

**CMS COLLEGE OF SCIENCE AND COMMERCE
(AUTONOMOUS)**

**An ISO 9001:2000 certified institution and reaccredited at the 'A' level with a Cumulative
Grade Point of 3.53 out of 4 by NAAC
Chinnavedampatti, Coimbatore - 641 049**

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SCHOOL OF COMMERCE

MIB

SYLLABUS

SCHEME OF EXAMINATION (CBCS)

(2017 onwards)

REGULATIONS

INTRODUCTION:

The Department of Commerce and International Business which transforms students into corporate professionals, offers courses that are highly relevant and job oriented in the modern business world. In the current scenario this course has got market potential throughout the world. The course enriches the students with corporate skills with holistic approach. The department also offers research programmes like M. Phil and Ph.D. The Department is equipped with state of art facilities like computer laboratory and 24x7 Internet access. The department is provided with a separate seminar hall. The teaching - learning process inside the classroom is strengthened by the technologies such as OHP and LCD. The teachers are highly qualified and motivated.

OBJECTIVES:

The Objectives of this course is to make the learners an employable globally and curriculum attracts them to undergo further studies like Research Programmes in Logistics, International Finance and International Marketing. The curriculum may also create new entrepreneurs in the area of international business.

ELIGIBILITY:

Any UG Degree, as per Bharathiar University Regulations.

DURATION OF THE COURSE:

The course shall extend over a period of two years comprising of four semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester Examination shall be conducted at the end of each semester for the respective subject.

Master of International Business

Objectives & Outcomes

Programme Educational Objectives (PEOs)

Program Objective - I

Students will establish themselves as effective professionals by solving real problems through the use of International Business knowledge and with attention to team work, effective communication, critical thinking and problem solving skills.

Program Objective - II

Students will develop professional skills that prepare them for immediate employment and for life-long learning in advanced areas of International Business and related fields.

Program Objective - III

Students will demonstrate their ability to adapt to a rapidly changing environment by having learned and applied new skills and new competencies.

Program Objective - IV

Students will be provided with an educational foundation that prepares them for excellence, leadership roles along diverse career paths with encouragement to professional ethics and active participation needed for a successful career.

Programme Outcomes (POs)

- a) Apply conceptual business foundations to solve practical decision-making problems, both individually and as part of teams.
- b) An ability to develop a systematic understanding of globalization and its impact on people, businesses and the economy.
- c) An ability to demonstrate a critical awareness of current issues (e.g., diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in International Business which is informed by leading edged research and practice in the field.
- d) An ability to face challenging and rewarding careers in International Business (**Successful career and immediate employment**).

Mapping of PEO's and PO's

	<i>PEO1</i>	<i>PEO2</i>	<i>PEO3</i>	<i>PEO4</i>
<i>PO1</i>	✓		✓	
<i>PO2</i>			✓	
<i>PO3</i>	✓		✓	
<i>PO4</i>		✓		✓

CMS COLLEGE OF SCIENCE & COMMERCE, COIMBATORE – 641049**(Autonomous)****MIB DEGREE COURSE****SCHEME OF EXAMINATION - CBCS PATTERN****(For the students admitted during the academic year 2017 - 19 onwards)***Annexure No.17-19 PMF**BOS Date 12.06.2017*

Sem	Sub code	Subject / Paper	Ins Hrs /week	EXAMINATIONS				
				Dur. in hrs	CIA	ESE	TOTAL MARKS	CREDIT
I		International Marketing Management	5	3	25	75	100	4
		Global Business Environment	5	3	25	75	100	4
		Managerial Economics	6	3	25	75	100	4
		Business Research Methods	6	3	25	75	100	4
		Computer Practical – I (MS OFFICE)	4	3	40	60	100	4
		Elective I – Principles and Practices of Marketing of Services	4	3	25	75	100	4
					Total	600	24	
II		Financial & Management Accounting	6	3	25	75	100	4
		Foreign Exchange Management	6	3	25	75	100	4
		International Trade Procedures & Documentation	6	3	25	75	100	4
		Computer Practical – II (Tally)	6	3	40	60	100	4
		Elective II –Marketing of Financial Services	6	3	25	75	100	4
					Total	500	20	
III		Export – Import Finance	6	3	25	75	100	4

	International Economics	6	3	25	75	100	4	
	Global Financial Management	6	3	25	75	100	4	
	Logistics & Air Cargo Management	6	3	25	75	100	4	
	Institutional Training * (Report 40 Marks and 10 Marks viva – voce)	-	-	-		50	2	
	Elective III – Marketing of Health Services	6	3	25	75	100	4	
	Extra Disciplinary Course*	-	3	25	75	100	4	
	Total						650	26
IV	International Business Relations	6	3	25	75	100	4	
	Strategic Management	6	3	25	75	100	4	
	Supply Chain Management	6	3	25	75	100	4	
	Business Ethics & Communication	6	3	25	75	100	4	
	Project & Viva – Voce * (Report 60 Marks and 40 Marks viva - voce)	-	-	40	60	100	4	
	Elective IV – Travel and Hospitality Services	6	3	25	75	100	4	
	Total						600	24
	Grand total						2350	94

Note:

- * The student has to compulsorily select one Extra Disciplinary Course offered by other departments and are eligible to get 4 extra credits. This paper is offered as self study from the 2015 batch onwards in the third semester. School of Commerce(PG) offers **Global Business and Finance** paper as self study for the PG students other than M.Com, M.Com(FC) and M.Com(IB).

Colleges can choose any one of the following Group / Diploma papers as electives:

Group A - Capital Markets

1. Financial Market for Beginners
2. Investment Management
3. Indian Stock Exchanges
4. Derivatives

Group C - Insurance Management

1. Principles of Life and Health
2. Principles of General Insurance
3. Insurance Law
4. Actuarial Concepts and Principles

Group B - Services Marketing

1. Principles & Practices of Marketing of services
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

Group D - International Trade

1. Principles of International Trade
2. Export and Import Procedure
3. Institutions Facilitating International Trade
4. India's International Trade

NOTE:

1. In the core subjects, Number of papers both theory and practical are include wherever applicable. Includes 25 / 40% continuous internal assessment marks for theory and practical papers respectively.
2. In the III semester, Industrial / Institutional Training are made compulsory. The student should take it up during the II semester holidays and submit a report in the III semester.

INSTITUTIONS TO BE VISITED:

Banks, 100 % EOU, Manufacturer & Merchant Export houses, Sea, Air and Dry Ports (ICD), Container Freight Stations (CFS), Bonded Warehouses, Clearing & Forwarding Agents, Customs House Agents (CHA), ECGC, Exchange Control Department (RBI), EXIM Bank, Commodity Boards, Export Promotional Councils, Freight Forwarders and other international Financial Institutions.

Duration of Training: Minimum 30 days.

1. Marks for the industrial/ institutional training which is out of 50 should be sent to the Controller of Examinations section along with the III semester Internal Marks.
2. During the IV semester, Project Work and Viva - Voce examination will be compulsory and 100 marks with 4 Credits will be awarded. The break - up of marks will be 60 marks and 40 marks for Project work and Viva – Voce respectively.
3. External Examiners will be appointed by the Controller of Examination for evaluation of project work and conducting the Viva - Voce Exam along with the concerned internal examiner.

Online Examinations

SEM	Subject
I	International Marketing Management
II	Foreign Exchange Management
III	EXIM Finance
IV	Strategic Management

100 % theory**SEMESTER I****Internal: 25****External: 75****COURSE TITLE: INTERNATIONAL MARKETING MANAGEMENT****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the basic international marketing concepts
2. To impart students' knowledge of International Markets and Marketing concepts.

OUTCOMES:

- CO1 : Identify the basic concept of international marketing management (K2)
 CO2 : Outline the importance of customer (K1)
 CO3 : Explain the concept of international market segmentation (K1)
 CO4 : Give knowledge about the international marketing decisions (K1)
 CO5 : Distinguish between direct and indirect marketing and elaborate online marketing (K2)

Mapping with Program Outcomes

	PO1	PO2	PO3	PO4
CO1		✓		✓
CO2	✓			✓
CO3			✓	✓
CO4			✓	✓
CO5			✓	✓

CONTENTS**UNIT I**

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

UNIT II

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

International market segmentation – Meaning - Essentials of effective segmentation – Advantages - International market selection - Need - market selection process - Research planning and control. International marketing channels - International advertising.

UNIT IV

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

UNIT V

Managing Direct and On - line marketing - The growth and benefits of direct marketing – major channel for direct marketing – Indirect marketing – Direct vs. Indirect marketing - On-line marketing - conducting on-line marketing – **Challenges of on-line marketing.**(Self Study)

TEXT BOOKS

1. International Marketing – Philip R Cateora, Mc Graw Hill
2. International Marketing - Sak Onkvist & John J.Shaw, Routledge, 2007

REFERENCE BOOKS

1. Marketing Management - Philip Kotler (Millennium edition), Prentice Hall India, 2007
2. Global Marketing Management – Warren J Keegan, Prentice Hall of India,
3. International Marketing - Francis Cherunilam, Himalaya Publishing House, 2007.
4. International Marketing - Varshney and Bhattacharya, Sultan chand & Sons company ltd.
5. Marketing Management - Ramasamy and Namakumari, Mac Milan Publishers. 2009

100 % theory**SEMESTER I****Internal: 25****External: 75****COURSE TITLE: GLOBAL BUSINESS ENVIRONMENT****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the relevant international business environments.
2. To Introduce students the complexities of International Business Environment.

OUTCOMES:

CO1 : Understand the global business environment (K1)

CO2 : Summaries the concept of physical endowment (K1)

CO3: Define cultural and economic environment (K1)

CO4: Identify Political, Legal and Technological environment (K1)

CO5: Explain environmental problems and environmental policy (K2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>		✓		✓
<i>CO2</i>	✓			✓
<i>CO3</i>			✓	✓
<i>CO4</i>			✓	✓
<i>CO5</i>			✓	✓

CONTENTS**UNIT I**

Business environment – meaning – internal and external environment - Environmental adjustment needs - Analyzing the global marketing environment – Vital importance of continuous monitoring, adapting to the changing environment.

UNIT II

The national physical endowment – Topography – Climate - The nature of economic activity - Rostow’s View - Infrastructure – Transportation - Energy – Communication – Urbanization – Tax structure, Inflation and foreign investment.

UNIT III

Cultural environment: nature – levels – elements – economic environment – economic system – income wise classification of countries - Eastern Vs Western Culture.

UNIT IV

Political environment – political system – types of political risks - Legal environment - Bases for legal system - International Legal disputes - Dispute resolution – technological environment – features – impact of technology.

UNIT V

Fundamentals of environmental protection and economics - **Environmental problems, air, water pollution - forests - land use** (Self Study)- Environmental policy : Basic approach - Regulations - Distributive effects – International policy - India’s policy and the relevant constitutional provisions - law of environment - protection in India – certifications – ISO 9000 - 14001 - green certificates - carbon trading

TEXT BOOKS

1. International Business Environment – Sundaram and Black, Prentice Hall India

REFERENCE BOOKS

1. Environmental Economics - M.Karpagam, Sterling Publishers Private Ltd,
2. Environmental Pollution - Katyal, Timmy, and Satake, Anmol Publications,
3. International Business Environment & Management – V.K. Bhalla & Shivarma, Anmol Publications
4. Economic environment of business – Tailor, Agarwal, Dixit
5. International Marketing - Onkvist & Shaw, Routledge.
6. International Business Environment and Operations – John D Daniel & Lee Rade Haugh, Pearson Education
7. International Business – K. Aswathappa, The Mc Graw Hill

100% Theory**SEMESTER I****Internal 25****External 75****COURSE TITLE: MANAGERIAL ECONOMICS****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the basic structure of economic systems and the various market conditions
2. To enable the students to understand the application of principles of economics in the field of managerial decision making.

OUTCOMES:

CO1: Understand the concept of managerial economics and also its relationship with other disciplines (k2)

CO2: Explain demand analysis and supply (k2)

CO3: Classify the types of costs of production and explain production function (k2)

CO4: Identify different market situation and price – output decisions (k2)

CO5: Discuss various macro economic concepts that affect the economy (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>	✓			✓
<i>CO4</i>			✓	✓
<i>CO5</i>			✓	✓

CONTENTS**UNIT I**

Nature and Scope of Managerial Economics – ME in relation with other disciplines-Role and Responsibilities of a Managerial Economist- Goals of Corporate Enterprises - Principles of managerial economics – characteristics and uses of managerial economics

UNIT II

Demand Analysis - Demand Determinants - Demand distinctions- Law of Demand - Elasticity of Demand - Factors influencing elasticity of demand - Types - Applications – Demand Forecasting – purpose and its methods – Supply - Law of supply – Factors affecting supply.

UNIT III

Cost and production analysis – Cost concepts – cost and output relationship in short run and long run – cost control – production functions – Break – even analysis – Economies of Scale.

UNIT IV

Pricing and output decisions in different market situations – Perfect, Imperfect, Monopoly, Discriminating Monopoly and Oligopoly competition – Pricing Objectives and Methods

UNIT V

Business cycles – meaning – phases - National Income –concept –methods of measuring National Income - problems in measuring National Income -Monetary & Fiscal Policy - Public Finance and its Sources –**Inflation - causes and effects.** (Self Study)

OUTCOME : Students will understand the application of principles of economics in the field of managerial decision making.

TEXT BOOK

1. Managerial Economics - P.L.Metha, Sultan Chand & Sons.

REFERENCE BOOKS

1. Managerial Economics – R.Cauvery,U.K.Sudhanayak,M.Girija,R.Meenakshi, S.Chand&Co.
2. Managerial Economics - Joel Dean, Prentice Hall India.
3. Managerial Economics- Geetika,Piyali Ghosh & Purba Roy Choudhury,Tata McGraw Hill.
4. Managerial Economics - G.S.Gupta, Tata McGraw Hill.
5. Managerial Economics - Maheswari and Varshney, Sultan Chand & Sons.

60 % theory**SEMESTER I****Internal: 25****40% problem****External: 75****COURSE TITLE: BUSINESS RESEARCH METHODS****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the much needed research methods for business
2. To enable the students to learn the importance of the research, various methods of analysis of data

OUTCOMES:

CO1: Describe the scope and significance of business research and also the research process (k2)

CO2: Discuss various sampling techniques and methods of data collection (k2)

CO3: Explain the statistical tools used in research (k3)

CO4: Analyze the various measures of central tendency (k4)

CO5: Evaluation based on test of significance (k5)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>			✓	✓
<i>CO4</i>			✓	✓
<i>CO5</i>			✓	✓

CONTENTS:**UNIT I**

Business Research - Meaning - Scope and Significance - Utility of Business research - Qualities of good researcher - Types of research - Research process - Identification, Selection and formulation of research problems - Hypothesis - Research design.

UNIT II

Sampling - Methods and techniques - Sample size - Sampling error - Fieldwork and data collection. Methods of data collection - Interview schedule - Questionnaire - Observation, interview and mailed questionnaire - pilot study and final collection of data.

UNIT III

Measurement and scaling techniques - Processing and analysis of data - Editing and coding - Transcription and Tabulation - Statistical tools used in research - Interpretations and report writing - Types and contents and style of reports - **Steps in drafting reports.** (Self Study)

UNIT IV

Measures of Central tendency: mean, median and mode - Standard deviation - Correlation - simple, partial and multiple correlation – Rank correlation - Regression models

UNIT V

Test of significance - 't' Test - large sample and 'f' Test, analysis of variance (ANOVA) - Chi - square test.

OUTCOME : It facilitates the students to understand the importance of the research, various methods of analysis of data.

TEXT BOOK:

1. Business Research Methods – Cooper, McGraw Hill.
2. C.R. Kothari, Research Methodology and Techniques, Vishwa prakashan 1999.

REFERENCE BOOK:

1. Research Methodology, P.Saravanel, Kitab Mahel Publication, 2009.
2. Statistical methods, S P Gupta & C.P.Gupta, Sultan Chand & Sons, 2005.
3. Business Research Methods and Techniques, P.C.Mittal & Sushil Mehra, Vayu Education of India, 2008
4. Research Methodology, Ranjith Kumar, Pearson Education, 2011

SEMESTER I**Internal: 40****External: 60****COURSE TITLE: COMPUTER PRACTICAL – I (MS OFFICE)****COURSE CODE: 1AP****OBJECTIVES:**

1. To enable the students to learn the basic practical applications of Computers in business.
2. To enable the students to gain an in-depth skill in business automation tools.

OUTCOMES:

- CO1: Understand the software MS Word and preparation of documents with relevant process (k2)
 CO2: Designing the power point slide and apply animation effects (k3)
 CO3: Preparation of Excel sheet with business related functions. (k3)
 CO4: Creating Access database and apply commands. (k3)
 CO5: Create e-mail and collecting information from websites. (k2)

Mapping with Program Outcomes

	PO1	PO2	PO3	PO4
CO1			✓	✓
CO2			✓	✓
CO3			✓	✓
CO4			✓	✓
CO5			✓	✓

CONTENTS**MS WORD**

1. Type a sample research report and perform the following:

Insert Symbols

Insert Caption

Page break

Indent or Spacing

2. Prepare an Organisational set - up chart for DGFT

3. Prepare a diagrammatic representation showing the elements of a BOP

4. You have a problem with your shipment. So prepare a requisition letter regarding that issue to the following offices using Mail Merge.

Importer

Customs Department
DGFT Office
Shipping Agent / Shipping Company
Your Bank

MS POWERPOINT

1. Prepare a PowerPoint presentation showing the functions of IMF
2. Prepare a presentation showing the different types of ships used in International Logistics
3. Prepare a presentation showing the BOP and BOT by importing an appropriate Excel Sheet

MS EXCEL

1. Prepare a table showing Imports and Exports for period of Five years
2. Prepare a payroll for the employees (10 employees) of an organization and count the number of employees who are getting the salary of more than Rs.10, 000. Calculate with the following components (DA, HRA, CCA, EPF, and LIC) as a percentage of basic pay and sum the total basic pay, net pay of all employees.
3. Create a table showing the following:

Years

Profit

Depreciation

Profit after depreciation

Tax

Profit after Tax

Cash inflows

Cumulative cash inflows of project and find its pay back period

4. Prepare a chart showing the Export trend of India for the past 10 years

MS ACCESS

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

INTERNET

1. Create e - mail ID and send application form to different companies at different countries.
(Download different addresses and e - mail Ids of Companies across the world)
2. Using any search Engine, collect 10 year export - import Data of a product (of your choice) and prepare a report
3. Visit RBI, DGFT, and Major Port's websites and draft a report

100 % theory**SEMESTER I****Internal: 25****ELECTIVE – I****External: 75****COURSE TITLE : PRINCIPLES AND PRACTICES OF MARKETING OF SERVICES****COURSE CODE :****OBJECTIVES:**

1. To make the learners to know the marketing of services
2. To make the students understand the nature of service marketing

OUTCOMES:

CO1: Outline the importance of services and classification of services (k2)

CO2: Explain the concept of service marketing (k2)

CO3: Indicate the marketing mix for various services (k2)

CO4: Describe service quality and its importance. (k2)

CO5: Explain the current scenario in global services marketing. (k4)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>	✓			✓
<i>CO4</i>	✓			✓
<i>CO5</i>			✓	✓

CONTENTS**UNIT – I**

Services: Meaning and definition of services – Importance of services in Indian environment – Classification of services – Characteristic features of services –components of services- Reasons for the growth of service sector – Economic policy on services – Differences between goods and services.

UNIT – II

Service Marketing: Concept – Significance –impact of social environment on the growth of service marketing- Customer's expectation in Service Marketing – factors influencing customer expectations-customer expectation on service quality-types of service expectations –buyer decision making process- Managing demand and supply in service business.

UNIT – III

Marketing mix for Selected Services – Banking services – Insurance services – Transport services – Consultancy services – **Internet service.** (Self Study)

UNIT – IV

Service Quality: Introduction –Dimensions of service quality- Measurement of service quality – GAP analysis- service quality management – problems of service quality control- Principles guiding improving of service quality.

UNIT – V

Challenges to global service marketers – Successful global services marketing – Global brand dominance in the service industries – guidelines for managing service competition

OUTCOME : It makes the students understand the nature of service marketing.

TEXT BOOK

1. Services Marketing –Vasanti Venugopal, Raghu V.N., Himalaya Publishing House

REFERENCE BOOK:

1. Services Marketing - S.M.Jha, Himalaya Publishers
2. Services Marketing - Christopher Love Lock - Pearson Education Asia.
3. Services Marketing – Valanrie A. Zeitharol and Mary Jo Bitner - Tata McGraw Hill
- 4 Services Marketing – Dr. L. Natarajan, Margham Publications

40 % theory**SEMESTER II****Internal: 25****60% problem****External: 75****COURSE TITLE: FINANCIAL AND MANAGEMENT ACCOUNTING****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the operation of financial and management accounting.
2. To enable the students to learn the operation of financial and management accounting.

OUTCOMES:

CO1: Understands the fundamentals of Accounting. (k2)

CO2: Gives knowledge for preparation of final accounts and cost accounting. (k4)

CO3: Explain the concept of management accounting. (k2)

CO4: Discuss the financial statement analysis and interpretation. (k4)

CO5: Summarize the funds flow and cash flow analysis. (k4)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>			✓	✓
<i>CO3</i>	✓			✓
<i>CO4</i>			✓	✓
<i>CO5</i>			✓	✓

CONTENTS**UNIT I**

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

UNIT II

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

Cost accounting – meaning – elements of cost – preparation of cost sheet – Elements of cost – Preparation of Cost sheet - Materials control – Methods of issue of materials FIFO, LIFO, Average Methods

UNIT III

Management Accounting - **Difference between Financial and Management accounting** (Self Study) - Objectives and functions of Management accounts. Budgeting and Budgetary

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

UNIT IV

Financial statement analysis and interpretation - Types of Analysis - Objectives - Tools of Analysis - Ratio Analysis: Objectives, Uses and Limitations - Classification of Ratios: Liquidity, Profitability, Financial and Turnover Ratios

UNIT V

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

OUTCOME : It equips students with tools of Finance and Accounting.

TEXT BOOKS

1. Advanced Accountancy - Arulanandam & Raman, Himalaya Publishing House, 2007.
2. Advanced Cost & Management Accounting - Jain & Narang, Kalyani Publishers, 2007.

REFERENCE BOOKS

1. Cost & Management Accounting - S.N.Maheswari, Sultan Chand & Sons, 2008
2. Financial Accounting - T.S.Reddy & Murthy, Margham Publications.
3. Management Accounting, S.N.Maheswari, Sultan Chand & Sons, 2007.
4. Accounting for Decision Making and control: Jerold. I. Zimmermann, McGraw - Hill, 2010
5. Management Accounting Theory Problems & Solutions, Dr.R.Ramachandran & Srinivasan, Sri Ram Publications 2010

100 % theory**SEMESTER II****Internal: 25****External: 75****COURSE TITLE: FOREIGN EXCHANGE MANAGEMENT****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn how the currencies are exchanged.
2. It makes the students to understand the concept and techniques relating to foreign exchange management.

OUTCOMES:

CO1: Explain the concept of foreign exchange and administration of foreign exchange. (k2)

CO2: Understand the foreign exchange market and various exchange quotations. (k2)

CO3: Indicate the various types of transactions and essentials of exchange control. (k2)

CO4: Discuss the foreign exchange risk and exposure. (k4)

CO5: Describe the types of deals and summarize fiscal and monetary policy of the nation. (k4)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>		✓	✓	✓
<i>CO3</i>	✓			✓
<i>CO4</i>		✓	✓	✓
<i>CO5</i>			✓	✓

CONTENTS**UNIT I**

Foreign Exchange –Administration of Foreign Exchange – Authorized dealers – Functions of Forex department-Rupee Convertibility- Foreign currency accounts – Foreign exchange reserves in India.

UNIT II

Foreign exchange market - Features –Participants –Classification-Settlement of Transactions- Exchange rates - Factors determining exchange rate - Exchange quotations – Direct and Indirect Quotations-Interpretation of Interbank quotations–Merchant rates – Principal types of buying rates- types of selling rates.

UNIT III

Types of transactions -Purchase and Sale Transactions-Purchasing power parity theory – Forward exchange contract – features - fixed and option forward contracts - exchange control - Objectives of exchange control – exchange control measures

UNIT IV

Foreign exchange risk and exposure – types of exposure – Techniques of managing Transaction, translation and economic exposure

UNIT V

Types of deals - Inter Bank – Cover – trading - SWAP Deals - Arbitrage operation – Fiscal and Monetary policies in India - monetary policy tools – Devaluation – Pros and Cons – **Multi National Banking**(Self Study)

TEXT BOOKS

1. Foreign Exchange and Risk Management - C.Jeevanandham, Sultan Chand & Sons, 2005

REFERENCE BOOKS

1. Global Financial Markets - Ian H.Giddy, Aitbs Publishers & Distributors, 2000.

2. International Finance - Maurice. D.Levi, Routledge, 2005.

3. Foreign Exchange, International Finance - A.V.Rajwade, Academy of Business studies, 2004.

100 % theory**SEMESTER II****Internal: 25****External: 75****COURSE TITLE: INTERNATIONAL TRADE PROCEDURES AND DOCUMENTATION****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn legal ingest of International trade.
2. It enables the students to understand the documentation procedures relating to international trade.

OUTCOMES:

CO1: understand the term of international trade thoroughly. (k2)

CO2: Gives knowledge about registered exporters. (k2)

CO3: Indicate the concept of EXIM trade control. (k2)

CO4: Explain the significance of warehousing in connection with imports. (k2)

CO5: Summarize the importance of customs procedures for EXIM. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>		✓		✓
<i>CO2</i>	✓			✓
<i>CO3</i>		✓		✓
<i>CO4</i>		✓		✓
<i>CO5</i>		✓		✓

CONTENTS**UNIT I**

International trade – meaning – **advantages** (Self Study)- Different categories of Exporters - Export licensing procedures and formalities - Deemed exports and its benefits - Role of ECGC in export promotion.

UNIT II

Registered Exporters: Definition of export House and Trading House - Incentives given to Free trade Zones, 100% EOU's and SEZs - salient features and benefits – Project exports and consultancy exports – current foreign trade policy.

UNIT III

EXIM Trade Control: Duty Entitlement Passbook Scheme - Harmonized IEC code number adopted for classification of import trade control items. Import of capital goods under EPCG

scheme –Import of raw materials and components under OGL actual user condition – Negative list – Restricted, Banned, Canalized items and various canalizing agencies – SCOMET.

UNIT IV

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

Customs Procedures for export and imports – Customs duty and Indians Customs tariff - Export and Import Documentation

OUTCOME : It enables the students to understand the documentation procedures relating to international trade.

TEXT BOOKS

1. A Guide on Export Policy Procedure and Documentation - M.L.Mahajan

REFERENCE BOOKS

1. How to Import - Nabhis Publication, 2007
2. How to Export - Nabhis Publication, 2007
3. Export marketing – Rathor,
4. Export Marketing - T.A.S.Balagopal, Himalaya Publishing House, 2003.
5. New export - import policy - Nabhis Publication, 2007.

SEMESTER II**Internal :40****External :60****COURSE TITLE: COMPUTER PRACTICAL – II (TALLY)****COURSE CODE: 2AP****OBJECTIVES:**

1. To impart knowledge on the different accounting applications using Tally
2. To prepare financial statements using Tally

OUTCOMES:

CO1: Understand the Tally software (k2)

CO2: Execute p&l a/c and B/S (k3)

CO3: Execute business related transactions like foreign gain/loss, interest calculations etc (k3)

CO4: Prepare stock group, stock items and stock summary (k2)

CO5: Describe various vouchers like purchase order, sales order, rejection in etc (k5)

Mapping with Program Outcomes

	PO1	PO2	PO3	PO4
CO1			✓	✓
CO2			✓	✓
CO3			✓	✓
CO4			✓	✓
CO5			✓	✓

CONTENTS

1. Creating a company

Create a company with all relevant details including vat options

2. Creating ledger

Create the ledgers under appropriate predefined groups

3. Create vouchers and view profit and loss a/c and balance sheet

4. Prepare trading profit and loss account and b/s, with inventory details

5. Create stock items, stock groups, sales categories, god owns, units of measure view the stock summary:

6. Maintain bill wise details

7. Consolidation of accounts

8. Calculate forex gains/loss
9. Memo voucher
10. Cheque printing
11. Ratio analysis
12. Interest calculations
13. Create various vouchers including vat calculation for the following
 - A. Purchase order
 - B. Sales order
 - C. Rejection out
 - D. Rejection in
 - E. Stock journal
 - F. Delivery note
 - G. Receipt note
 - H. Physical stock

Work out problems from any advanced accountancy book with a minimum of 20 transactions and generate the tally reports in full.

100 % theory**SEMESTER II****Internal: 25****ELECTIVE - II****External: 75****COURSE TITLE: MARKETING OF FINANCIAL SERVICES****COURSE CODE:****OBJECTIVES:**

1. To make the learners understand the importance of marketing of financial services.
2. Helps to gain complete knowledge on financial services marketing.

OUTCOMES:

- CO1: Indicate the concept of financial services. (k2)
 CO2: Gives knowledge about financial market. (k2)
 CO3: Explain about banking and its recent trends. (k4)
 CO4: Distinguish the various types of insurance services. (k2)
 CO5: Describe the concept of Bancassurance and securitization. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>			✓	✓
<i>CO4</i>	✓			✓
<i>CO5</i>	✓			✓

UNIT – I

Financial Services – Meaning - Importance - Types – Growth of Financial Services in India; NBFC – Meaning – Functions; Merchant Banking – Categories of Merchant Banker - Services – Guidelines of SEBI regarding merchant banking – Merchant banking in India

UNIT – II

Financial Market in India – components – services in the capital markets – stock broking – custodial services – depository services – DEMAT – Mutual funds – schemes - credit rating – purpose and procedure.

UNIT – III

Banker - Customer Relationship - obligations and rights - KYC Norms - Deposit Products and loan products - other ancillary services: Remittances – Safe Deposit Vaults – Collection Facility – MICR Clearing - ATMs – Credit cards and Debit Cards – Travellers' Cheques – Gift Cheques –

Ombudsman and Customer Services – Fraud Detection and Control – e-Banking – m-banking – RTGS - NEFT

UNIT – IV

Insurance services – Need of insurance – Types of insurance - Life - Types of life insurance policies – Marine – fire insurances – Reinsurance - Insurance Sector reforms – IRDA – Duties and functions

UNIT – V

Bancassurance – types - Benefits - Real Estate Industry - concept – classification – Benefits of Real Estate Investment. Securitization: Mechanism of Securitization – Advantages of Securitization – **Securitization in India** (Self Study)

TEXT BOOK:

1. Essentials of Financial Services, Dr. S.Gurusamy, Tata McGraw Hill Companies, 2009,

REFERENCE BOOKS:

1. Financial Services, M.Y.Khan, Tata Mc. Graw Hill Publishing, 3rd Edition.

2 Management of Indian Financial Institution, Srivastava. R.M., Himalaya Publishing House, Bombay.

3 Management of Banking and Financial Services, Padmalatha Suresh & Justing Paul –Pearson Publications, 2010

4.Financial Institutions and Markets, L.M.Bhole & Jithendra Mahakud, Tata McGraw Hill Publication, 5 Edition 2007

100 % theory**SEMESTER III****Internal: 25****External: 75****COURSE TITLE: EXPORT – IMPORT FINANCE****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the various methods of Export / Import financing.
2. It equips the students with the knowledge of financing for Export and Import.

OUTCOMES:

- CO1: Understand about the export finance. (k2)
 CO2: Explain the details of pre-shipment and post-shipment finance. (k4)
 CO3: Describe the concept of import finance. (k2)
 CO4: Identify the importance of long term finance. (k2)
 CO5: Indicate the function of financial agencies. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>		✓		✓
<i>CO2</i>			✓	✓
<i>CO3</i>		✓		✓
<i>CO4</i>	✓			✓
<i>CO5</i>	✓	✓		✓

CONTENTS**UNIT I**

Introduction to Export Finance: - Modes of International payments – Types of Letter of credit - Financing of Export Credit needs - Short Term, Medium term and Long Term Sources - Export Credit System in India.

UNIT II

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

Introduction of import finance - Bulk import finances for inputs –Import finance against foreign lines of credit - European, Asian Countries investment partners’ facilities - Foreign Exchange for import of inputs –payment methods for inputs

UNIT IV

Long term finance - Deferred payments for Export and import - Categories of deferred payments - Buyers credit - Application procedures for long term finance - Approval bodies - conditions for approving.

UNIT V

Financial agencies – **Reserve Bank of India** (Self Study) - Industrial and Export Credit Department –Exchange Control Department - EXIM Bank - Commercial Banks - Export Credit Guarantee Corporation - ICICI – IDBI – IFCI.

OUTCOME : It equips the students with the knowledge of financing for Export and Import.

TEXT BOOKS:

1. Export Import Finance: Parasram, Anmol Publications Pvt. Ltd

REFERENCE BOOKS

1. Money Banking and International Trade: M.L. Varma
2. Financial Institutions & Markets: Bhole
3. International Marketing: M.L. Varma & Agarwal
4. International Finance: Maurice D. Levi, Tata Mc. Graw Hill, 3rd edition

100 % theory**SEMESTER III****Internal: 25****External: 75****COURSE TITLE: INTERNATIONAL ECONOMICS****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the various aspects of International Economics.
2. To enable the students to acquire skill that will help them to take rational decisions in issues related to International Economics.

OUTCOMES:

CO1: Express the concept of International Trade and various theories (k2)

CO2: Gives knowledge about economic effects in International Trade (k2)

CO3: Understand the International movements, International investments and International payments. (k2)

CO4: Indicate the importance of Foreign Economic policies. (k2)

CO5: Explain in detail about Trade barriers and Economic Union and Communities (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>		✓		✓
<i>CO2</i>		✓		✓
<i>CO3</i>			✓	✓
<i>CO4</i>		✓		✓
<i>CO5</i>			✓	✓

CONTENTS**Unit - I**

International trade – internal and 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

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 and other international cartels

Unit - III

International movements – meaning – goods, services, unilateral transfers and 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 and zones – rates of exchange

Unit - IV

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 and co-operation – **development of under developed countries** (Self Study)

Unit V

Trade barriers – Tariff and non tariff – Quantitative restrictions – international cartels – commodity agreements – canalization - United Nations financial programs – economic union and communities

TEXT BOOK:

1. International Economics – Kindle Berger's

REFERENCE BOOKS:

1. International Economics – Paul R Krugman
2. International Economics – Salvatore

100 % theory**SEMESTER III****Internal: 25****External: 75****COURSE TITLE: GLOBAL FINANCIAL MANAGEMENT****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the Global Financial Trends.
2. To enable the students to gain an insight into management of Global Finance.

OUTCOMES:

CO1: Summaries the concept of International Money Markets and International Capital Markets(k2)

CO2: Evaluate the present picture of International Monetary and Financial Environment (k5)

CO3: Gives knowledge regarding exchange rate theories. (k2)

CO4: Describe the functions of International Banking (k2)

CO5: Explain the concept of International Development Associations and Discuss the recent changes in International Financing.

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>		✓		✓
<i>CO2</i>			✓	✓
<i>CO3</i>		✓		✓
<i>CO4</i>		✓		✓
<i>CO5</i>			✓	✓

CONTENTS**UNIT I**

International Money Markets - Money Market Instruments - Comparison of New York, London and Indian Money Market - International Capital Markets — International Bond Market - Euro Currency Market - Euro Dollar - Euro Deposit and Loans.

UNIT II

International Monetary and Financial Environment - International Monetary Investments - Balance of payments

UNIT III

Exchange Rate Theories - Derivatives - Forward Rate Agreements – Currency Futures and Interest Futures, options and swaps.

UNIT IV

International Banking - Role of IMF in International Liquidity - World Bank – Other International Financial Institutions

UNIT V

International Development Associations – International Finance Corporation - The International Debt and Country Analysis - **Recent Changes in International Financing** (Self Study)

TEXT BOOKS

1. International Finance: Maurice D. Levi, Tata Mc. Graw Hill, 3rd edition

REFERENCE BOOKS

1. International Finance Management: P.K.Jain,
2. International Finance Management : Apte, Tata Mc. Graw Hill, 2nd edition.
3. International Finance: P.R. Bhatt
4. International Finance Management: V.K. Bhalla

100 % theory**SEMESTER III****Internal: 25****External: 75****COURSE TITLE: LOGISTICS & AIR CARGO MANAGEMENT****COURSE CODE: 33D****OBJECTIVES:**

1. To teach the logistics management , this enables a smoother and faster International Trade.
2. To enable the students to gain an insight into Logistics management of Global Business.

OUTCOMES:

CO1: Outline the concept of Logistics Management(k2)

CO2: Indicate the General Structure of Shipping industry. (k2)

CO3: Explain the role of Intermediaries in Shipping Industries(k2)

CO4: Summaries Containerization & its importance, types. (k2)

CO5: Describe the Air Cargo Concept. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>		✓		✓
<i>CO4</i>	✓			✓
<i>CO5</i>		✓		✓

CONTENTS**UNIT I**

Logistics – concept - objectives and scope – Logistics interface with marketing – Logistics system elements – The general structure of Shipping Industry – Type of ships. Operating systems – Liner Operations and tramp operations – Conference system – Chartering principles – Freight structure and practices – U. N. Convention on liner code of conduct.

UNIT II

Co - ordination: Role of intermediaries – freight forwarders – freight broker – stevedores – shipping agents – PORTS: Major and minor ports in India – **gateway seaports** (Self Study)- Issues in Indian shipping industry – Shipment of government controlled cargo – Organization and functions of trans chart.

UNIT III

Containerization – Concept, Operation of the system – types of containers – benefits of Containerization – Inland container depots, Problems, and Prospects – Clearance procedure of

ICDs – CONCOR – Multimodal transportation – International Air Transport – Advantages and constraints – IATA.

UNIT IV

Third party logistics – Current State of the 3PL Market - Fourth party logistics (4PL) – Reverse Logistics - Communication and Information Technology in Logistics Management.

UNIT V

Air Cargo Concept Introduction , Airway Bill, Types of cargo, Handling of Perishable, Valuable Cargo and Special Cargo, Live Animals, Valuation charges and Disbursement , Emerging trend in Cargo & Cargo Carriers.

OUTCOME : It enables the students to gain insight into logistics management of global business.

TEXT BOOK

1. Logistics Management & World Seaborne Trade: Dr. Krishnaveni Muthaih, Himalaya publications.

REFERENCE BOOKS

1. Logistics Management for International Business: Text and Cases: Sudalaimuthu, S. S. Anthony Raj, Prentice Hall India, 2009.
2. Marketing Logistics: A supply chain approach – Satish K. Kapoor and Purva Kansal.
3. Logistics: Supply chain perspective – Vinod Sople
4. Logistics and Supply Chain Management, Martin Christopher, Pearson Publication 2011

SEMESTER III
INSTITUTIONAL TRAINING

Each student is required to undergo training in an Export unit, MNC, Logistics Firm, commodity boards, International financial institution, Import Agents etc., for a prescribed period of thirty days during the summer vacation between the second and third semesters. After the training, each student shall submit a detailed report of the work done, to the department. There will be a Viva Voce examination based on the report submitted by the student which carries 50 marks, 40 for the report and 10 marks for Viva-Voce examination.

100 % theory**SEMESTER III****Internal: 25****ELECTIVE – III****External: 75****COURSE TITLE: MARKETING OF HEALTH SERVICES****COURSE CODE:****OBJECTIVES:**

1. To enable the learners to understand the various aspects of marketing of health services.
2. It confers sound knowledge of various techniques of marketing of health services

OUTCOMES:

CO1: Understand the concept of marketing plan for services. (k2)

CO2: Summarize deeply about the health care services. (k2)

CO3: Discuss the marketing mix for hospital services and recent trends in Medicare. (k5)

CO4: Describe the various online health services and health care organizations in India (k2)

CO5: Indicate the scope of health care in a global perspective. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>			✓	✓
<i>CO4</i>			✓	✓
<i>CO5</i>		✓		✓

CONTENTS**UNIT – I**

Marketing plans for services: process - strategy formulation - resource allocation and monitoring services communication – customer - focused services – service quality – SERVQUAL model.

UNIT – II

Health care sector-Introduction-Role of healthcare sector in India-Role of Private sector in health care industry-factors leading to growth of healthcare in India

UNIT – III

Hospital services – Factors determining selection of Health care professionals – Emerging trends in Medicare – Marketing Medicare – Thrust areas for Medicare services.

Marketing mix for Hospitals – Product mix – Promotion mix – Price mix – Place mix – Strategic marketing for Hospitals

UNIT – IV

Online Health Services – Online health care Organization in India – Online marketing and online financial & clinical transaction-Legal system: Consumer Rights and Protection, medicine safety rules – Food & Nutrition security in India – **Health Promotion Agencies** (Self Study)

UNIT V

Health care a Global perspective-The future of healthcare marketing- Health care Insurance in India-Major initiatives taken by GOI to promote Indian health care industry.

TEXT BOOK

1. Marketing Health Services - Richard K. Thomas

REFERENCE BOOK:

1. Service Marketing - S.M. Jha
2. Changing Trends in Health & Nutrition - Sujatha K. Dass
3. Teaching Today's Health - David J Ans Paugh & Gene Ezell
4. Marketing for Health Services - Rod Sheaff
5. Service Marketing - Helen Woodruffe
6. Service Marketing - P.K. Sinha & S.C. Sahoo

100 % theory**SEMESTER IV****Internal: 25****External: 75****COURSE TITLE: INTERNATIONAL BUSINESS RELATIONS****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the various trading blocks in International Business.
2. It educates the students about the overseas political environment

OUTCOMES:

CO1: Explain the concept of international relations (k2)

CO2: Indicate the picture of diplomacy and various types of diplomacy (k2)

CO3: Summarize the nature of international law and its sources (k2)

CO4: Discuss the importance of regional grouping for the development of international relations (k2)

CO5: Understand the image of foreign policy in India. (k4)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>		✓		✓
<i>CO2</i>	✓			✓
<i>CO3</i>		✓		✓
<i>CO4</i>		✓		✓
<i>CO5</i>		✓		✓

CONTENTS**UNIT I**

Concept of International Relations - origin and growth of International relations - elements of IR - Is international relations a discipline? – Scope of international relations - International relations and international politics - foreign policy - values of foreign policy – approaches - objectives of nation's foreign policy – determination of foreign policy (a) internal factor (b) external factor.

UNIT II

Diplomacy – definition –functions of diplomats - Types of diplomacy – consults – diplomatic - rules and procedure - National power - meaning – forms - elements - Economic arsenal and other economic instruments.

UNIT III

International law – Meaning and nature – Sources of international law – Relationship with municipal law – limitations. The balance of power – definition - nature - role of balance - historical significance - devices for maintaining the balance of power - collective security and balance of power - balance of power today – collective security and peaceful settlement

.UNIT IV

Evolution of international organization and regional grouping for the development of international relations - Role of regional grouping (Viz.) EU, ASEAN, NAFTA, SAARC AND ARAB LEAGUE - World bodies (Viz.) UN and WTO - **Economic grouping (Viz.) G-8, G-15, and G-77** (Self Study)

UNIT V

Foreign policy of India - features of Nehru's foreign policy – non - alignment –foreign policy since 1962 –Indo - Soviet relations – Indo - China - Indo - Great Britain - Indo - U.S. Relations – disarmament efforts by India - India's neighborhood relations

TEXT BOOKS

1. International Relations: Dr. K.T. Varkey
2. International Relations – Krishnaveni Muthiah

REFERENCE BOOKS

1. International Relations: Palmer Parkins.
2. International Relations: N.Jayapalan
3. International Relations: Urmila Sharma and S.R. Sharma
4. International Relations: L.N.Srivastva,

100 % theory**SEMESTER IV****Internal: 25****External: 75****COURSE TITLE: STRATEGIC MANAGEMENT****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the basics of strategic management.
2. To make the students to understand the conceptual framework of strategic management

OUTCOMES

CO1: Discuss the concept of strategic management. (k2)

CO2: Summarize the framework of strategic management process. (k2)

CO3: Explain the various methods of strategic analysis. (k4)

CO4: Classify the different levels of strategy implementation. (k2)

CO5: Define the idea of diversification and strategy for globalization. (k4)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>	✓			✓
<i>CO4</i>	✓			✓
<i>CO5</i>		✓		✓

CONTENTS**UNIT I**

Strategy: concept – Importance - levels of strategy – Role of strategist - Strategic Management – meaning – benefits and limitations - Environment of International Business – Economic, Political, Socio Cultural and Technological.

UNIT II

Strategic management process – Mission – Vision - Objectives and Goals - Strategic planning process - merits and limitations - organization structure and strategy – 7 ‘S’ frame work

UNIT III

Choice of Strategy - Competitive cost dynamics – Experience curve – BCG approach – Michael Porter’s competitive strategies – Environmental scanning - SWOT analysis – TOWS matrix.

UNIT IV

Strategy Implementation – Strategic Evaluation and control – Corporate level generic strategies – stability, growth, Retrenchment, Defensive and Combination strategy

UNIT V

Diversification - Mergers and Acquisition – Turnaround Management - Strategies for globalization – competitive advantage of nations – **Globalisation of Indian Business** (Self Study)

TEXT BOOKS commiserate

1. Strategic Management Text & Cases: Francis Cherunilam

REFERENCE BOOK

1. Strategic Management: Ronflavel & John Williams

2. Business policy and strategy: McContro Minichiello

3. Strategic Management: B.S.Hoti

4. Strategic management: Bhattacharya SC, S. Chand, New Delhi

5. Strategic management – Text and Cases: Ghosh PK, S.Chand and Sons

6. Strategic Management – An integrated approach: Hill. Charles WL and Gareth R. Jones, Cengage learning India

100 % theory

SEMESTER IV

Internal: 25

External: 75

COURSE TITLE: SUPPLY CHAIN MANAGEMENT

COURSE CODE:

OBJECTIVES:

1. To enable the students to learn the much needed supply chain concept to deal with Global business.
2. To impart sound knowledge in the area of Supply chain.

OUTCOMES:

- CO1: Outline the concept of Supply Chain Management (k2)
 CO2: Indicate the Integration of Supply Chain Management. (k2)
 CO3: Explain the Purchasing in Supply chain Management (k2)
 CO4: Discuss about the Outsourcing in SCM (k2)
 CO5: Describe the Concept of ERP. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>	✓			✓
<i>CO4</i>		✓		✓
<i>CO5</i>	✓			✓

CONTENTS

Unit I

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organization.

Unit II

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM- Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

Unit III

Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

Unit IV

Outsourcing in SCM-Meaning, need-outsourcing risks-outsourcing process , New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit V

Aligning the Supply Chain with Business Strategy, ERP- Meaning – Characteristics – Functional areas – Components – Advantages and Disadvantages - Role of ERP in Supply Chain Management.

REFERENCE BOOKS

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
5. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

100% Theory**SEMESTER IV****Internal: 25****External: 75****COURSE TITLE: BUSINESS ETHICS AND COMMUNICATION****COURSE CODE:****OBJECTIVES:**

1. To make the learners to know the various ethical issues in Business organizations and to enable the students to learn the much needed communication skills to deal with international business community
2. It makes the students to understand the need for ethics in Business and to develop the written and oral business communication skills.

OUTCOMES:

CO1: Understand core idea of business ethics (k2)

CO2: Classify the various ethical issues in marketing management (k2)

CO3: Lends knowledge about role of communication and business letters (k2)

CO4: Describe the concept of business reporting (k2)

CO5: Discuss the importance of conducting and participating in meetings and interviews. (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>			✓	✓
<i>CO3</i>	✓			✓
<i>CO4</i>	✓			✓
<i>CO5</i>	✓			✓

CONTENTS**UNIT – I**

Ethics- Nature of ethics – objectives of ethics – Business ethics – Nature of Business ethics – Relationship between Business and ethics – The Unitarian view of ethics – The separatist view of ethics – the Integration view of ethics – Stages of ethical consciousness in business – need for business ethics market system – impact of unethical behaviour in the market system- importance of trust in Business relations. – Corporate code.

UNIT – II

Ethical issues in marketing management – operations management – purchase management – Human Resource management – Finance – Accounting and other functions – Ethical Dilemmas at work place – corporate Social responsibility - **role of business in society** (Self Study)

UNIT – III

Role of Communication –Types- Media of Communication –Barriers to Communication – Principles of Good Communication – Business letters - orders and their execution - Sales Letter- Letter of Application for Employment

UNIT – IV

Business Reporting- Types of Business reports-Essentials of Good Report-Preparation of Reports - Public Speaking and Reporting –Making Formal Speeches- Selection of the topic- Determination of presentation Methods- Consideration of personal Aspects-Audience Analysis – Appearances and Bodily Action-Use of voice and Visual Aids-

UNIT – V

Conducting and participating in meetings – Conducting and Attending Interviews – Face to Face Communication – Telephone Conversation - Listening – Problems in Listening.

TEXT BOOK:

1. Business Ethics – Sorell, Tom and Henry, John – British Library Cataloguing in publication Data. First Edition, 1994.
2. Business communication - Rajendra Pal, Sultan Chand & Company Ltd, 8th edition

REFERENCE:

1. Business Ethics: A Global and Managerial perspective – Mc Graw Hill publication, 1997
2. A study in Business Ethics – Rituprarna, Raj – Himalaya publishing House , First Edition , 1997
3. Business Ethics – Barry, Norman – Mc. Millan Press Ltd.
4. Business Communication - Raymond V Lesikar., John D. Petit, AITBS publish and Distributors 6th edition
5. Executive Communication - Ramesh, Pathen Shetty

SEMESTER IV

SUBJECT TITLE: PROJECT WORK

Each student is required to submit a project report at the end of the fourth semester. They have to select a topic for the project in the third semester itself. Project can be a topic or relating to a particular industry or company. Project must be relating to the field of commerce like banking, finance, marketing, HR etc. The students have to appear for Viva-Voce examination at the end of the fourth semester which carries 100 marks, 60 marks for project report and 40 marks for Viva Voce. The project report shall be valued by two examiners – one valuation by supervisor / guide and another valuation by external examiner and VIVA VOCE examination will be conducted. Results are to be published along with other papers.

100 % theory**SEMESTER IV****Internal: 25****ELECTIVE – IV****External: 75****COURSE TITLE: TRAVEL AND HOSPITALITY SERVICES****COURSE CODE:****OBJECTIVES:**

1. To enable the students to learn the potential for travel and hospitality industry.
2. It equips students with knowledge on tourism management

OUTCOMES:

CO1: Describe about tourism and its classification (k2)

CO2: Express the knowledge of tourism marketing (k2)

CO3: Indicate the marketing mix for tourism (k1)

CO4: Discuss the concept of E-tourism and global tourism (k2)

CO5: Summarize the conception of hospitality services and marketing mix for hotels (k2)

Mapping with Program Outcomes

	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>
<i>CO1</i>	✓			✓
<i>CO2</i>	✓			✓
<i>CO3</i>	✓			✓
<i>CO4</i>			✓	✓
<i>CO5</i>	✓			✓

CONTENTS**UNIT I**

Tourism: Concept – Nature – Significance – Elements - Classification –components of Tourism – users of tourism services- Factors shaping the Indian tourism sector - impacts of tourism-economic-environmental-social – cultural - political-measures to regulate tourism impacts

UNIT II

Tourism marketing: need– nature – process-issues and challenges in tourism marketing-Tourism Product planning and Development Product life cycle – Market segmentation for tourism – Marketing Information system for tourism.

UNIT III

Marketing mix for tourism – product mix – promotion mix – price mix – place mix – the people – process- physical evidence

UNIT IV

E-Tourism-Scope-typology-payment system-block of e-providers for billing and settlement-security for e-tourism- future of e-tourism –tourism in the twenty-first century-factors contributing to the growth of global tourism- **global tourism by 2020** (Self Study)

UNIT V

Hospitality services: Hotels – classification of Hotels -Market Information System for Hotels - Behavioral profile of users– Marketing mix for Hotels - Hotel marketing in Indian Perspective

TEXT BOOKS

1. Tourism Principles and practices – Sampad kumar Swain, Jithendra Mohan Mishra., Oxford University Press

REFERENCE BOOKS

1. Tourism operations and management – Sunetra Roday, et.al , Oxford University Press
2. Tourism Marketing – Manjula Chaudhary, Oxford University Press.

Certificate Course on Customs Broking

Total Hours: 20

Unit -1: Basic Understanding-Customs Broker: Meaning, Definition, Licensing, Application, conditions,knowledge,Examination,Grant of License,Payment,Mode of Payment,Validity of License,revocation of license,suspension of license **(2hrs)**

Unit II : Categories of Import and Export –Imports-Freely importable,canalized items,Restricted/Licensed items,Prohibited Items:Exports:Freely exportable,Negative list and Restricted /Licensed items. **(3hrs)**

Unit III:Cargo arrival,entry and clearance of vessels,clearance procedure for export and imports,EDI FILING,ICEGATE and ICES;Documentation-nature and description of documents to be filed with various kinds of bills of entry,shipping bills and other clearance documents,preparation of various kinds of bill of entry,bills of export,shipping bills and other clearance documents.**(5hrs)**

Unit IV: Examination and Assessment:Procedure for assessment and payment of duty including refund of duty paid;examination of goods at customs stations,tariff classification and rates of duty;determination of value of imported and export goods;conversion of currency;bonding procedure and clearance from bond.**(5 hrs)**

Unit V : Drawback and Appeal regulations:Re-importation and conditions for free re-entry;Drawback and export promotion schemes including Special Economic Zones Scheme;Offences under the Act;Provisions of the allied Acts;Provisions of Corruption Act,1988(49 of 1998);Procedure for appeal and revision applications under the Act;Re-import formalities.**(5 hrs)**

All above units are handled by Ms.Sunitha Kumari

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