100 marks for three hours. The passing minimum is 50% (25 out of 50 marks).

<b>Part A</b>	100*1=100 Marks	Multiple Choice Questions ( Online)
<b>Total</b>	50 Marks (Marks will be converted into 50 Marks)	

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

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

- h) 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.

- i) The students will be allowed to choose only two papers per semester under the extra Credit courses from third semester onwards.

**j) Online Course**

Students have to register online courses in NPTEL /SWAYAM /MOOC / COURSERA /EDX / others can appear for the exam in same web portal and submit the certificate during the sixth semester or can

appear through End Assessment Examinations in our course.

**Question paper pattern: (Online Course)**

<b>Part A</b>	100*1=100 Marks	Multiple Choice Questions ( Online)
<b>Total</b>	50 Marks	

**k) Practical**

<b>Content</b>	<b>Marks Awarded (Max Marks: 50 )</b>
Program - 1	20
Program - 2	20
Viva Voce	5
Record	5
<b>5.Total</b>	<b>50</b>

**l) Internship**

The students have the option to select any organization – Government / Private like industry, bank, Research & Development organizations, Scientific Companies; IT related service providers etc., in consultation with the staff Co-ordinator & Head of the Department. The students should undergo training for a period of two weeks. The students must maintain a work diary and prepare a report of the training undergone and submit the same to the HoD on a stipulated date, there will be a viva voce with internal examiners at the end of the semester III and the completion certificate must be issued by Head of the Department and the same may be submitted to the Controller of Examinations at the end of semester III (the students will be sent for internship of 15 days during end of the II semester Examination) This course carries 3 credit.

**m) Project**

The evaluation for the End semester examination should be as per the norms given below:

<b>Content</b>	<b>Marks Awarded</b>
Viva Voce	40
<b>6.Total</b>	<b>40</b>

n) 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.

o) A candidate may request for re-totalling of his/her answer script by applying through on application addressing to the Controller of Examination forwarded 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.

p) 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.

q) 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.

**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

<b>Range of Marks</b>	<b>Grade Points</b>	<b>Letter Grade</b>	<b>Description</b>
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	U	Re – Appear
ABSENT	0.0	AB	Absent

$C_i$  = Credits earned for course i in any semester

$G_i$  = Grade Point obtained for course i in any semester

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

**For a Semester:**

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

Sum of the multiplication of grade points by the credits of the courses

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

**For the Entire Programme:**

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

Sum of the multiplication of grade points by the credits of the entire programme

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

**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	Second Class
5.5 and above but below 6.0	B+	
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re - Appearance

**\* 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**  
**Under CBCS pattern & Outcome based Education**  
**M.Com. (Computer Applications) 2021-2023**

Part	Course Code	Study Components	Ins. hours per week	CIA	Exam	Total	Credits
<b>SEMESTER – I</b>							
<b>III</b>	21P1IBCT01	<b>Core 1:</b> Global Business Environment	4	50	50	100	3
	21P1IBCT02	<b>Core 2:</b> International Marketing Management	5	50	50	100	3
	21P1IBCT03	<b>Core 3:</b> Cargo Management	5	50	50	100	4
	21P1IBCT04	<b>Core 4:</b> Foreign Exchange Management	5	50	50	100	4
	21P1IBET1A 21P1IBET1B 21P1IBET1C 21P1IBET1D	<b>Elective :1</b> Management of Multinational Corporation Financial Markets and Institutions Principles of Service Marketing Information Technology in Business	5	50	50	100	4
	21P1CDCT01	<b>Career Development Course 1:</b> Paper –I	2		50	50	2
	-	Library	2	-	-	-	-
<b>Total</b>						<b>550</b>	<b>20</b>
<b>SEMESTER – II</b>							
<b>III</b>	21P2IBCT05	<b>Core 5:</b> Export Import Finance	5	50	50	100	4
	21P2IBCT06	<b>Core 6:</b> Logistics and Supply Chain Management	5	50	50	100	3
	21P2IBCT07	<b>Core 7:</b> Financial & Management Accounting	5	50	50	100	4

	21P2IBCT08	<b>Core 8:</b> EXIM Documentation	4	50	50	100	4
	21P2IBCP09	<b>Core 9 :</b> EXIM Practical	3	50	50	100	3
	21P2IBET2A 21P2IBET2B 21P2IBET2C 21P2IBET2D	<b>Elective : 2</b> Port Operations and Management Indian Stock Market Marketing of Financial Services Airline Marketing and Strategic airline alliance	5	50	50	100	4
	21P2CDCT02	<b>Career Development Course 2 :</b> Paper –II	2	-	50	50	2
		<b>Library Work</b>	2	-	-	-	-
	21P2INTR01	<b>Internship Training</b>	-	-	-	-	-
<b>Total</b>						<b>650</b>	<b>24</b>
<b>SEMESTER – III</b>							
<b>I</b>	21P3IBCT10	<b>Core 10:</b> Research Methods For International Business	5	50	50	100	4
	21P3IBCT11	<b>Core 11:</b> Global Strategic Management	5	50	50	100	4
	21P3IBCP12	<b>Core 12:</b> Advertisement-Practical	5	50	50	100	4
	21P3IBCT13	<b>Core 13:</b> International Human Resource Management	5	50	50	100	4

<b>II</b>	21P3IBET3A	<b>Elective : 3</b> International Logistics Management Futures and Options Marketing of Health Services Innovation and Entrepreneurship	5	50	50	100	4
	21P3IBET3B						
	21P3IBET3C						
	21P3IBET3D						
	21P3CDCT03	<b>Career Development Course 3:Paper –III</b>	2	-	50	50	2
<b>Library</b>			2	-	-	-	-
<b>Online Courses</b>			SS	-	-	-	
<b>Total</b>						<b>550</b>	<b>22</b>
<b>SEMESTER – IV</b>							
<b>I</b>	21P4IBCT14	<b>Core 14:</b> International Business Relations	4	50	50	100	5
	21P4IBCT15	<b>Core 15:</b> Economics in Global Trade	4	50	50	100	4
	21P4IBCT16	<b>Core 16:</b> Global Financial Management	5	50	50	100	5
	21P4IBCV17	<b>Core 17:</b> Project Work and Viva- Voce	8	160	40	200	5
	21P4IBET4A 21P4IBET4B 21P4IBET4C 21P4IBET4D	<b>Elective:4</b> Travel and Tourism Management Fundamental and Technical Analysis Travel and Hospitality Services Multi model Transportation Management	5	50	50	100	4
<b>II</b>	21P4CDCT04	<b>Career Development Course 4:Paper –IV</b>	2	-	50	50	2
	-	<b>Library</b>	2	-	-	-	-
<b>Total</b>			-	-	-	<b>650</b>	<b>24</b>
<b>Total</b>			-	-	-	<b>2400</b>	<b>90</b>



**LIST OF ELECTIVE PAPERS**

<b>ELECTIVE : 1</b>	21P1IBET1A	Management of Multinational Corporation
	21P1IBET1B	Financial Markets and Institutions
	21P1IBET1C	Principles of Service Marketing
	21P1IBET1D	Information Technology in Business
<b>ELECTIVE : 2</b>	21P2IBET2A	Port Operations and Management
	21P2IBET2B	Indian Stock Exchange
	21P2IBET2C	Marketing of Financial Services
	21P2IBET2D	Airline Marketing and Strategic airline alliance
<b>ELECTIVE : 3</b>	21P3IBET3A	International Logistics Management
	21P3IBET3B	Futures and Options
	21P3IBET3C	Marketing of Health Services
	21P3IBET3D	Innovation and Entrepreneurship
<b>ELECTIVE : 4</b>	21P4IBET4A	Travel and Tourism Management
	21P4IBET4B	Fundamental and Technical Analysis
	21P4IBET4C	Travel and Hospitality Services
	21P4IBET4D	Multi model Transportation Management

EXTRA CREDIT COURSES		
Course Code	Subjects	Credits
2021ECC001	Rw;Wyh tsh;r;rp	2
2021ECC002	,jopay; fiy	2
2021ECC003	ehl;Lg;Gwtpay;	2
2021ECC004	fzpg;nghwpapy; jkpo;	2
2021ECC005	jkpof tuyhWk; kf;fs; gz;ghLk;	2
2021ECC006	jkpo; ,yf;fpa tuyhW	2
2021ECC007	New Media	2
2021ECC008	Proof reading And Copyediting	2
2021ECC009	Personality Development	2
2021ECC010	Technical Writing	2
2021ECC011	An Introduction To Psychology	2
2021ECC012	Astronomy	2
2021ECC013	Fuzzy Mathematics	2
2021ECC014	Operation Research	2
2021ECC015	Mathematics For Professional Courses	2
2021ECC016	Multimedia And Its Applications	2
2021ECC017	Management Information System	2
2021ECC018	Theory Of Computation	2
2021ECC019	Oops With Java Programming	2
2021ECC020	Programming in C	2
2021ECC021	Internet of Things	2
2021ECC022	Web Technology And Its Applications	2
2021ECC023	Network Security	2
2021ECC024	Mobile And Wireless Technology	2
2021ECC025	Cloud Computing	2
2021ECC026	Cross Culture Management	2

2021ECC027	Indian Economy And Trade Dependencies	2
2021ECC028	Export Marketing	2
2021ECC029	International Trade & Forex	2
2021ECC030	Brand Management	2
2021ECC031	Stress Management	2
2021ECC032	Risk And Insurance In International Trade	2
2021ECC033	Retail Marketing	2
2021ECC034	Export And Import Procedures	2
2021ECC035	Logistics And Supply chain Management	2
2021ECC036	Quality Management	2
2021ECC037	Management of Small And New Enterprises	2
2021ECC038	Tourism Management	2
2021ECC039	Event Management	2
2021ECC040	Hospitality Management	2
2021ECC041	Consumer Behaviour	2
2021ECC042	Human Resource Management	2
2021ECC043	Principles And Practice Of Marketing Services	2
2021ECC044	Consumer Marketing	2
2021ECC045	Marketing of Health Services	2
2021ECC046	International Banking	2
2021ECC047	E-Commerce	2
2021ECC048	International Accounting	2
2021ECC049	Corporate Social Responsibility And Governance	2
2021ECC050	Enterprise Resource Planning	2

**Curriculum Structure**

<b>S.No..</b>	<b>Courses</b>	<b>No. of Papers</b>	<b>Credits</b>
1	Core Courses	19	78
2	Electives	2	8
3	Career Development Course	4	4
4	Internship	1	-
5	Online Course	1	-
6	Job Oriented Course	1	-
<b>Total</b>			<b>90</b>

**SEMESTER I**

<b>Programme code</b> :	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBCT01</b>	<b>Core 1: Global Business Environment</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II****( 10 Hrs )**

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

**UNIT-III****( 10 Hrs )**

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

**UNIT-IV****( 10 Hrs )**

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

**UNIT-V****( 10 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Francis Cherunilam	International Business: Text and Cases	Prentice Hall India	2010 5 <sup>th</sup> Edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	K. Aswathappa	International Business	Mc Graw Hill	2017 6 <sup>th</sup> Edition
2	V.K. Bhalla & Shivarma,	International Business Environment & Management	Anmol Publications	2004 4 <sup>th</sup> Edition

3	<u>Janet Morrison</u>	The Global Business Environment: Meeting the Challenges	Palgrave Macmillan	2011 3 <sup>rd</sup> Edition
4	<u>Mr Ian Brooks &amp; Mr Jamie Weathers ton</u>	The International Business Environment challenges & changes	Financial Times	2010 2 <sup>nd</sup> Edition

**WEBSITE REFERENCE**

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

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

**SEMESTER I**

<b>Programme code</b> :	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBCT02</b>	<b>Core 2: International Marketing Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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



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

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

**UNIT-II****( 12 Hrs )**

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

**UNIT-III****( 12 Hrs )**

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

**UNIT-IV****( 12 Hrs )**

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

**UNIT-V****( 12 Hrs )**

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

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

4	Russ Winer and Ravi Dhar	Marketing Management	Darling kinderleyPearson Education	2015 4 <sup>th</sup> Edition
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**WEBSITE REFERENCE**

1.[https://www.enotesmba.com/2015/08/international-marketing- management-notes](https://www.enotesmba.com/2015/08/international-marketing-management-notes)

2.<https://www.scribd.com/.../Mba-IV- International-Marketing- Management>

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

**SEMESTER I**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBCT03</b>	<b>Core 3: Cargo Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

Concepts origin, nature and classification of cargo, types of transportation, cargo marketing and marine insurance.

Cargo handling, operations, systems, classification and services and also custom clearance process.

Air cargo, its types, duties and responsibilities of cargo agents.

Aircrafts loading procedures, cargo booking rating and charges and preparation of airway bills.

Dry cargo, containers, types and chartering, liquid cargo and its transportation

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II ( 15Hrs )**

Cargo Handling – concept - cargo handling operations, systems, classification - cargo handling services. National association of cargo transportation, Customs clearance process.

**UNIT-III ( 15 Hrs )**

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

**UNIT-IV ( 15 Hrs )**

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

**UNIT-V ( 15 Hrs )**

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

**TEXT BOOK**

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1.	<a href="#">Manoj Dixit, Surabhi Srivastava</a>	Cargo Management: An International Perspective	New Royal book co	2007

**REFERENCE BOOKS**

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

## **WEBSITE REFERENCE**

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

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

**SEMESTER I**

<b>Programme code</b> :	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBCT04</b>	<b>Core 4: Foreign Exchange Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should know about  
Administration of foreign exchange, FEMA regulations, authorized dealers and multinational banking.  
Functions of foreign exchange markets.  
External and internal techniques of foreign exchange exposure management.  
Interbank deals, managing foreign exchange reserves and devaluation .  
Currency future and options market.

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT – II****( 15 Hrs )**

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

**UNIT – III****( 15 Hrs )**

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

**UNIT – IV****( 15 Hrs )**

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

**UNIT – V****( 15 Hrs )**

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

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

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

4	Esha Sharma	Foreign Exchange Management	Lakshmi Publication Pvt Ltd	2015
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**WEBSITE REFERENCE**

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

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



**SEMESTER I**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBET1A</b>	<b>Elective 1: Management of Multinational corporation</b>	<b>Batch</b>	<b>20201– 2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II****( 12 Hrs )**

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

**UNIT-III****( 12 Hrs )**

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

**UNIT-IV****( 12 Hrs )**

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

**UNIT-V****( 12 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Helen deresly	International Management	Pearson publications	8 <sup>th</sup> Edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Anant R Negandhi	International Management	Allyn and Bacon	1 <sup>st</sup> Edition

2	Manab,Gene E. Burton, and B.N.Srivastava,	International Management:Concepts	Thakur Publications,	1 <sup>st</sup> Edition
3	Christopher A Bartletts, Paul W. Beamish	Transnational Management	Cambridge university press	8 <sup>th</sup> Edition
4	Koonts and Wheatrick,	Management: The Global Perspective	McGraw-Hill Education	11 <sup>th</sup> Edition

**WEBSITE REFERENCE**

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

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

**SEMESTER I**

<b>Programme code</b> :	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBET1B</b>	<b>Elective 1: Financial Markets and Institutions</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT I****( 12 Hrs )**

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

**UNIT II****( 12 Hrs )**

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

**UNIT III****( 12 Hrs )**

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

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

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

**UNIT V****( 12 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	S.Gurusamy	Financial Markets and Institutions	McGraw- Hill Education	3 <sup>rd</sup> Edition 2009.

**REFERENCE BOOKS**

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

### **WEBSITE REFERENCE**

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

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

**SEMESTER: I**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P1IBET1C</b>	<b>Elective 1 : Principles of Services Marketing.</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II****( 12 Hrs )** Service

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

**UNIT-III****( 12 Hrs )** Marketing

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

**UNIT-IV****( 12 Hrs )**

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

**UNIT V****(12 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.M.Jha	Service Marketing	Himalaya Publishing House	2015

**REFERENCE BOOKS**

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



### **WEBSITE REFERENCE**

- [http://open.lib.umn.edu/ services marketing /](http://open.lib.umn.edu/services-marketing/)
- [https://www.cliffsnotes.com/study-guides/marketing of services/](https://www.cliffsnotes.com/study-guides/marketing-of-services/)

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

**SEMESTER I**

<b>Programme Code</b>	<b>M.COM IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course Code</b>	<b>21P1IBET1D</b>	<b>Elective 1: Information Technology in Business</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>I</b>
<b>Hrs/week</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

1. Graduates also understand the basic principles of information management
2. Focus in ICT understand the key processes and functions of business, and they understand the importance of IT as a part of the organisation's functioning.
3. Creative concept design and utilising various innovation methods.
4. The students can develop information systems, produce, write scripts for and program games and create graphics or other digital content

**COURSE OUTCOMES (CO)**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Understand and evaluate the application of IT in Business
<b>CO2</b>	Identify the skill sets required for IT Industry
<b>CO3</b>	Examine the various functions of IT Manager
<b>CO4</b>	Determine the role of IT Managers to attain the common goal of the organization in an innovative way

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT – I (12 Hrs)**

Fundamentals of Computing - Introduction to Information Technology (IT) - Scope of IT in Business - Basics of Hardware and Software - Types of Computers - Types of Software.

**UNIT – II (12 Hrs)**

Networks and Telecommunication - Introduction to Networking - Network Uses – Intra and Inter Organizational Communication - Network Types - Network Topologies - Network Devices.

**UNIT – III (12 Hrs)**

Internet and World Wide Web - Introduction to Internet and its Applications - World Wide Web (WWW) – E-Commerce - Network and Internet Security Issues.

**UNIT – IV (12Hrs)**

Applications of IT in Functional Areas IT and Marketing, IT and Finance, IT and OM, IT and HRM, Enterprise Systems, Knowledge Management.

**UNIT – V (12Hrs)**

Emerging Trends in IT Mobile Communication, Bluetooth, Infrared Communication, Global Positioning System (GPS), Smart Cards, Other Imminent Technologies.

**TEXT BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Norton, Peter	Introduction to Computers	Tata McGraw-Hill.R	Ed. vi, 2005,

**REFERENCE BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	ITL Education Solutions	Introduction to Information Technology	Pearson Education.	Edition, v, 2008,
2	BY Awad, E.M.	Electronic Commerce	Pearson Education.	3rd Editions 2007

**Website Reference:**

- 1.<https://fcit.usf.edu/internet/chap1/chap1.htm>
- 2.[https://www.tutorialspoint.com/internet\\_technologies/internet\\_overview.htm](https://www.tutorialspoint.com/internet_technologies/internet_overview.htm)
- 3.e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=438>
- 4.[https://www.w3schools.com/html/html\\_intro.asp](https://www.w3schools.com/html/html_intro.asp)
- 5.<https://www.geeksforgeeks.org/html-introduction/>

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

**SEMESTER I**

<b>Programme Code</b>	<b>M.COM CA</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course Code</b>	<b>21P1CDCT01</b>	<b>Career Development Course 1: Teaching &amp; Research Aptitude-I</b>	<b>Batch</b>	<b>2021-2023</b>
<b>Hrs/week</b>	<b>2 Hours</b>		<b>Semester</b>	<b>I</b>
			<b>Credits</b>	<b>2</b>

**COURSE OBJECTIVES**

To enable the Students to clear the Qualified Examinations like NET/ SET

**COURSE OUTCOMES**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Outline about Teaching Methods.
<b>CO2</b>	Describe about the Learning Environment and Higher Learning.
<b>CO3</b>	Explain about the Teacher Support System.

**MAPPING WITH PROGRAMME OUTCOMES**

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

## SYLLABUS

Unit	Content
<b>Unit-I</b>	<b>Teaching Aptitude (5 Hours)</b> <ul style="list-style-type: none"> <li>◆ Teaching: Concept ,Objectives ,Levels of teaching(Memory, Understanding and Reflective), Characteristics and basic requirements.</li> <li>◆ Learner’s characteristics: Characteristics of adolescent and adult learners (Academic, Social, Emotional and Cognitive), Individual differences.</li> <li>◆ Factors affecting teaching related to: Teacher, Learner, Support material, Instructional facilities, Learning environment and Institution.</li> <li>◆ Methods of teaching in Institutions of higher learning: Teacher centred vs.Learner centred methods; Off-line vs. On-line methods (Swayam, Swayamprabha, MOOCs etc.).</li> <li>◆ Teaching Support System: Traditional, Modern and ICT based.</li> <li>◆ Evaluation Systems: Elements and Types of evaluation, Evaluation in Choice Based Credit System in Higher education, Computer based testing, Innovations in evaluation systems.</li> </ul>
<b>Unit-II</b>	<b>Research Aptitude (5 Hours)</b> <ul style="list-style-type: none"> <li>◆ Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research.</li> <li>◆ Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods.</li> <li>◆ Steps of Research.</li> <li>◆ Thesis and Article writing: Format and styles of referencing.</li> <li>◆ Application of ICT in research.</li> <li>◆ Research ethics.</li> </ul>
<b>Unit-III</b>	<b>Information and Communication Technology (ICT) (5 Hours)</b> <ul style="list-style-type: none"> <li>◆ ICT: General abbreviations and terminology.</li> <li>◆ Basics of Internet, Intranet, E-mail, Audio and Video-conferencing.</li> <li>◆ Digital initiatives in higher education.</li> <li>◆ ICT and Governance.</li> </ul>

<b>Unit-IV</b>	<b>People, Development and Environment (5 Hours)</b> <ul style="list-style-type: none"> <li>◆ Development and environment: Millennium development and Sustainable development goals.</li> <li>◆ Human and environment interaction: Anthropogenic activities and their impacts on environment.</li> <li>◆ Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions.</li> <li>◆ Impacts of pollutants on human health.</li> <li>◆ Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal, Biomass, Nuclear and Forests.</li> <li>◆ Natural hazards and disasters: Mitigation strategies.</li> <li>◆ Environmental Protection Act (1986), National Action Plan on Climate Change, International agreements/efforts -Montreal Protocol, Rio Summit, Convention on Biodiversity, Kyoto Protocol, Paris Agreement, International Solar Alliance.</li> </ul>
<b>Unit-V</b>	<b>Higher Education System (5 Hours)</b> <ul style="list-style-type: none"> <li>◆ Institutions of higher learning and education in ancient India.</li> <li>◆ Evolution of higher learning and research in Post Independence India.</li> <li>◆ Oriental, Conventional and Non-conventional learning programmes in India.</li> <li>◆ Professional, Technical and Skill Based education.</li> <li>◆ Value education and environmental education.</li> <li>◆ Policies, Governance, and Administration.</li> </ul>

**TEXT BOOKS**

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

**Website Reference: :**

<https://ugcnetpaper1.com/study-material-research-aptitude>

**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBCT05</b>	<b>Core 5: Export Import Finance</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO<sub>1</sub></b>	-	√	√	√	-	-	-	-	-	-	-	√
<b>CO<sub>2</sub></b>	-	√	-	√	-	-	-	-	-	√	-	√
<b>CO<sub>3</sub></b>	-	√	√	√	-	-	-	-	-	√	-	√
<b>CO<sub>4</sub></b>	-	√	√	√	-	√	-	-	-	-	-	√
<b>CO<sub>5</sub></b>	-	-	√	-	-	√	-	-	-	-	√	-



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

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

**UNIT – II****( 10 Hrs )**

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

**UNIT –III****( 10 Hrs )**

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

**UNIT – IV****( 10 Hrs )**

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

**UNIT – V****( 10 Hrs )**

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Justin Paul and Rajiv A Sarkar	Export Import Management	Oxford university press India	2006 2 <sup>nd</sup> Edition
2	Harry M. Venedikian Gerald A. Warfiel	Export Import Financing	John Wiley & sons	2010 4 <sup>th</sup> Edition

**KKCAS (Autonomous)**

3	P.R.Shukla	Export Finance	JBS Academy pvt.ltd	2017
4	Justin Paul & Rajiv Asekar	Export Import Management	Oxford Publications	2013 2 <sup>nd</sup> Edition

**WEBSITE REFERENCE**

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

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

**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBCT06</b>	<b>Core 6: Logistics and Supply chain Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

<b>CO5</b>	-	-	-	√	-	√	-	-	-	-	√	-
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## SYLLABUS

### UNIT - I

( 10Hrs )

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

### UNIT – II

( 10 Hrs )

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

### UNIT –III

( 10 Hrs )

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

### UNIT – IV

( 10 Hrs )

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

### UNIT – V

( 10 Hrs )

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

### TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	D K Agrawal	Logistics and Supply Chain Management	MacMillan	2015 Edition 1

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	G Raghuram& N Rangaraj	Logistics and Supply ChainManagement (cases & concepts)	Laxmi publications	2015
2	Martin Christopher	Logistics & Supply Chain Management:	FT Publishing international	Edition 5, 2016
3	Janat Shah,	Supply Chain Management (text&cases)	Pearson. Publications (P)	Edition 1,2016
4	Donald J.Bowersox	Supply Chain logistics Management	McGraw Hill	2009 3 <sup>rd</sup> Edition

**WEBSITE REFERENCE**

1. [https://courses.edx.org/asset-v1...SC1x.../w111\\_IntroSCM\\_ANNOTATED\\_v4.pdf](https://courses.edx.org/asset-v1...SC1x.../w111_IntroSCM_ANNOTATED_v4.pdf)
2. <https://ocw.mit.edu/courses/...logistics-and-supply-chain-management.../lecture-notes>

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

**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBCT07</b>	<b>Core 7: Financial &amp; Management Accounting</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

<b>CO5</b>	-	-	-	√	-	-	-	√	-	-	√	-
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## SYLLABUS

### UNIT - 1

( 12 Hrs )

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

### UNIT – II

( 12 Hrs )

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

### UNIT –III

( 12 Hrs )

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

### UNIT – IV

( 12 Hrs )

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

### UNIT – V

( 12 Hrs )

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

### TEXT BOOK

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

### REFERENCE BOOKS

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

**WEBSITE REFERENCE**

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

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



**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBCT08</b>	<b>Core 8 : EXIM Documentation</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>4 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT – II****( 10 Hrs )**

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

**UNIT –III****( 10 Hrs )**

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

**UNIT – IV****( 10 Hrs )**

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

**UNIT – V****( 10 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	M.L.Mahajan	A Guide on Export Policy Procedure and Documentation	Delhi Dhanpat Rai and Sons	2000 Edition 11

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Nabhi Board of Editors	How to Import	Nabhi Publication	20 <sup>th</sup> Edition

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

**WEBSITE REFERENCE**

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

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

**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBCP09</b>	<b>Core 9: EXIM Practical</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>3 Hrs</b>		<b>Credits</b>	<b>3</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should know

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

## **SYLLABUS**

### **Preparation of Documents using MS Word**

- 1.Prepare a Letter of Credit
- 2.Prepare a Bill of Exchange
- 3.Collect and Prepare the Certificate of Origin
- 4.Collect and Prepare Bill of Entry
- 5.Collect and Prepare a Packing List.
- 6.Collect and Prepare a Bill of Lading.
- 7.Prepare the Commercial Invoice
- 8.Prepare Export Declaration Form

### **Map Finding Using Internet**

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

### **WEBSITE REFERENCE**

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

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

**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBET2A</b>	<b>Elective 2 :Port Operations and Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II****( 12 Hrs )**

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

**UNIT-III****( 12 Hrs )**

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

**UNIT-IV****( 12 Hrs )**

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

**UNIT-V****( 12 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Evrin Ursavas Guldogan	Port Operations and Container Terminal Management	VDM.Verlag Dr.Muller	August 2011

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Maria G.. Burns	Port Management and Operation	CRC Press	Edition 2014
2	Alderton, Patrick	Port Management and Operation	Lloyd's List	2008 3 <sup>rd</sup> Edition
3	Khalid bichou	Risk Management in Port Operations	Routledge	1 <sup>st</sup> Edition, 2013

4	Adolf K.Ng & Jhon Lie	Port Focal Logistics and Global Supply Chains	Paggrave Macmillan	Edition 2014
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**WEBSITE REFERENCE**

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

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



**SEMESTER II**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBET2B</b>	<b>Elective 2:</b>	<b>Batch</b>	<b>2021-2023</b>
		<b>Indian stock</b>	<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>	<b>Market</b>	<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II****( 12 Hrs )**

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

**UNIT-III****( 12 Hrs )**

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

**UNIT-IV****( 12 Hrs )**

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

**UNIT-V****( 12 Hrs )**

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.Gurusamy	Capital market	Tata McGraw- Hill	3 <sup>rd</sup> Edition 2009.

**REFERENCE BOOKS**

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

### **WEBSITE REFERENCE**

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

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

## SEMESTER II

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P2IBET2C</b>	<b>Elective 2:</b>	<b>Batch</b>	<b>2020-2022</b>
		<b>Marketing of</b>	<b>Semester</b>	<b>II</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>	<b>Financial Services</b>	<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

## **SYLLABUS**

### **UNIT-I**

**( 12Hrs)**

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

### **UNIT-II**

**( 12Hrs)**

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

### **UNIT-III**

**( 12Hrs)**

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**

**( 12Hrs)**

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

### **UNIT V**

**( 12Hrs)**

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**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
<b>1</b>	EstelamiHooman	Marketing Financial services	Dogear publishing	Edition-2

**REFERENCE BOOKS**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year and Edition</b>
1	Duke Fanelli and Evelyn	Financial Service Marketing	TerfPublication	Edition-2-2012
2	MdFaizanuddian, Binay Kumar	Marketing of Financial Services	Aph Publishing Corporation	Edition-2012
3	Dr.DhananjayBapal	Marketing of Financial Services	Dreamtech press	1 Jan 2013
4	Christine	Financial Service Marketing	TerfPublication	Edition-2-2013

**WEBSITE REFERENCE**

1. [http://open.lib.umn.edu/ services marketing/](http://open.lib.umn.edu/services_marketing/)
2. <https://www.cliffsnotes.com/study-guides/marketing ofservices/>

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

**SEMESTER II**

Programme Code	M.COM IB	Programme Title	Master of Commerce (IB)	
Course Code	21P2IBET2D	Elective 2: Airline Marketing and Strategic airline alliance	Batch	2021-2023
Hrs/week	5 Hrs		Semester	II
			Credits	4

**COURSE OBJECTIVES**

- latest airline marketing practices and commercial trends whilst applying classic marketing principles, academic models and practical tools.
- The current airline business environment and its impact on airline marketing
- Demonstrate, within a team environment, initiatives in formulating a marketing plan and organising marketing campaigns and activities as appropriate to the target audience.
- The Marketing Mix (Product, Price, Promotion, Place) and how to satisfy the needs of your target audiences
- Airline alliances and marketing: benefits & drawbacks

**COURSE OUTCOMES (CO)**

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

CO Number	CO Statement
CO1	Able to classify different types of marketing segments in air cargo management
CO2	Interpret different types of airline products and services
CO3	Apply the promotional techniques in airline marketing
CO4	Determine the airline planning decisions in airline marketing
CO5	Implement the results of case studies in airline marketing

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT – I (15 Hrs)**

Introduction of Airline Business and Marketing Strategies, Marketing Strategy: PESTE analysis: political factors – economic factors – social factors – technological factors – environmental factors. Market segmentation of airline industry, glossary of aviation and airline marketing.

**UNIT – II (15 Hrs)**

Product Analysis- product in airline industry - product analysis and its application to the Airline. Industry – fleet and schedules –related product features – customer service – related product features – controlling product quality –Distribution Of Product And Brand Relationship- Distribution channel strategies.

**UNIT – III (15 Hrs)**

Promotion Marketing in Airline industry: Effective promotional strategies in airline industry – Marketing communication techniques – Selling in the air freight market . Airline Alliances : Need, Types of Alliances between Airlines, Major Airline Alliances.

**UNIT – IV (15 Hrs)**

Airline Planning Decisions: Fleet Planning, Route Planning, Schedule Development, Pricing Decisions, Revenue Management. Online marketing in airline industry - web based marketing programmes in airline - emerging trends and challenges to marketers in airlines.

**UNIT – V (15 Hrs)**

Case studies : Trends in airline industry, success and failure of airline companies , Alliance malfunction in airline industry, Online marketing.

**TEXT BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Philip Kotler	Marketing Management	Pearson Education.	Reprint 2009
2.	Stephen Shaw	Airline Marketing and Management	Ashgateshgate Publication	6 <sup>th</sup> Edition 2007

**REFERENCE BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	David Jarach	Airport Marketing	Ashgate Publishing Limited	Edition 3 <sup>rd</sup> 2008,



2	Wells.A	Airport Planning and Management	McGraw-Hill	4th Edition
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**Website Reference:**

1. <https://www.icao.int/MID/Documents/2017/Aviation%20Data%20and%20Analysis%20Seminar/PPT4%20-%20Fleet%20Planning.pdf>

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

**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBCT10</b>	<b>Core 10: Research Methods For International Business</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II ( 15Hrs)**

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

**UNIT-III ( 15Hrs)**

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

**UNIT-IV ( 15Hrs)**

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

**UNIT-V ( 15Hrs )**

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

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

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

**WEBSITE REFERENCE**

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

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

**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBCT11</b>	<b>Core 11: Global Strategic Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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** ( 12Hrs)

Environmental Analysis: Analysis of Global Environment - Environmental Profile; Constructing Scenarios; Environmental scanning techniques - ETOP, PEST and SWOT (TOWS) Matrix; Michael Porter's Diamond Framework; Analysis of Operating Environment - Michael Porters Model of Industry Analysis; Strategic Group Analysis, Analysis of Internal Environment.

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

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

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

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

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

Case study (Based on the above units)

### **TEXT BOOK**

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

### **REFERENCE BOOKS**

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

5.	Philippe lasserre	Global Strategic Management	Palgrare	1Jan 2015
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**WEBSITE REFERENCE**

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

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





**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBCP12</b>	<b>Core 12: Advertisement</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

1. Understand how to create Adds
2. Understand how to prepare the adds to attract the customers
3. Understand how to promote the adds
4. Understand how to approach the society by giving the adds

**COURSE OUTCOMES**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS**

- Procter & Gamble India Ltd
- Colgate Palmolive India
- ITC Ltd
- Life Insurance Corporation India
- Sterling Holiday Resorts
- Big Bazaar Shops
- Cad-bury Chocolate
- Amul Industries Private Ltd
- Air-tel
- Galxo Smith Kline India Limited

**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBCT13</b>	<b>Core 13: International Human Resource Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>

<b>CO1</b>	√	-	√	√	√	-	√	-	√	-	-	√
<b>CO2</b>	√	-	√	-	-	-	√	√	-	-	√	√
<b>CO3</b>	-	-	√	-	-	-	-	-		-	-	√
<b>CO4</b>	-	√	√	-	-	√	-	√	-	√	√	√

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

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

**UNIT- II ( 12Hrs)**

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 ( 12Hrs)**

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

**UNIT- IV ( 12Hrs)**

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

**UNIT- V ( 12Hrs)**

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**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year /Edition</b>
1.	Aswathappa.K	International Human Resource Management	Tata McGraw Hill	8 <sup>th</sup> Edition,2017.

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P. SubbaRao	International Human Resource Management	Himalaya Publishing House	3 <sup>rd</sup> Edition, 2011
2	Aswathappa.K	Human Resource Management, (text & cases)	Pearson India	8 <sup>th</sup> Edition, 2017
3	Gary Dessler Biju Varkkey	Human Resource Management	Pearson India education	15 <sup>th</sup> Edition
4	Sarah Gilmore, Steve Williams	Human resource management	Oxford university	Jan 7, 2014

**WEBSITE REFERENCE**

- ◆ <https://study.sagepub.com>
- 2. <https://www.ed.ac.uk>

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

**SEMESTER III**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBET3A</b>	<b>Elective : 3</b>	<b>Batch</b>	<b>2021-2023</b>
		<b>International Logistics</b>	<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>	<b>Management</b>	<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II ( 12Hrs)**

Transportation- Multi modal Transportation – International air transport- Freight – freight structure and Practice

**UNIT-III ( 12Hrs)**

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

**UNIT-IV ( 12Hrs)**

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

**UNIT-V ( 12Hrs)**

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1	Mariottiilaria	Transport and Logistics in a Globalizing World		Edition ,2014
2	Pierre A David	The Management of International Trade Operations	Cicero Books	Edition-4 2013
3	D.KAgrawal,	Logistics and Supply chain Management	MacMillan	1 Jan-2015

**WEBSITE REFERENCE**

- 1.<https://www.emeraldinsight.com>
- 2.<https://www.slideshare.net/Internationallogistics/>

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

## SEMESTER III

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBET3B</b>	<b>Elective : 3 Futures And Options</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>III</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

## COURSE OBJECTIVES

On successful completion of this course, the students should

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

## COURSE OUTCOMES (CO)

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

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

## MAPPING WITH PROGRAMME OUTCOMES

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

## SYLLABUS

## UNIT-I

(12 Hrs)

Introduction to Derivatives – Definition of Derivatives products – participants in derivatives market



Economic forever of derivatives market.

## UNIT-II

( 12Hrs)

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

## UNIT-III

( 12Hrs)

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

## UNIT-IV

( 12Hrs)

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

## UNIT-V

( 12Hrs )

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

### TEXT BOOK

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

### REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Todd E.Petzel	Financial Futures and Options,	Quorum Books	Edition-1989
2	Gomez Clifford	Financial Markets, Institution and Financial Services	Phi Learning	31 Jan 2010
3	Benson Kunjukunju&S.Mohanan	Fiancial markets and services	New century Publication	Edition 2012

### WEBSITE REFERENCE

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

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

## SEMESTER III

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P3IBET3C</b>	<b>Elective : 3</b>	<b>Batch</b>	<b>2021-2023</b>
		<b>Marketing of Health</b>	<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>	<b>Services</b>	<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT– I ( 12Hrs)**

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

**UNIT– II (12Hrs )**

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

**UNIT– III ( 12Hrs )**

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

**UNIT– IV ( 12Hrs )**

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

**UNIT– V ( 12Hrs )**

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

Note: Question paper shall cover 100% Theory

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Richard K. Thomas	Health Services Marketing, A Practitioner's Guide	Mcgraw Hill Education	19,2007

2	ZeithamlValariezeithaml	Services Marketing	Mcgraw Hill Education	16 May,2012.
3	Lovelock	Services Marketing	Pearson India	7 <sup>th</sup> Edition,2011
4	Er.I.C. N.Berkowitz	Essentials of Health care Marketing	Jones & Bartlett Learning	3 <sup>rd</sup> Edition, 2010

**WEBSITE REFERENCE**

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

**SEMESTER III**

Programme Code	M.COM IB	Programme Title	Master of Commerce (IB)	
Course Code	21P3IBET3D	Elective 3: Innovation and Entrepreneurship	Batch	2021-2023
			Semester	III
Hrs/week	5 Hrs		Credits	4

**COURSE OBJECTIVES**

1. Programme combines theoretical and empirical perspectives with the development of practical skills and opportunities.
2. Topics introduced in this course are relevant to students pursuing a career in entrepreneurship or any "innovation-based" industry.
3. Describe the ways in which entrepreneurs perceive opportunity, manage risk, organise resources and add value.
4. Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.

**COURSE OUTCOMES (CO)**

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

CO Number	CO Statement
CO1	Understand and evaluate the concept of entrepreneurship
CO2	Identify the skill sets required for new entrepreneurs
CO3	Examine the various opportunities and financial assistance available for entrepreneurs
CO4	Determine the role of government and financial agencies facilitating young entrepreneurs

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT – I****(15 Hrs)**

Evolving conceptual Perspectives of Entrepreneurship: Narrow definitions of entrepreneurship, self-managed or

employed, knowledge and learning personality drivers, size of business, creating jobs and turnover, the types of organizations, the myths of entrepreneurship, and individual propensity to entrepreneurship. Self-study: Developing an enterprise culture

**UNIT – II** (15 Hrs)

Innovation and its Management: The nature and role of market based innovation- Innovation and creativity, the alternative categories of innovation, continuous innovations, dynamically continuous innovations, Technology push, market pull, developing an appropriate innovation stance, the key innovation process steps. Self- study: Technology and step changes.

**UNIT – III** (15 Hrs)

Personal Enterprise Environment: Female entrepreneurship – typologies, hidden entrepreneurial activity, facts and figures, perceived barriers, policy issues, young entrepreneurship, Grey entrepreneurs, readiness for self-employment, self-perceived effective capacity. Supporting enterprising people- public sector support, Employer support. Self-study: Ethnic minority entrepreneurship.

**UNIT – IV** (15 Hrs)

The social, public and not-for-profit – Multicultural entrepreneurship: Corporate Social Responsibility (CSR), drivers of CSR, CSR as an innovative response, the prevalence of entrepreneurship in different countries, culture and attitudes to entrepreneurship, risk and failure, Aid or business support, political change and infrastructure development, low-and-high displacement companies. Self- study: export markets and cash crops.

**UNIT – V** (15 Hrs)

Institutional support to entrepreneurs: Need for institutional support, Institutional support to small entrepreneurs, NSIC, SIDO, SSIB, SSID, SSIs, NSIC, DIC, MSME Development Institute, SSIC, SIDCO, ITCOT, IIC, KVIC and commercial bank. Institutional finance to entrepreneurs: SFC, TIIC, SIDCS, SIPCOT, SIDBI, venture capital, NBFC. Self-study :SIDBI.

**TEXT BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Robin Lowe and Sue Marriott,	Enterprise: Entrepreneurship and Innovation	Elsevier Ltd., New Delhi.	Edition 2011

2.	C.B. Gupta and N.P. Srinivasan,	Entrepreneurial Development	Sultan & Chand Sons	6th edition, 2006
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**REFERENCE BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	RenuArora	Fundamentals of Entrepreneurship and Small Business	Kalyani publishers.	1st edition, 2007
2	S.S.Khanka	Entrepreneurial Development Business	Sultan & Chand Sons.	1st edition, 2008
3.	Ramachandran	Entrepreneurship Development	Tata McGraw-Hill.	1st Edition

**Website Reference:****1. NPTEL**

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

**SEMESTER III**

<b>Programme Code</b>	<b>M.COM IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course Code</b>	<b>21P3CDCT03</b>	<b>Career Development Course 3: Commerce Paper I</b>	<b>Batch</b>	<b>2021-2023</b>
<b>Hrs/week</b>	<b>2 Hours</b>		<b>Semester</b>	<b>III</b>
			<b>Credits</b>	<b>2</b>

**COURSE OBJECTIVES**

To enable the Students to clear the Qualified Examinations like NET/ SET

**COURSE OUTCOMES**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Outline on Functions of Management, Organizational Structure, Delegation of authority ,motivation and Leadership.
<b>CO2</b>	Explain about the types of Banks and RBI 's functions and roles.
<b>CO3</b>	Describes about the Different Market Structure and various financial Institutions.
<b>CO4</b>	Overview about the Types of Insurance ,IRDA and its regulatory framework.
<b>CO5</b>	Explains about Scope ,Importance ,Modes of Entry ,Theories of International Business.

**MAPPING WITH PROGRAMME OUTCOMES**

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



**SYLLABUS**

	<b>CONTENT</b>
<b>Unit-I</b>	<b>Business Environment:</b> (8 Hours) Concepts and elements of business environment: Economic environment- Economic systems, Economic policies(Monetary and fiscal policies); Political environment Role of government in business; Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
<b>Unit-II</b>	<b>International Business:</b> (9 Hours) Scope and importance of international business; Globalization and its drivers; Modes of entry into international business. Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy. Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy. Balance of payments (BOP): Importance and components of BOP. Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA. International Economic institutions: IMF, World Bank, UNCTAD. World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS
<b>Unit-III</b>	<b>Business Finance:</b> (8 Hours) Scope and sources of finance-Lease financing -Cost of capital and time value of money - Capital structure - Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis Working capital management; Dividend decision: Theories and policies -Risk and return analysis- Asset securitization - International monetary system - Foreign exchange market-Exchange rate risk and hedging techniques -International financial markets and instruments- Euro currency- GDRs-ADRs -International arbitrage- Multinational capital budgeting

**TEXT BOOKS**

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

**WEBSITE REFERENCE :** <https://www.instamojo.com/aspoint/commerce-ugc-net-2021-study-notes-updated>

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P4IBCT14</b>	<b>Core 14: International Business Relations</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>4Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

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

**UNIT– II**

( 10Hrs)

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**

( 10Hrs)

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

**UNIT– IV**

( 10Hrs)

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 neighborhood relations

**UNIT– V**

( 10Hrs)

Case Studies (Based on the above units)

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	GhoshPeu	International relations	PHI Learning Pvt Ltd	4 <sup>th</sup> Edition, 2016
2	V N Khanna,	Foreign Policy of India	Vikas Publishing House Pvt Ltd	7 <sup>th</sup> Edition, 2019.

3	V.N. Khanna	International Relations	Sultan&Chand (G/L) & Company Ltd	5 <sup>th</sup> Edition,2009
4	PremArora, PrakashChander	International Relations	Cosmos BookhivePvt Ltd	3 <sup>rd</sup> Edition, 2015

**WEBSITE REFERENCE**

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

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

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P4IBCT15</b>	<b>Core 15: Economics in Global Trade</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>4Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II**

( 10Hrs)

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

**UNIT-III**

( 10Hrs)

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

**UNIT-IV**

( 10Hrs)

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

**UNIT-V**

( 10Hrs)

Case study (Based on the above units)

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Pierre Philippe Combes, Thierry Mayer, Jacques-Francois Thisse	The Integration of Regions and Nations	Publisher: Princeton University Press	August 2009.
2	Vinod K. Aggarwal	EU Trade Strategies: Regionalism and Globalism -	Palgrave Macmillan	Edition- 2004
3	Dominick Salvatore	Introduction to International Economics	John Wiley& Sons	3 <sup>rd</sup> Edition,2012
4	Peter B Kenen	The International Economy	Cambridge University Press	4 <sup>th</sup> Edition

**WEBSITE REFERENCE**

6. [https://www.britannica.com/economics in globaltrade/](https://www.britannica.com/economics-in-globaltrade/)

7. [https://www.scribd.com/.../Mba-IV- International-Marketing-Management](https://www.scribd.com/.../Mba-IV-International-Marketing-Management)

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

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P4IBCT16</b>	<b>Core 16: Global Financial Management</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5Hrs</b>		<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

Financial Management - Meaning, Objectives, Sources of Finance, International Money Markets

– Money Market Instruments – International Capital Markets – Comparison of New York, Indian Money Market – International Bond Market – Bond Issue Drill – Bench Mark Drill – Euro Currency Market – Euro Dollar – Euro Deposit and Loans.



**UNIT-II**

( 12Hrs)

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

**UNIT-III**

( 12Hrs)

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

**UNIT- IV**

( 12Hrs)

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

**UNIT-V**

( 12Hrs)

Case Studies (Based on the above units)

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Finnish, Raman K Dave	Financial Management	Vibrant publisher	2017
2	AnkitRajpul	International Financial Management	Global Publication	Edition-2013
3	Arora, Amrit Kumar	Financial Management	Global vision Publishing House	Edition-1,2015
4	V.K.Bhalla	International Financial Management	Anmol Publication	Edition-11,2012

**WEBSITE REFERENCE**

1.<https://www.slideshare.net/globalfinancialmanagement>

2.[https://www.rug.nl>masters>international finance/](https://www.rug.nl>masters>internationalfinance/)

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

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P4IBCV17</b>	<b>Core 17: Project Work and Viva-Voce</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>8 Hours</b>		<b>Credits</b>	<b>5</b>

**COURSE OBJECTIVES**

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

**GUIDELINES FOR PROJECT WORK**

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

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P4IBET4A</b>	<b>Elective : 4 Travel and Tourism Management</b>	<b>Batch</b>	<b>2021-2023</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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** ( 12Hrs)

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

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

**UNIT-III** ( 12Hrs )

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** ( 12Hrs )

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** ( 12Hrs )

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

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Md.AbuBarkat Ali	Travel and Tourism Management	Prentice Hall India Learning Private Limited	1 <sup>st</sup> Edition,2015

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	SunetraRoday, ArchanaBiwal& Vandana Joshi	Tourism: Operations and Management,	Oxford University Press	1 <sup>st</sup> Edition,2009
2	A.K.Bhatia	Business of Travel Agency & Tour Operations	Sterling Publishers Pvt.Ltd	Edition-2012
3	Manjulachaudhary,	Tourism marketing	Oxford University Press	Edition-2010

**WEBSITE REFERENCE**

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

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

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce(IB)</b>	
<b>Course code:</b>	<b>21P4IBET4B</b>	<b>Elective : 4 Fundamental and Technical Analysis</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

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

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

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

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

**UNIT-II****( 12Hrs)**

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

**UNIT-III** ( 12Hrs)

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

**UNIT-IV** ( 12Hrs)

Technical analysis – meaning- Dow Theory – Elliot Wave Theory

**UNIT-V** ( 12Hrs)

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

**TEXT BOOKS**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.Kevin	Security Analysis and Portfolio Management	Prentice- Hall of India Pvt.Ltd	Edition-2013
2	S.Kevin	Portfolio Management	PHI publication	2 <sup>nd</sup> Edition,2006
3	Bhalla V.K	K-Fundamental of Investment Managemet	S Chand & Company	2010,1 Dec
4	YogeshMaheshwari	Investment Management	Prentice Hall India Pvt.Ltd	Edition-2008

**WEBSITE REFERENCE**

- <https://www.forbes.com>
- <https://www.quora.com>

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

**SEMESTER IV**

<b>Programme code :</b>	<b>M.Com IB</b>	<b>Programme Title</b>	<b>Master of Commerce (IB)</b>	
<b>Course code:</b>	<b>21P41BET4C</b>	<b>Elective : 4 Travel and Hospitality Services</b>	<b>Batch</b>	<b>2021-2023</b>
			<b>Semester</b>	<b>IV</b>
<b>Hrs/week:</b>	<b>5 Hrs</b>		<b>Credits</b>	<b>4</b>

**COURSE OBJECTIVES**

On successful completion of this course, the students should

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

**COURSE OUTCOMES (CO)**

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

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

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT– I****( 12Hrs )**

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**

( 12Hrs )

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**

( 12Hrs )

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

**UNIT– IV**

( 12Hrs )

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

**UNIT– V**

( 12Hrs )

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Md. Abu Barkat Ali	Marketing Health Services	Health administration press	2 <sup>nd</sup> Edition, 2009
2	.S. P. Singh	Travel and tourism management	A B D Publishers	1 <sup>st</sup> Edition, 2006.
3	Richard K. Thomas	Health Services Marketing,	Springer	4 <sup>th</sup> Edition, 2008
4	Johny Sue Reynolds	Hospitality Services	Goodheart- Willcox	3 <sup>rd</sup> Edition, 2013
5.	Johny sue Reynolds	Hospitality Services	Goodheart- Willcox	Sep 28,2009

**WEBSITE REFERENCE**

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

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

**SEMESTER IV**

Programme Code	M.COM IB	Programme Title	Master of Commerce (IB)	
Course Code	21P4IBET4D	Elective 4: Multi model Transportation Management	Batch	2021-2023
			Semester	IV
Hrs/week	5 Hrs		Credits	4

**COURSE OBJECTIVES**

- To make the students understand the importance of transportation in domestic and international business.
- To make the student understand the role of logistics infrastructure in transportation and the present logistics infrastructure status in the railways, roadways, waterways and port development in India.
- Efficiently apply Transportation and Distribution Network principles of inventory, warehouse, and transportation and distribution management.
- To understand the role of all the parties involved in managing international trade including business partners such as CHA, NVOCC, MTO and other 3 PL and 4 PL companies.

**COURSE OUTCOMES (CO)**

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

CO Number	CO Statement
CO1	To understand the basic concepts of transportations
CO2	To compile the various transport management in multimodal transportation
CO3	Develop successful programs for achieving the optimum cost in international transport management
CO4	Analyze the interdisciplinary approaches in International Transportation Management

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS****UNIT – I****(12 Hrs)**

International Air Transportation –Meaning, Importance, Scope and major services- Modes of

Transportation- Transportation Management system. Self-study: Scope of International Air Transportation.

**UNIT – II (12 Hrs)**

Types of aircrafts-Aircraft dimensions-Airport Charges-Air cargo Clearance-Air way bill- Airline Industry, Transportation of Goods through Air, Transportation Infrastructure, International Air Transport, World Air Cargo Growth, Benefits of Air freight, International Airports of India, Air cargo chain, Airport Charges, Role of TIACA. Self-study: Airway bill.

**UNIT – III (12 Hrs)**

Airport Classification –Basic Methods of Air freight — IATA –consolidation Air cargo& its benefits. Self-study: Basic Methods of Airfreight

**UNIT – IV (12 Hrs)**

Ocean Transportation –Meaning, Importance, size of vessels, Ocean Freight calculation Ministry of Shipping-, - Its Functions and Initiatives. Shipping Corporation of India. International Maritime organization-Its Functions and Initiatives.

**UNIT – V (12 Hrs)**

Multimodal transportation: Types, Insurance in multimodal transportation, operations, Maritime frauds and crimes .Marine Insurance Self-study: Maritime frauds and crimes.

**TEXT BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Dr. Krishnaveni Muthaih	Logistics Management & World Sea borne Trade	Himalaya Publishing House	1st edition
2.	S.Sudalaimuthu and S.Anthony Raj	Logistics management for international business	PHI learning private limited	1st edition 2009

**REFERENCE BOOK:**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Donald waters	Logistics – An Introduction to SCM	Mac Milan publishers	2008 edition
2	G.Raguram and N.Rangaraj	Logistics and Supply Chain Management – Cases and Concept	Macmilan publishers	3rd Edition, 2005)
3.	David J closs, Donald J bowers	Logistics Management -the integrated supply chain management	Pearson Prentice Hall Publishers	18th edition 2008

**Website Reference:**

1. NPTEL

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

**SEMESTER IV**

<b>Programme Code</b>	<b>M.COM CA</b>	<b>Programme Title</b>	<b>Master of Commerce with Computer Applications</b>	
<b>Course Code</b>	<b>21P4CDCT04</b>	<b>Career Development Course 4: Commerce Paper II</b>	<b>Batch</b>	<b>2021-2023</b>
<b>Hrs/week</b>	<b>2 Hours</b>		<b>Semester</b>	<b>IV</b>
			<b>Credits</b>	<b>2</b>

**COURSE OBJECTIVES**

To enable the Students to clear the Qualified Examinations like NET/ SET

**COURSE OUTCOMES**

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

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Overview on Financial, Partnership and Corporate Accounting concepts.
<b>CO2</b>	Acquire knowledge on various types of costing
<b>CO3</b>	Determination of Ratio Analysis and Inflation, Environmental and International accounting standards
<b>CO4</b>	Describe cost of capital, capital structure, capital budgeting and working capital management
<b>CO5</b>	Gain knowledge in various legal aspects in business.

**MAPPING WITH PROGRAMME OUTCOMES**

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

**SYLLABUS**

	<b>CONTENT</b>
<b>Unit-I</b>	<p style="text-align: right;"><b>(12 Hours)</b></p> <p><b>Income-tax and Corporate Tax Planning:</b></p> <ul style="list-style-type: none"> <li>Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes.</li> <li>International Taxation: Double taxation and its avoidance mechanism; Transfer pricing.</li> <li>Corporate Tax Planning: Concepts and significance of corporate tax planning; Tax avoidance versus tax evasion; Techniques of corporate tax planning; Tax considerations in specific business situations: Make or buy decisions; Own or lease an asset; Retain; Renewal or replacement of asset; Shut down or continue operations.</li> <li>Deduction and collection of tax at source; Advance payment of tax; E-filing of income-tax returns</li> </ul>
<b>Unit-II</b>	<p style="text-align: right;"><b>(13 Hours)</b></p> <p><b>Legal Aspects of Business:</b></p> <ul style="list-style-type: none"> <li>Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts.</li> <li>Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency.</li> <li>Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer.</li> <li>Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments..</li> <li>The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company.</li> <li>Limited Liability Partnership: Structure and procedure of formation of LLP in India.</li> <li>The Competition Act, 2002: Objectives and main provisions.</li> <li>The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties.</li> <li>The RTI Act, 2005: Objectives and main provisions.</li> <li>Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property.</li> <li>Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST</li> </ul>

**TEXT BOOKS**

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

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

## EXTRA CREDIT COURSES

Rw;Wyh tsh;r;rp

Subject Code: 2021ECC001

No. of Credits: 2

### myF I

1. Rw;Wyh – xU tpsf;fk;
2. cyf ehLfspy; Rw;Wyh tsh;r;rp
3. ghujj;jpy; Rw;Wyh tsh;r;rp

### myF II

1. jkpo;ehl;by; Rw;Wyh tsh;r;rp
2. gd;dhl;L gytifg; gazpfs;
3. Rw;Wyhtpd; rKf nghUshjhu tpisTfs;

### myF III

1. Rw;Wyhg; gazpfs; gw;wpa Gs;sp tptuq;fs;
2. Rw;Wyhitj; jpl;lkpLjYk; Nkk;gLj;jYk;
3. Rw;Wyh tpLjpfs;

### myF IV

1. Rw;Wyhg; gazpfspd; gy;NtW Nghf;Ftuj;Jfs;
2. Rw;Wyhf; fofq;fs;
3. Rw;Wyhg; gaz Kfth;fs;

### myF V

1. Rw;Wyhtpd; tzpfr; re;ijfs;
2. Rw;Wyhtpd; topfhl;bfs;
3. jkpo; ,yf;fpaj;jpy; gazE}y;fs;

ghlE}y;;; : Rw;Wyh tsh;r;rp

Mrphpah; - nt. fpUL;bzrhkp

kzpthrfrh; gjpg;gfk;

nrd;id>

Mf];L - 2009



**,jopay; fiy**

**Subject Code: 2021ECC002**

**No. of Credits: 2**

**myF I ,jopay; - ,ay;Gk; gug;Gk;**

1. ,jopay; tpsf;fk;.
2. ,jo;fspd; gzpfs;> flikfs;> nghWg;Gfs;.
3. ,jo;fs; tiffSk; ,ay;GfSk;.
4. kf;fshl;rpapy; ,jopay;.
5. ,jo;fspd; Rje;jpuk;.
6. ,jopay; elj;ijawf; fl;lisfs;.
7. ,jopay; njhopy; tha;g;,,,;Gfs;.

**myF II ,jopay; Njhw;wKk; tsh;r;rpAk;**

1. ,jopay; tsh;r;rp
2. jkpofj;jpy; ,jopay; tsh;r;rp
3. gj;jphpf;if; rl;lq;fs;
4. gj;jphpf;if kd;wk;

**myF III ,jo;fspd; mikg;G Kiw**

1. ,jo;fs; njhlq;Ftjw;fhd topKiwfs;
2. nra;jpj;jhs; eph;thf mikg;G

**myF IV nra;jpfs;> Nrphj;jy;> vOJjy;**

1. nra;jpahsh;
2. nra;jp
3. nra;jpapd; cs;slf;fq;fs;
4. nra;jp jpul;Ljy;
5. nra;jp epWtdq;fs;
6. Ngl;b
7. Fw;wr; nra;jps;
8. gy;NtW tifahd nra;jpfs;
9. nra;jpfSk; rpwg;Gj;jdp ,ay;GfSk;
10. glq;fSk; ,jo;fSk;

**myF V nrg;gdpLjy; (gjpg;gpj;jy;)**

1. nra;jpfisr; nrg;gdpLjy; - El;gq;fs;
2. Mrphpah;
3. nra;jp Mrphpah;
4. Jiz Mrphpah;
5. nra;jpapd; fl;likg;G
6. gf;f tbtikg;G
7. mr;Rg;gb jpUj;Jjy;
8. ,jopay; fiyr; nrhw;fs;

**ghlE}y; : ,jopay; fiy**

**Mrphpah; : lhf;lh; kh.gh. FUrhp**

**= rf;jp /igd; Mh;l;];**

rptfhrp  
[dthp – 2009.

ehl;Lg;Gwtpay;

**Subject Code: 2021ECC003**

**No. of Credits: 2**

**myF I**

ehl;Lg;Gw ,ay; vd;why; vd;d?  
ehl;Lg;Gw ,aypd; tuyhW  
ehl;Lg;Gw may; fy;tp – xU tpsf;fk;

**myF II**

ehl;Lg;Gw Mly;fs;  
ehl;Lg;Gw \$j;Jfs;  
ehl;Lg;Gw iftpidf; fiyfs;

**myF III**

ehl;Lg;Gw tpisahly;fs;  
ehl;Lg;Gw kUj;Jtk;  
ehl;Lg;Gw ek;gpf;ifs;

**myF IV**

ehl;Lg;Gw topghLfs;  
ehl;Lg;Gwf; fijfs;  
ehl;Lg;Gwg; ghly;fs;  
fijg;ghly;fs;

**myF V**

tpLfijfs;  
gonkhopfs;  
Guhzq;fs;

**ghlE}y; : ehl;Lg;Gwtpay;**  
**Mrphpah; : R. fz;Kf Re;juk;**  
fht;ah gjpg;gfk;>

Vg;uy; - 2017.

Subject Code: 2021ECC004	fzpg;nghwpapy; jkpo;	No. of Credits: 2
	myF I	
fzpg;nghwpapy; jkpo; tpirg;gyif mikg;G Kiwfs; vOj;JUtpd; tiffs;		
	myF II	
jkpo; vOj;JUf;fs; vOj;JU / tpirg;gyif ,af;fpia epWTjy;;;;		
	myF III	
jkpopy; jl;lr;R nra;Ak; Kiw rpf;fy;fSk; jPh;TfSk;		
	myF IV	
,izaj;jpy; jkpo; jkpo; ,izag; gy;fiyf;fofk; kpd;dQ;ry;		
	myF V	
A+dpf;NfhL tpd;Nlh]; vf;];gPapy; jkpo; jkpo; ,izajsq;fs;		
<b>Mrphpah; : j. gpufh\;</b> nghpfhk; E}y; ntspaPL kw;Wk; tpw;gid Mf];L – 2007.		

jkpof tuyhWk; kf;fs; gz;ghLk;

**Subject Code: 2021ECC005**

**No. of Credits: 2**

**myF I**

1. jkpof tuyhw;Wf;fhd mbg;gil Mjhuq;fs;
2. jkpofj;jpd; ,aw;if mikg;Gfs;.
3. tuyhw;Wf; fhyj;Jf;F Ke;jpa jkpofk;.
4. rpe;J ntsp mfo;thuha;r;rp.

**myF II**

1. gz;ila jkpohpd; may;ehl;L njhlh;Gfs;
2. jkpo; tsh;j;j rq;fk;
3. rq;f ,yf;fpak;
4. gz;ila jkpohpd; tho;f;if

**myF III**

1. fsg;gguh;fs;
2. gy;yth;fs;
3. jkpofj;jpy; ehd;fhk; E}w;whz;L Kjy;  
xd;gjhk; E}w;whz;L tiuapy; r%f epiy.

**myF IV**

1. Nrhog; Nguurpd; Njhw;wk;.
2. Nrhog; Nguurpd; tsh;r;rpAk; tPo;r;rpAk;.
3. Nrhog; fhyj;jpy; jkpohpd; rKjhak;.
4. ghz;bahpd; Vw;wKk; tPo;r;rpAk;.

**myF V**

1. kJiu ehaf;fh;fs;.
2. jkpofj;jpy; 13 Kjy; 18 Mk; E}w;whz;L tiu r%fepiy

3. INuhg;gpahpd; tuT.  
 4. 19 Mk; E}w;whz;bd; murpaYk; jkpofj;jpd; r%f epiyAk;.  
 5. 20 Mk; E}w;whz;by; jkpofk; Nkw;Nfhs; E}y;fs;.  
**ghlE}y; : jkpof tuyhWk; kf;fs; gz;ghLk;**  
**Mrphpah; - Nf. Nf. gps;is.**  
 cyfj; jkpohuha;r;rp epWtdk;.  
 nrg;lk;gh; - 2016

**jkpo; ,yf;fpa tuyhW**

**Subject Code: 2021ECC006**

**No. of Credits: 2**

**myF I**

1. fhyg;Nghf;fpy; fd;dpj;jkpo; xU fz;Nzhl;lk;  
 2. jkpo;r;r;q;fk; 3. mfj;jpah;  
 4. njhy;fhg;gpah; 5. rq;f ,yf;fpak;  
 6. gjpndz; fPo;fzf;F

**myF II**

1. ,ul;ilf; fhg;gpaq;fs; 2. ehad;khk;fs; 3. Mo;thu;fs;  
 4. rkaKk; jkpOk; (ngsj;jk;> rkzk;> irtk;> itztk;)  
 5. fd;dpj; jkpo; fhg;gpa tsh;r;rp 6. Guhzq;fSk; gpwTk;.

**myF III**

1. rpw;wpyf;fpaq;fs;. 2. gjpndz; rpj;jh;fs;. 3. ciuahrphpah;fs;.  
 4. gpw;fhyg; Gyth;fs;. 5. fpUj;JtKk; jkpOk;. 6. ,];yhkpaKk; ,d;jkpOk;.

**myF IV**

1. Nrhog; Nguurpd; tsh;r;rpAk; tPo;r;rpAk;. 2. ftpQh; ngUkf;fs;.  
 3. Gjff;ftpij. 4. ciueil ,yf;fpak;> rpWfij ,yf;fpak;.

**myF V**

1. jkpo; ehty; ,yf;fpak;. 2. jhspiffs;.  
 3. ,irj;jkpo; tuyhW. 4. ehlfj; jkpo; tuyhW  
 5. 20 Mk; E}w;whz;by; ,d;jkpo; tsh;r;rp. 6. gpw ehLfspy; ige;jkpo;

**ghlE}y; : jkpo; ,yf;fpa tuyhW**

**Mrphpah; : Nguhrphpah; kJ.rh. tpkyhde;jk;**

Ky;iyepiyak;>

nrd;id> 2018

## **NEW MEDIA**

**Subject Code: 2021ECC007**

**No. of Credits: 2**

### **Objectives :**

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

### **UNIT I:**

Spread of Internet; Salient features and advantage over traditional media;

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

### **UNIT II:**

Online journalism; Earlier websites of newspapers, E-books and E-publishing

Status of online journalism today.

### **UNIT III:**

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

### **UNIT IV:**

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

### **UNIT V:**

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

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

1.Jagdish Chakravarthy, Net, Media and the Mass Communication,Authors press, New Delhi,2004.

2. Gopal Bhargava ,Mass Media and Information Revolution,Isha Books, New Delhi ,2004.

**REFERENCE BOOKS:**

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

**PROOFREADING AND COPYEDITING**

**Subject Code: 2021ECC008**

**No. of Credits: 2**

**Objectives**

To enable the students to proofread and edit texts.

**UNIT I:**

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

**UNIT II:**

Proofreaders' marks and how they are used to copyedit and proofread, your job as a proofreader.

**UNIT III:**

How to proofread, Proofreading practice.

**UNIT IV:**

The job of copyediting, how to copyediting, copyediting practice.

**UNIT V:**

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

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

1. [Laura Anderson](#) ,Proofreading Handbook ,McGraw-Hill ,2nd Edition2006.  
2. [Elsie Myers Stainton](#), The Fine Art of Copyediting ,Columbia University Press ,2002.
- 

**REFERENCE BOOKS:**

1. [Suzanne Gilad](#) ,Copyediting and Proofreading For Dummies ,1st Edition  
2011

2. [Peter Ginna](#) ,What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing) ,University of Chicago Press ,2017

## **PERSONALITY DEVELOPMENT**

**Subject Code: 2021ECC009**

**No. of Credits: 2**

### **Objectives :**

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

### **UNIT I:**

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

### **UNIT II:**

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

### **UNIT III:**

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

### **UNIT IV:**

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

### **UNIT V:**

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

## **TEXT BOOKS**

**Recent editions of the following books only are recommended**



**1.E.B. Hurlock ,Personality Development ,Tata McGraw Hill ,28th Reprint. New Delhi: 2006**

**2. Stephen P. Robbins and Timothy A. Judge ,Organizational Behavior ,Prentice Hall. 16th Edition, 2014.**

### **REFERENCE BOOKS**

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

## **TECHNICAL WRITING**

**Subject Code: 2021ECC010**

**No. of Credits: 2**

### **Objectives**

To enable the students to practice professional writing.

#### **UNIT I:**

Technical Writing Basics, Technical Communication: Definition & Purpose.

#### **UNIT II:**

Characteristics of Technical Communication, Audience, Centered Communication.

#### **UNIT III:**

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

#### **UNIT IV:**

Types of Technical Documents.

#### **UNIT V:**

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

### **TEXT BOOKS**

**Recent editions of the following books only are recommended**

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

### **REFERENCE BOOKS**

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

## **AN INTRODUCTION TO PSYCHOLOGY**

**Subject Code: 2021ECC011**

**No. of Credits: 2**

### **Objectives :**

To enable the students to articulate how psychological research adheres to ethical and scientific principles, and communicate the difference between personal views and scientific evidence in understanding behavior.

### **UNIT I:**

Introducing Psychology, Psychological Science, Brain, Body and Behavior.

### **UNIT II:**

Sensing and Perceiving Remembering and Judging, Intelligence and Language.

### **UNIT III:**

States of Consciousness, Growing and Developing, Learning.

### **UNIT IV:**

Emotions and Motivation, Personality

### **UNIT V:**

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

## **TEXT BOOKS**

### **Recent editions of the following books only are recommended**

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

## **REFERENCE BOOKS**

1. Roger R. Hock, Forty Studies That Changed Psychology , Prentice hall ,2008.
2. Robert Feldman, Understanding psychology, McGraw Hill Education, 2017

3.Thomas E. Ludwig , Psychsims ,WortSh Publishers ,2004

## **ASTRONOMY**

**Subject Code: 2021ECC012**

**No. of Credits: 2**

### **Objectives:**

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

### **UNIT I:**

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

### **UNIT II:**

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

### **UNIT III:**

Dip – Twilight – Geocentric parallex.

### **UNIT IV:**

Refraction – Tangent formula – Cassinis formula.

### **UNIT V:**

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

### **TEXT BOOK**

**Recent editions of the following books only are recommended**

“ASTRONOMY” by S.Kumaravelu and Susheela Kumaravelu.

## **FUZZY MATHEMATICS**

**Subject Code: 2021ECC013**

**No. of Credits: 2**

### **Objective:**

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

### **UNIT 1**

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

### **UNIT 2**

Fuzzy sets versus crisp sets: Additional properties of  $\mu$ - Cuts- Representations of fuzzy sets-Extension Principle of Fuzzy sets.

### **UNIT 3**

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

### **UNIT 4**

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

### **UNIT 5**

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

### **TEXT BOOK:**

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

**UNIT 1:** Page no: 1-30

**UNIT 2:** Page no: 35-48

**UNIT 3:** Page no: 50-96

**UNIT 4:** Page no: 97-102

**UNIT 5:** Page no: 119-135

**Reference Book:**

1. Fuzzy Logic Intelligence, Control and information, John Yuan, Reza Langari, Pearson Education, New Delh, 1999
2. Fuzzy logic and Neural Networks, M.Amirthavalli, Scitech Publications Pvt Ltd, Chennai and Hyderabad, 2007
3. Fuzzy Logic with Engineering Applications, Timothy , Jo Ross, McGraw-Hill INC, New York, 1996.

**OPERATION RESEARCH**

**Subject Code: 2021ECC014**

**No. of Credit :2**

**Objectives:**

To understand the basic concepts of Operations Research and Solving LPP

To solve Transportation and Assignment problems

To understand the concept of Game theory , Queuing theory PERT and CPM.

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**Text Book:**

**Recent editions of the following books only are recommended**

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

**Unit I** : Chapter 1 – Section 1.1,1.2,1.4,1.9, Chapter 2 – Section 2.1- 2.5

**Unit II** : Chapter 7 – Section 7.1- 7.2, Chapter 8 – Section 8.1 ,8.2,8.4,8.5

<b>Unit III</b>	: Chapter 15 – Section 15.1,15.2,15.5,15.8
<b>Unit IV</b>	: Chapter 15 – Section 15.6
<b>Unit V</b>	: Chapter 16 – Section 16.6, 16.7, Chapter 11 – Section 11.1, 11.2

**Reference:**

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

**MATHEMATICS FOR PROFESSIONAL COURSES**

**Subject Code: 2021ECC015**

**No. of Credits: 2**

**OBJECTIVES**

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

**UNIT 1:**

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

**UNIT 2:**

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

**UNIT 3:**

Limits — Basic concepts of Differentiation - Integration

**UNIT 4:**

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

**UNIT 5:**

Correlation and Regression.

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

**Reference Book:**

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

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

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

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

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

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

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

## MULTIMEDIA AND ITS APPLICATIONS

**Subject Code: 2021ECC016**

**No.of Credits: 2**

### Objectives:

- To enable the students learn the overview of Multimedia systems.
- To provide knowledge about the Basic concepts of Sound and Image Processing.
- To enhance the knowledge about the Multimedia Applications.

### UNIT I

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

### UNIT II

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

### UNIT III

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

### UNIT VI

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

### UNIT V

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

### Reference Books:

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

## **MANAGEMENT INFORMATION SYSTEM**

**Subject Code: 2021ECC017**

**No. of Credits: 2**

### **Objectives:**

- To familiarise the students with Business Information through Computers.
- To enable the students aware of utilization of business information for decision making.
- To bestow knowledge about Database Management System

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

Database management systems – conceptual presentation – client server architectures networks.

### **UNIT V**

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

### **TEXT BOOKS:**

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



### Reference Books:

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

## THEORY OF COMPUTATION

**Sub Code: 2021ECC018**

**No. of Credits: 2**

### Objectives:

- To learn about the basic of theory of computing
- To understand the concept of finite automata and push down automata
- To acquire knowledge in formal language
- To enhance the concept of conversion of deterministic automata to non deterministic automata.

### UNIT- I

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

### UNIT -II

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

### UNIT -III

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

### UNIT- IV

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

### UNIT- V

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

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOK:**

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

**UNIT 1:** Chapter 1: Section 1.1, 1.2 (Text Book 1)

Chapter 1: Section 1.1-1.6 (Text Book 2)

**UNIT 2:** Chapter 2: Section 2.1-2.11

**UNIT 3:** Chapter 3: Section 3.1-3.10

**UNIT 4:** Chapter 4: Section 4.1-4.5, 4.6, 4.6.1, 4.6.2

Chapter 6: Section 6.1-6.10

**UNIT 5:** Chapter 7: Section 7.1-7.10

## **OOPS WITH JAVA PROGRAMMING**

**Subject Code: 2021ECC019**

**No. of Credits: 2**

**Objectives :**

- To Understand fundamentals of object – oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.
- To be able to use the Java SDK environment to create, debug and run simple Java programs.
- To understand the Java Programming concepts so as to enable the students of Applications and Applets using Java

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

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

### **UNIT IV**

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

### **UNIT V**

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

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

### **Reference Books:**

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

## **PROGRAMMING IN C**

**Subject Code: 2021ECC020**

**No. of Credits: 2**

**Objectives:** To enable the students

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

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

**TEXT BOOKS:**

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

**Reference Books:**

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

## INTERNET OF THINGS

**Subject Code: 2021ECC021**

**No. of Credits: 2**

**Objectives:**

- To get the vision and introduction to IoT .
- To Understand IoT Market perspective, Data and Knowledge Management and use of Devices in IoT Technology.
- To understand state of the art IoT architecture,real world IoT deisgn constraints,industrial automation and commercial building automation in IoT.

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

Service-oriented

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB TECHNOLOGY AND ITS APPLICATIONS**

**Subject Code: 2021ECC022**

**No. of Credits: 2**

**Objectives:** To enable the students

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

Java Web Technologies – Java servlets and JSP, Creating and testing, servlet, session management, introduction to JSP, JSP and JDBC, EJB, architecture, overview, types of EJB, session beans. Web Security:

principles, cryptography, plain text and cipher text, digital certificates, signatures, secure socket layer. XML – what is XML? XML versus HTML, EDI, Terminology, Document-Type Declaration, Element-Type declarations.

**TEXT BOOK:**

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOKS:**

1. Behrouz A. Forouzan : “TCP / IP – Protocol Suite”, McGraw Higher Education, Sixth Edition.

2. Paul Deitel, Harvey Dietel and Abbey Dietel: “Internet & World Wide Web – How to Program”, Fifth Edition, Tata McGraw Hill.

## **NETWORK SECURITY**

**Subject Code: 2021ECC023**

**No. of Credits: 2**

**Objectives:**To enable the students

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

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

**Reference Books:**

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

## **MOBILE AND WIRELESS TECHNOLOGY**

**Subject Code: 2021ECC024**

**No. of Credits: 2**

**Objectives:**

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

**UNIT - I**

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

**UNIT -II**

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

**UNIT -III**

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

**UNIT -IV**

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

**UNIT -V**

Mobile Network Layer: Mobile IP – Dynamic Host Configuration Protocol – Mobile Ad-



Hoc Networks. Mobile Transport Layer: Traditional TCP-Classical TCP Improvement-TCP Over 2.5/3G Wireless Networks – Performance Enhancing Proxies.

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

### **REFERENCE BOOKS:**

1. William C.Y.Lee, Mobile Communication Design Fundamentals ,John Wiley, 1993
2. Ivan Stojmenoric , Wireless network & Mobile communication, 1<sup>st</sup> Editio

## **CLOUD COMPUTING**

**Subject Code: 2021ECC025**

**No. of Credits: 2**

### **Objectives:**

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

### **UNIT - I**

**(12 Hours)**

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

### **UNIT -II**

**(12 Hours)**

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

### **UNIT -III**

**(12 Hours)**

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

### **UNIT -IV**

**(12 Hours)**

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

### **UNIT -V**

**(12 Hours)**

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

## **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

## **REFERENCE BOOKS:**

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

## **CROSS CULTURE MANAGEMENT**

**Subject Code: 2021ECC026**

**No. of Credits: 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:**

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOKS:**

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

**INDIAN ECONOMY AND TRADE DEPENDENCIES**

**Subject Code: 2021ECC027**

**No. of Credits :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 10<sup>th</sup> and 11<sup>th</sup> 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:**

**Recent editions of the following books only are recommended**

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.

**EXPORT MARKETING**

**Subject Code: 2021ECC028**

**No. of Credits: 2**

**Objectives:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

Export and Import Procedure Documents used in Foreign Trade.

**UNIT V**

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

**Text Book**

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

## **INTERNATIONAL TRADE & FOREX**

**Subject Code: 2021ECC029**

**No. of Credits: 2**

### **Objectives:**

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

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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KKCAS (Autonomous)

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

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

**BRAND MANAGEMENT**

**Sub Code: 2021ECC030**

**No. of Credits: 2**

**Objective:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

- 1.Keller/ Parameswaran & Jacob, Strategic Brand Management: Building, Measuring, and 2.Managing Brand

Equity, Pearson Education India; 4 Edition 2015.

**REFERENCE BOOKS:**

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

**STRESS MANAGEMENT**

**Subject Code: 2021ECC031**

**No. of Credits: 2**

**Objectives:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**TEXT BOOK:**

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOKS:**

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

**RISK AND INSURANCE IN INTERNATIONAL TRADE**

**Subject Code: 2021ECC032**

**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:**

**Recent editions of the following books only are recommended**



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

**RETAIL MARKETING**

**Subject Code: 2021ECC033**

**No.of Credits: 2**

**Objective:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors

influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOKS:**

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

## **EXPORT AND IMPORT PROCEDURES**

**Subject Code: 2021ECC034**

**No.of Credits: 2**

**Objective:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

1. Subramanian Balagopal. T.A.S", Export Marketing", Himalaya Publication

House, Mumbai, Edition 1, 2010.

2. Francis Cherunilam, "International Trade & Export Management", Himalaya Publication House, Mumbai, Edition 1, 2012.

### REFERENCES BOOKS :

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

## LOGISTICS AND SUPPLYCHAIN MANAGEMENT

**Sub Code : 2021ECC035**

**No. of Credits: 2**

**Objective:** The objective of the subject is to explore

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

### UNIT I

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

### UNIT II

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

### UNIT III

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

### UNIT IV

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

### UNIT V

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

### TEXT BOOKS:

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOKS:**

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

## **QUALITY MANAGEMENT**

**Sub Code : 2021ECC036**

**No. of Credits: 2**

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

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**TEXT BOOK:**

**Recent editions of the following books only are recommended**

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

**REFERENCE BOOKS:**

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

**MANAGEMENT OF SMALL AND NEW ENTERPRISES**

**Sub Code : 2021ECC037**

**No. of Credits: 2**

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

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**TEXT BOOK:**

**Recent editions of the following books only are recommended**

- 1.Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications, 5<sup>th</sup> Edition, 2016.

**REFERENCE BOOKS:**

- 1.C.S.Prasad, Small and Medium Enterprise in global Perspective, New Century Publications, I Edition, 2009
- 2.Taxmann, Small and Medium Enterprises in India, Tax mann Publication, Edition

2013.

3. Karen Patten Ayman, Information Technology for small business, Springer publications, Edition 2012.

4. Sarika Lohana, Medium, Micro and Small Enterprises, New century Publications, 1<sup>st</sup> Edition 2014.

## **TOURISM MANAGEMENT**

**Sub Code : 2021ECC038**

**No. of Credits: 2**

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

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

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

### **REFERENCE BOOKS:**

1. David Weaver Laura Lawton, Tourism Management, Jhon Wiley & Sons Inc., Edition-2, 2006.
2. Ratandeep Singh, Tourism and Transport Management, Kanishka Publishiners, Edition-1,

- 2008.
3. Atul Shrivastava, Tourism Planning & Management, Anmol Publications Pvt., Ltd., Edition-2010.
4. Vandhana Joshi, Achana Biwal, Tourism Operations & Management, Oxford University Press, Edition-1, 2009.

## **EVENT MANAGEMENT**

**Sub Code: 2021ECC039**

**No. of Credits: 2**

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

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

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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

## REFERENCE BOOKS:

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

## HOSPITALITY MANAGEMENT

**Sub Code: 2021ECC040**

**No. of Credits: 2**

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

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

### UNIT I

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

### UNIT II

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

### UNIT III

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

### UNIT IV

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

### UNIT V

4. Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing – Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

## TEXT BOOKS:

**Recent editions of the following books only are recommended**



1.Jhon R.Walker, Introduction to Hospitality Management, Pearson India, Edition-2, 2008.

### **REFERENCE BOOKS:**

- 1.Teason.D, Principles of Management for Hospitality Industry, Routledge, Edition 2009.
2. Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation, Edition-2013.
3. Gajanan Shirke, Hospitality Management, Shorff Publishers, Edition-2011.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press, Edition-2012

## **CONSUMER BEHAVIOUR**

**Sub Code : 2021ECC041**

**No. of Credits: 2**

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

- Consumer motivation and perception
- Learning and attitude
- Consumer decision making

### **UNIT-I**

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

### **UNIT –II**

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

### **UNIT – III**

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

### **UNIT – IV**

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

### **UNIT-V**

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

### **TEXT BOOKS**

**Recent editions of the following books only are recommended**

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication, 11th Edition, 2015.

### **REFERENCE BOOKS**

1. Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication, 2nd Edition, 2008.
2. Suja R.Nair, Consumer Behaviour, Himalaya publication, 1<sup>st</sup> Edition, 2016.

3. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd, 7th Edition, 2009.
4. Rajneesh Krishna, Consumer Behaviour, Oxford University Press, 1st Edition, 2014.

## **HUMAN RESOURCE MANAGEMENT**

**Subject Code : 2021ECC042**

**No. of Credits: 2**

### **Objectives:**

- ✓ To understand the nature of human resources and its significance to the organization
- ✓ To familiarise students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- ✓ To bring the attention of the students on the latest trends in managing human resources in an organization.

### **UNIT I**

Human Resource Management: Definition – Objectives – Functions - Evolution And Growth Of HRM – Qualities Of A Good HR Manager – Changing Roles of a HR Manager – Problems And Challenges of a HR Manager.

### **UNIT II**

Planning The Human Resources : definitions Of Human Resource Planning – Objectives – Steps In Human Resources Planning – Dealing With Surplus And Deficient Man Power - Job Analysis – Job Description – Job Specification.

### **UNIT III**

Recruitment & Selection : Recruitment And Selection – Objectives of Recruitment – sources – Internal And External Recruitment – Application Blank – Testing – Interviews.

### **UNIT IV**

Training & Development : Training and development – Principles of Training – Assessment Of Training Needs – on the Job Training methods - off the Job Training Methods – Evaluation of Effectiveness of Training Programmes.

### **UNIT V**

Performance Appraisal : Performance Appraisal – process – Methods of Performance Appraisal – Appraisal Counseling – Motivation process – Theories of motivation – Managing Grievances and Discipline.

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

1. Tripathi: "Personnel Management", Sultan Chand & Sons, New Delhi, 2000.
2. L M Prasad: "Human Resource Management", Sultan Chand & Sons, New Delhi, 2005.

**REFERENCES BOOKS:**

1. Aswathappa: "Human Resource Management", Tata Mc Graw Hill Publishing Company, New Delhi, 1999.
2. Davis and Werther: "Human Resource Management", Tata Mc Graw Hill Publishing Company, New Delhi, 2000

## **PRINCIPLES AND PRACTICE OF MARKETING SERVICES**

**Subject Code: 2021ECC043**

**No. of Credits: 2**

**Objectives:**

- To enable the students to gain knowledge on marketing of various services.
- To enlighten the students' knowledge on marketing services.
- To make the students understand about practice of marketing services.

**UNIT I**

Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

**UNIT II**

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.

**UNIT III**

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.

**UNIT IV**

Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.

**UNIT V**

Services Marketing – II: Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing.

**REFERENCE BOOKS:**

1. S.M.Jha,: "Services Marketing", Himalaya Publication House, Mumbai, Sixth Edition, 2003.

2. Christopher love lock: “Services Marketing”, Person Education Chennai, Sixth Edition, 2010.
3. Philip Kotler: “Marketing Management”, Person Education Chennai, Sixth Edition, 2013
4. S.Sherlekar: “Marketing Management”, Himalaya Publication House, Mumbai, Sixth Edition, 1997.

## **CONSUMER MARKETING**

**Subject code: 2021ECC044**

**No. of Credits: 2**

### **Objectives:**

- To make the students to understand the concepts of consumer marketing and the motivation theories.
- To understand the customer value chain and their demography.
- To understand market segmentation and their uses.

### **UNIT I**

Introduction- Definition of Consumer Marketing- Need and importance- Scope- Consumer Needs- Theories of Motivation and their application- Process Theories— Content theories- Personality and Self Concept- Theries of Personality – Trait Theory

### **UNIT II**

Building Customer Value and Satisfaction- Delivering Customer Value- Value Chain – Value Delivery Network- Attracting and Retaining Customer Retention- Relationship Marketing- Customer Demand- Demography- Market Segmentation- Benefits- Criteria for Market Segmentation.

### **UNIT III**

Learning Theories and their application- Brand Loyalty- Brand Extention- Conditioning Theories- Cognitive Learning Theory- Attitude and Attitribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicuous Consumption

### **UNIT IV**

Perception- Thershold of perception- Sublinieal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries

### **UNIT V**

Advertising- Role in Marketing Process- Legal and Ethical Process- Social Aspects- Function and Types of Advertising- Integrated Marketing Communication- Brand Management- Brand Equity- Image in Brand Equity Buiding- Ethics in Advertisement

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

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KKCAS (Autonomous)

1. Schiffman L.G and Kanuk L: "Relationship Marketing", Tata MC Graw Hill, Twelfth Edition 2009.
2. R.S.N Pillai and Bhavathi : "Modern Marketing Principles and Practices", S.Chand & Co., Ltd., New Delhi, Seventh Edition, 2011.
3. Paul green Berg: "Customer Relationship Management", Tata MC Graw Hill, Seventh Edition, 2009.

**REFERENCE BOOKS:**

1. Philip Kotler and Gray Armstrong: "Principles of Marketing", Pearson Education Pvt Ltd., Seventh Edition, Reprinted 2011.
2. Dr. Rajan Nair: "Marketing Management", Sulthan Chand & Sons, Eleventh Edition, New Delhi

## **MARKETING OF HEALTH SERVICES**

**Subject Code: 2021ECC045**

**No. of Credits: 2**

**Objectives:**

- ✓ To enable the students understand about health services.
- ✓ To make the students aware of different marketing mix in health industry.
- ✓ To confer knowledge about online health services .

**UNIT – I**

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

**UNIT – II**

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

**UNIT – III**

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

**UNIT – IV**

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

**UNIT – V**

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

Note: Question paper shall cover 100% Theory

**REFERENCE BOOKS:**

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide, Edition-2, 2008.
2. Zeithaml, Services Marketing, Mcgraw Hill Education, Edition-6, 2013.

3. Lovelock, Services Marketing, Pearson India, Edition-7, 2011.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning, Edition-3, 2010.

## **INTERNATIONAL BANKING**

**Subject Code: 2021ECC046**

**No. of Credits: 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:**

**Recent editions of the following books only are recommended**

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

### **REFERENCE BOOKS:**

1. Ruonaryan Bose, Fundamentals of International Banking, Laxmi Publications, Edition-2014.
2. 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.

## **E-COMMERCE**

**Subject Code: 2021ECC047**

**No. of Credits: 2**

### **Objectives:**

- To provide knowledge about Electronic Commerce.
- To enable the students understand the technology of e-Commerce for Business Application.
- To make the student aware of the Techniques in the Application of e-Commerce.

### **UNIT I**

E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way – network access equipment – internet terminology.

### **UNIT II**

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

### **UNIT III**

Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.

### **UNIT IV**

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer's perspective – mercantile models from the merchant's perspective.

### **UNIT V**

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.

### **TEXT BOOKS:**

**Recent editions of the following books only are recommended**

1. Ravi Kalakota and Andrew B. Whinston: "Frontiers of Electronic Commerce", Pearson Education, First Edition, 2006.
2. Elias M Awand: "Electronic Commerce", Phi Learning Pvt Ltd, Third Edition, 2007.

### **REFERENCE BOOKS:**

1. Daniel Minoli and Emma Minoli: “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi, First Edition, 2006.
2. Efrain Turban and David King: “Electronic Commerce”, Pearson Education, First Edition 2009.
3. Pete Loshin: “Electronic Commerce”, Firewall Media, Fourth Edition, 2005.

## **INTERNATIONAL ACCOUNTING**

**Subject Code: 2021ECC048**

**No. of Credits: 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 BOOKS:**

**Recent editions of the following books only are recommended**

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.

## **CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE**

**Subject Code: 2021ECC049**

**No. of Credits: 2**

### **Objectives:**

- To make the students to understand the concepts of corporate governance
- To gain knowledge on legislative framework of corporate governance and Corporate Social Responsibility and good corporate citizenship.
- To understand the Business Ethics and Genesis.

### **UNIT-I:**

Evolution -Concept-Principles and development-Management structure for corporate governance-Board structure-Stake holder's relationship committee-Appraisal of Board performance-Transparency and disclosure.

### **UNIT-II:**

Legislative framework of corporate governance:UK,USA,India-Corporate communication-Art and Craft of investors relation-Shareholders activism-Investor protection-changing role of Institutional Investors

### **UNIT-III:**

Corporate social responsibility and good corporate citizenship: Various governance forums-Common Wealth Association for Corporate Governance-Organization for Economic Cooperation Development (OECD)-International Corporate Governance Network (ICGN)-National Foundation for Corporate Governance(NFCG)

### **UNIT-IV:**

Business Ethics-Business dilemma versus decision-Dilemma resolution process-Business ethics as a strategic management tool-stakeholders protection-corporate leadership

### **UNIT-V:**

Genesis-Meaning-Nature-Objectives-Scope of Corporate Sustainability. Legal framework -conventions and treaties on environmental- Health and safety-Social security issues.

## **TEXT BOOKS:**

1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.
2. Baxi CV-Corporate Social Responsibility And Governance – Excel books 2006.

## ENTERPRISE RESOURCE PLANNING

**Subject Code: 2021ECC050**

**No.of Credits: 2**

### **Objectives:**

- To enable the students understand about the different organizational processes and work flows in ERP.
- To bestow knowledge on ERP services and Business Process Re-engineering .
- To give knowledge on ERP project and its implementation.

### **UNIT 1**

**ERP: Introduction : Define – Functional Module in ERP System** – Evolution of ERP Systems - Characteristics of ERP – Process Integration With ERP Systems. Benefits of ERP Applications – Technology Behind ERP Systems.

**ERP Market and Vendors:** ERP Market – ERP Vendors – Service Oriented Architecture - ERP Package features.

### **UNIT II**

**Extended ERP Services:** Defining Extended ERP – SCM and ERP – ERP and BI – ERP and E-Commerce. **Business Process Re-engineering And ERP:** Defining Business Process Reengineering-Enterprise redesign principles – Business process reengineering - BPR and Change Management – Different Approaches BPR Implementation – Methodology for BPR Implementation – Role of IT in BPR – BPR and EPR Systems – BPR success / failure factors.

### **UNIT III**

**Planning for ERP** – Planning for ERP Implementation – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determine Resources – Creating Budget for ERP Implementation – Selecting the Right ERP Package- Preparing Organizations for ERP Implementation. **Implementation of ERP:** Designing for ERP systems – ERP implementation approaches – ERP implementation Life cycle.

### **UNIT IV**

**Managing ERP Projects:** Risk Failure factors in ERP Implementation – Examples of ERP Failure- Mitigating implementation risks – Management and complexity of Large scale ERP Projects- Training users to use ERP Systems. - Evaluating ERP Projects.

### **UNIT V**

**ERP Going live and post implementation:** Preparing to go live – Strategies for migration – to new ERP systems – Go live performance surprises – Managing ERP after go live – Maintenance of ERP Systems.

**Expanding ERP Boundaries:** Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementation.

**TEXT BOOKS:**

**Recent editions of the following books only are recommended**

**Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd 2008**