

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

M.I.B. (Master of International Business)

(For the students admitted during the academic year 2012-13 & onwards)

SCHEME OF EXAMINATIONS : CBCS Pattern

Study Components	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hrs	CIA	Marks	Total	
Semester I							
	International Marketing Management	6	3	25	75	100	4
	Global Business Environment	6	3	25	75	100	4
	Managerial Economics	6	3	25	75	100	4
	Financial and Management Accounting	7	3	25	75	100	4
	Elective-I :	5	3	25	75	100	4
Semester-II							
	Business Research Methods	5	3	25	75	100	4
	Export-Import Finance	5	3	25	75	100	4
	Logistics Management	5	3	25	75	100	4
	Foreign Trade Procedure and Documentation	5	3	25	75	100	4
	Computer Applications: MS Office & Internet -Practical-I	6	3	40	60	100	4
	Elective-II :	4	3	25	75	100	4
Semester-III							
	Foreign Exchange Management	6	3	25	75	100	4
	India's Foreign Trade and Legislation	6	3	25	75	100	4
	Strategic Management	7	3	25	75	100	4
	Computer Applications: Tally -Practical-II	6	3	40	60	100	4
	Institutional Training (Report 40 marks and Viva 10 mks.)	-	-	50	-	50	2
	Elective-III :	5	3	25	75	100	4
Semester-IV							
	International Business Relations	5	3	25	75	100	4
	International Economics	5	3	25	75	100	4
	Global Financial Management	6	3	25	75	100	4
	Project Work & Viva-Voce (Project-160 & Viva-40) (OR) In lieu of Project work, the following two papers may be opted.	10		-	-	200	8
	1. Principles and Practice of Insurance	5	3	(25)	(75)	(100)	(4)
	2. Industrial Law	5	3	(25)	(75)	(100)	(4)
	Elective-IV :	4	3	25	75	100	4
TOTAL						2250	90

Electives: List of Group of Elective Papers : (Colleges can choose any one of the Group Papers as Electives) :

1. **GROUP-A**

1. Principles and Practice of Marketing Services
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

2. **GROUP-B**

1. Financial Markets and Institutions
2. Indian Stock Exchanges
3. Futures and Options
4. Fundamental and Technical Analysis

3. **GROUP-C**

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

* In the core subjects, Number of Papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

@ Includes 25 / 40% continuous internal assessment marks for theory and practical papers respectively.

III Semester :

1. Industrial/Institutional Training is to be made compulsory. The Student should take it up during the II Semester holidays and submit a report in the III Semester.
2. It carries 50 marks with 2 credits. Breakup for 50 marks (Only Internals)
Report 40 marks, Viva-voce 10 marks (Department level under the chairmanship of HOD)
3. **Institution to be visited :**
Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions.
4. Duration of the visit : minimum of 21 days
5. Marks for the industrial training out of 50 should be sent to the University alongwith the III Semester Internal marks.

IV Semester :

1. Project Work and Viva-voce examination will be optional for the colleges. They can either opt for project or 2 theory papers in the IV semester which are given as below:

1. Principles and Practice of Insurance 2. Industrial Law

- a. If Project is opted by the college 200 marks with 8 credits will be awarded. The break-up of marks will be as follows: Project Work 160 mks.(80%) – Viva -40 mks.(20%)

External Examiners will be appointed by the University for conducting the viva-voce exam along with the concerned internal examiner.

Monthly review of the project work has to be conducted by the guide along with the head of the department for a systematic progress of the work.

- b. If the theory papers are opted instead of project work, the marks and credits will be given as other core papers i.e., CIA – 25 marks and semester exam-75 marks.

SEMESTER – I
PAPER – I INTERNATIONAL MARKETING MANAGEMENT

UNIT – I

International Marketing – Definition – National & International Marketing – Special features 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 Orientations.

UNIT – III

International Marketing decisions – Products strategies and product planning – Branding and Packaging decision – Pricing strategies.

UNIT – IV

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

UNIT – V

Case Studies (based on the above units).

BOOKS FOR REFERENCE:

1. Marketing Management : Philip Kotler (Millennium edition)
2. International Marketing : Sak Onkvist & John J. Shaw
3. Principles of International Marketing : Philip Kotler & Gray Armstrong
4. Global Marketing Management : Keegan
5. International Marketing Management : Varshney and Bhattacharya

PAPER – II GLOBAL BUSINESS ENVIRONMENT

UNIT – I

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

UNIT – II

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

BOOKS FOR REFERENCE:

1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.

PAPER – III MANAGERIAL ECONOMICS

UNIT – I

Nature and Scope of Managerial Economics in relation with other disciplines – Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Maximization of profit - Value of enterprise.

UNIT - II

Demand analysis - Demand determinants – Demand distinctions – Elasticity of demand – Types, methods – Applications – Demand forecasting for industrial goods – Consumer goods – Consumer durables – Factor influencing elasticity of demand.

UNIT - III

Cost and production analysis - Cost concepts – Cost and output relationship - cost control – Short run and Long run - cost functions - production functions – Break-even analysis Economics scale of production.

UNIT - IV

Pricing and output decisions in different market situations – Monopoly and duopoly competition - perfect and imperfect - pricing policies.

UNIT – V

Business cycles – National income, monetary and fiscal policy – Public finance. TRIM's- Intellectual Property rights – TRIP's – Industrial Sickness – causes –remedies.

BOOKS FOR REFERENCE:

1. Maheswari and Varshney : Managerial Economics
2. P.L.Metha : - do-
3. G.S.Gupta : - do –
4. D.Gopalakrishnan : - do –
5. B.M.Wali & Kalkundrikar : - do –

Note: Question paper shall cover 100% Theory

PAPER –IV FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT – I

Accounting principles – Concepts – Conventions – Rules for Double entry book-keeping, Journal, Ledger, Trial Balance.

UNIT – II

Final Accounts – Preparation of Trading account, Profit and Loss account and Balance sheet with simple Adjustment.

UNIT – III

Management Accounting – Difference between Financial and Management Accounting – Objectives and Functions of Management accounts - Budgeting and Budgetary control – Sales budget, Production budget, Cash budget, Flexible budget.

UNIT – IV

Ratio Analysis – Meaning – Classification of ratios.

UNIT – V

Case Study(based on the above units).

Note: Question paper shall cover 40% Theory and 60% Problems.

BOOKS FOR REFERENCE:

1. Advanced Accountancy : S. P. Jain & K. L. Narang
2. Principles of Accountancy : Vinayagam, Mani, Nagarajan
3. Double Entry Book – keeping : T. S. Grewal
4. Management Accounting : S. N. Maheswari
5. Management Accounting : Ramachandran & Srinivasan.

II Semester

PAPER – V BUSINESS RESEARCH METHODS

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. Tools 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.

UNIT – IV

Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation – Path analysis – Auto correlation – Regression models – OLS ordinary least square methods – Multiple regression.

UNIT – V

Test of significance – ‘t’ Test - large sample and ‘f’ Test, test of significance for attributes, analysis of variance – Business forecasting – Exponential smoothing – Chi-square test.

BOOKS FOR REFERENCE:

1. Emory : Business Research Methods
2. Rummel & Ballaine : Business Research Methods
3. S.P. Gupta : Statistical Methods
4. C.R. Kothari : Research Methodology.

Note: Question paper shall cover 60% Theory and 40% Problems.

PAPER – VI EXPORT – IMPORT FINANCE

UNIT – I

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

UNIT – II

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 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

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

UNIT – V

Case Studies (based on the above units).

BOOKS FOR REFERENCE:

1. International Marketing : M. L. Varma & Agarwal
2. Export Import Finance : Parasram
3. International Finance : Maurice D. Levi

PAPER – VII LOGISTICS MANAGEMENT

UNIT – I

Marketing logistics system – concept, objectives and scope – Logistics interface with marketing – Logistics system elements – Importance and relevance to export management – Managing towards logistics excellence.

UNIT – II

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 – III

Co-ordination : Role of intermediaries – freight forwarders – freight broker – stevedores – shipping agents – PORTS : Major and minor ports in India – Issues in India shipping – Port infrastructure development – Shipment of government controlled cargo – Organisation and functions of transchart.

UNIT – IV

Containerisation – Concept, Operation of the system – types of containers – benefits of containerization – Inland container depots, Problems and Prospects – Clearance procedure of ICD's – CONCOR – Multimodal transportation – International Air Transport – Advantages and constraints – Aircargo Tariff Structure – IATA.

UNIT – V

Case Studies (based on the above units).

BOOKS FOR REFERENCE:

1. Logistics Management & World Seabome Trade : Dr. Krishnaveni Muthaih
2. Study on shipping conferences
of shipping and export strategy for the 80's : IIFT
3. Freight tariffs and practices of shipping conferences : IIFT

PAPER – VIII FOREIGN TRADE PROCEDURES AND DOCUMENTATION

UNIT – I

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

Registered Exporters: Definition of export House and Trading House – Incentives given to Free trade Zones and 100% EOU's – salient features and benefits – Norms governing the establishment and governing of the units – Project exports and consultancy exports.

UNIT – III

Import Trade Control : License – Duty Entitlement Passbook Scheme – Harmonized IEC code number adopted for classification of import trade control items – Import of capital goods under EPCG scheme – Import of raw materials and components under OGL actual user condition – Import for stock and sale – Restricted and Banned items for imports – Canalisation of Imports and various canalizing agencies.

UNIT – IV

Warehousing in connection with imports – Bonded warehousing – Special facilities provided 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 – Customs Procedures for Imports – Customs duty and Indian Customs tariff. Export and Import Documentation: Acceptance of document of L/C, D/A and D/P– Approved methods of RBI regulations – Suppliers credit.

UNIT – V

Case Studies (based on the above units).

BOOKS FOR REFERENCE:

1. How to Import : Nabhps Publication
2. How to Export : Nabhps Publication
3. Export Marketing : T. A. S. Balagopal
4. A Guide on Export Policy Procedure
and Documentation : M. L. Mahajan
5. New Export-Import Policy : Nabhps Publication

Paper IX : Computer Applications Practical-I

MS OFFICE AND INTERNET

MS OFFICE

MS WORD

1. Type your curriculum vitae using templates/wizards in MS Word.
2. Prepare a L/C in MS Word.
3. Prepare a Bill of Exchange.
4. Prepare a Quotation to various suppliers in order to purchase Raw materials: use mail merge.
5. Collect and prepare the certificate of origin.
6. Collect and prepare a pay slip.
7. Collect and prepare an invoice.
8. Collect and prepare a packing list.
9. Create a sample research reports (only on topics).
10. Draw a product lifecycle.
11. Draw an organizational chart in MS Word.
12. Prepare a minute for a meeting.
13. Draft a letter to various newspapers to display the press notes of the workshop conducted in your department: use mail merge.
14. Prepare a questionnaire for a survey.

MS EXCEL

1. Find the correlation between demand and supply.
2. Prepare an excel sheet under the main heading of assets and liabilities and perform the following:
 - a. Select a column and change the number format to rupees and paise format.
 - b. Change a particular range of cells font as bold.
 - c. Select key and go to sheet no.3 and select cell.
3. Calculate T Test and F Test for the data collected from any statistical book.
4. Create customs Exchange rate in Excel(buying rate and selling rate)
5. Take the sample data and draw a demand and supply curve and fix the price in Excel.
6. Draw a Break Even Chart with imaginary figures.
7. Draw an Indifference curve analysis.
8. Prepare a sales budget.
9. Prepare a market survey report for any product.
10. Estimate GDP and National income in Excel.

MS POWERPOINT

1. Prepare an agenda for an inauguration function of a one day seminar.
2. Draw a diagram of different packing labels and symbols in MS Word and display it in the power point.
3. Create an advertisement using PowerPoint.
4. Create a slide show of various activities of your department during the academic year.
5. Present using Power point the procedures involved in exporting a product.
6. List down the countries in the European Union and also the currencies.

MS ACCESS

1. Create G8 countries (SAARC) trade data in access.
2. Create a database for countries cultural environment in access.
3. Create a database of major MNC's in India and their business using Access.
4. Display the details of softwares developed by any corporate in India and perform the following:
 - a. Display the details of the packages whose software costs exceed 20 thousand.
 - b. Display the details of the software that are developed in Tally.
 - c. What is a price of costliest software developed in accounting?
5. Create a table with the following fields and insert the values:
 - a. company name
 - b. proprietor
 - c. address
 - d. suppliers name
 - e. number of employees
 - f. GP percentage

Do the following:

- a. Display all the records of the company in ascending order with GP percentage.
- b. Display the name of the company whose supplier name is TELCO
- c. Display the details of the company whose GP percentage greater then 20
- d. Display the details of the company having employee ranging from 300 to 1000
- e. Display the name of the company whose supplier is name as TATA
6. Create a table named student in the following fields and insert the values
 - a. student name
 - b. gender
 - c. roll number
 - d. department name
 - e. address
 - f. percentage

Calculate the following:

- a. calculate the average percentage of the students
- b. display the names of the students whose percentage is greater then 30
- c. display the details of the student who got the highest percentage
- d. display the details of the students whose percentage is 50 and 70
- e. display the details of the students whose percentage is greater than the percentage of roll number 12CA01.

7. Create a table named product with the following fields:
 - a. product number
 - b. product name
 - c. unit of measure
 - d. quantity
 - e. total amount

- Do the following:
- a. Select the records whose unit of measurement is Kg
 - b. Select the records whose quantity is greater than 10 and less than or equal to 20.
 - c. Calculate the entire total amount by using sum operation.
 - d. Calculate the number of records whose unit price is greater then 50 with count operation.
8. Create the table payroll with the following fields
- a. employee number
 - b. employee name
 - c. department
 - d. Basic pay
 - e. HRA
 - f. DA
 - g. PF
 - h. Net pay

Calculate the following:

- a. Net pay.
- b. Arrange the records in ascending order according to the net pay.
- c. Display the details of the employees working in sales department.
- d. Select the details of the employees whose HRA is greater than 1000 and DA greater than 1000.

INTERNET

1. Discussions on various forums and E groups.
2. Download the port areas in the map and display it in the Power Point.
3. Browse and collect the country profile. View as slide show.
4. Collect the various organizations assisting India's foreign trade and prepare a report.
5. Collect and prepare the containers lists based on the commodity features.
6. Use Export 911.com and download any one export document.
7. collect and prepare sailing routes and bunkering ports
8. Download the information regarding storage factor of different commodities.
9. Download the shipping space in any of the leading ports in India and download the information regarding ship repair and construction.
10. Download the information regarding the different types of marine risks.
11. Download the information regarding ship schedule at different ports:
 - a. birth time
 - b. sailing time
 - c. arrival time and display it in Power point

III SEMESTER

PAPER X - FOREIGN EXCHANGE MANAGEMENT

UNIT – I

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

UNIT – II

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

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

UNIT – IV

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

UNIT – V

Case Studies (based on the above units).

Note: Question paper shall cover 80% Theory and 20% Problems.

Books for References:

1. International Finance : Maurice. D. Levi
2. Foreign Exchange, International Finance : A. V. Rajwade
3. Global Financial Markets : Ian H. Giddy
4. Foreign Exchange Arithmetic : C. Jeevanandham
5. International Economics : Methane

PAPER XI - INDIA'S FOREIGN TRADE AND LEGISLATION

UNIT – I

India's foreign trade since 1951 – Salient features and special provisions of 1997-2002 Policy, 2002-2007 policy – New Foreign trade policy 2004-2009 - Impact of recent changes in Foreign Trade Policy.

UNIT – II

Legal framework of India's Foreign Trade – The Foreign Trade Development and Regulation Act (1992) – Import and Export (Control) Act (1947) – Foreign Trade Regulation Rules (1993) – Foreign Trade (exemption from application of rules in certain cases) order 1993 – Notification under Foreign Trade (development & regulation) Act 1992 – Regulatory environment of International Business – Exchange control regulations in India.

UNIT – III

Technology import contract – Technology Policy and environment – Selection and transfer issues – Law for protection of Intellectual Property Rights, Patents, Trademarks, etc.,

UNIT – IV

Law of product liability – Laws relating to customs practices and procedures – settlement of International Trade disputes – Carriage of goods by sea, air and over road.

UNIT – V

Case Studies (based on the above units).

Note: Question paper shall cover 100% Theory

Books for References:

- | | |
|---|------------------------|
| 1. Mercantile Law | : N. D. Kapoor |
| 2. International Marketing, Analysis and Strategy | : Sakonkvisit and Shaw |
| 3. International Trade and Export Management | : Francis Cherunilum |
| 4. International Trade | : M. L. Varma |
| 5. Export Management | : T. A. S. Balagopal |

PAPER XII - STRATEGIC MANAGEMENT

UNIT – I

Environment of International Business – Political, cultural, technological, social and financial context of corporate strategy.

UNIT – II

Corporate strategic plans – mission & vision of the firm, hierarchical levels of planning – strategic planning, process – merits and limitations – organizational structure and strategy.

UNIT – III

Competitive cost dynamics – Experience curve – BCG approach – Porters approach – Importance of scanning environment - SWOT analysis – Strategy and technology – Technology management – In-house development of technology – Acquisition and absorption of technology.

UNIT – IV

Diversification – Mergers and acquisition – Turnaround management – Implementation of strategy – Evaluation and control of strategy – Strategies for globalization – Compulsion for Indian companies to go global – Thrust products for export – Concern for quality.

UNIT – V

Case Studies (Based on the above units)

Note: Question paper shall cover 100% Theory

Books for References:

- | | |
|---------------------------------|-----------------------------|
| 1. Strategic Management | : Ronflavel & John Williams |
| 2. Business Policy and Strategy | : McContro Minichiello C |

PAPER XIII - COMPUTER APPLICATIONS PRACTICAL II - TALLY
III Semester Practical List (Tally)

TALLY

For the semester III, Practical classes are to be conducted for 6 hours per week.

CREATING A COMPANY

1. Create a Company with relevant details

2. Enter the following transactions and generate reports

Arun started the business on 1-4-

1. Received capital by cash Rs 2,00,000
2. Cash deposited in Indian bank Rs 50,000
3. Credit purchases from Krishna traders Rs. 20000 invoice no 12
4. Credit purchases from PRAVIN traders Rs 20,000 invoice no 12
5. Credit purchase from KRISHNA traders Rs 20000 invoice no 14
6. Credit purchase from PRAVIN traders Rs 20,000 invoice no 44
7. Returned goods to KRISHNA traders Rs 5000 invoice no 12
8. Returned goods to PRAVIN traders Rs 5000 invoice no 44
9. Credit sales to RAVI & co Rs 50,000 inv no 1
10. Credit sales to KUMAR & co Rs 50,000 inv no 2
11. Cash sales Rs 20,000 inv no 3
12. Credit sales to RAVI & co Rs 50,000 inv no 2
13. Credit sales to RAVI & co Rs 50000 inv no 5
14. Goods returned by RAVI & co Rs 5000 inv no 1
15. Goods returned by KUMAR & co Rs 5000 inv no 1
16. Payment made by cheque to KRISHNA TRADERS Rs 30,000 ch no 302302
17. Payment made by cheque to PRAVIN TRADERS Rs 30,000 ch no 116210

Received cheque from: Ravi & co and Kumar & co Rs.75, 000 each.

Payments made by cash

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

Payments made by petty cash:

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

3. Royal Electricals started a business of Electricals items and home appliances from 1-4

1-4 received cash for capital 5, 00,000

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

ceiling fan	100nos	at Rs 800
table fan	100nos	at Rs 1000
mixies	100nos	at Rs 1500
grinders	100nos	at Rs 2000

10-4 credit Sales Ram electricals in no 1:

ceiling fan	70nos	at Rs 1000
table fan	70nos	at Rs 1500
mixies	70nos	at Rs 2000
grinders	70nos	at Rs 2500

+TNGST 4% ON TOTAL SALES

10-4 Cash Sales in no 2:

ceiling fan	10nos	at Rs 1000
table fan	10nos	at Rs 1500

mixies	10nos	at Rs 2000
grinders	10nos	at Rs 2500

+TNGST 4% ON TOTAL SALES

CASH discount 5%

15-4 Paid cheque to Govin electricals Rs 2, 00,000

15-4 Received cheque from Ram electricals Rs 3, 00,000

Payment made by cash

Paid to petty cash Rs 2000

Furniture Rs 15,000

Salaries Rs 10,000

Wages Rs 7,000

Carriage inward Rs 1500

25-04 Payment made by petty cash

Conveyance Rs 200

Postage Rs 150

Stationeries Rs 150

Staff Welfare Rs 200

30-4 Journal depreciate 10% on furniture:

Prepare Trading Profit and Loss Account and Balance sheet.

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

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

INVENTORY VALUATION

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

Find the stock summary:

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

Stock items:

Item	Qty	Rate	Units
Boost	25	80	nos
Sports star	20	15	nos
Potato	260	30	kgs
Star dust	20	25	nos
The hindu	50	3.25	nos
Tomato	150	15	kgs
Fanta	10	25	lit
Dinamalar	40	2,50	nos
Coco	55	120	nos
Horlicks	60	70	nos
India today	10	10	nos
Lactogin	10	100	nos

MAINTAIN BILLWISE DETAILS

5. Create Credit bill wise details from the following

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

6. Cost categories and Cost center

Nov 1: Purchased Goods from Abc & Co	15,000
BANGLORE BRANCH	5,000
CHENNAI BRANCH	10,000

ALLOCATE THE COST TO THE PRODUCTS

 MOUSE 7000
 KEYBOARD 15,000

2. Sold Goods for Cash Rs 20,000

BANGLORE BRANCH	7,000
CHENNAI BRANCH	13,000

ALLOCATE THE COST TO THE PRODUCTS

 MOUSE 9000
 KEYBOARD 11,000

3. Paid To ABC & Co Rs 15,000

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

Currencies

7. Calculate forex value

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

On 15-12 received from foreign customer 2000 \$ @ 39 per \$ plus bank
Charge 50 \$ std rate 35 per \$ selling rate 36 \$ buying rate 37 per \$

On 1-12 the rates for pounds are as follows

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

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

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

Foreign gain/loss

8. Calculate foreign exchange gain or loss

01.01.2005

Purchased goods from U.K supplier 1000 £

02.01.2005

Sold goods to U.S buyer 1500

03.01.2005

Cash received from U.S buyer 1500

(Selling rate rs.46/\$)

04.02.2005

Paid cash to U.K supplier 1000

(Selling rate rs 53/ £)

Dollar \$:

Std rate - 1\$ - 43 Rs

Sales rate - 1\$ - 44 Rs

Buying rate - 1\$ - 42 Rs

Pound £:

Std rate - 1 £ - 51 Rs

Sales rate - 1 £ - 50 Rs

Buying rate - 1 £ - 52 Rs

9. MEMO VOUCHER

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

10. CHEQUE PRINTING

Print a cheque:

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

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

11. INTEREST CALCULATIONS

Cash deposited in Canara bank Rs 1, 00,000

Sold goods to Ganesh Rs 25,000

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

Sold goods to Ganesh 50,000

Interest parameters rate 16% per 365 days year

12. Display the interest calculations for the period 1-4 to 31-12

Opening balance

Ram & co Rs 25,000

Krishna traders Rs 20,000

Interest parameters rate 12% per 365 days year

Interest parameters rate 12% and 16% for sundry creditors per 365 days year

Purchased goods from Krishna for 25,000(credit period 45 days)

Sold goods to ram for Rs. 50,000(credit period 30 days)

Paid to Krishna the amount plus interest

Received from ram plus interest

IV SEMESTER PAPER XIV - INTERNATIONAL BUSINESS RELATIONS

UNIT - I

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

UNIT - II

The nature and content of international law- the codification of international law. The balance of power- its nature-definition-characteristics-role-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 - III

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

UNIT - IV

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

Case Studies (Based on the above units)

Note: Question paper shall cover 100% Theory

Books for References:

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

PAPER XV - INTERNATIONAL ECONOMICS

UNIT – I

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

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

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

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 : Case Studies (Based on the above units)

Note: Question paper shall cover 100% Theory

Books for References:

1. International Economics : Kindleberger's
2. International Economics : Paul R. Krugman

PAPER XVI - GLOBAL FINANCIAL MANAGEMENT

UNIT – I

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

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

UNIT – IV

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

UNIT – V

Case Studies (Based on the above units)

Note: Question paper shall cover 100% Theory

Books for References:

1. International Finance : P. R. Bhatt
2. International Finance : Maurice D. Levi
3. International Finance Management : V. K. Bhalla
4. International Finance Management : P. K. Jain
5. International Finance Management : Alan C. Shapiro

Paper XVII – Project Work & Viva Voce.

(OR)

1. Principles and Practice of Insurance
 2. Industrial Law
-

1. Principles and Practice of Insurance

UNIT-I

Introduction to Insurance – Meaning definition – Nature and functions – Types of Insurance – Role and importance of insurance - Principles of insurance classification of Insurance.

UNIT-II

Life Insurance – Meaning – Kinds of policies and plans – Types of Life Insurance products – Annuity contracts and their uses – Role of L.I.C. of India.

UNIT-III

Health Insurance – Individual and group insurance products – Mediclaim policies – its benefits – Cattle Insurance – Personal accident insurance.

UNIT-IV

General insurance – Marine, Fire, Motor and Miscellaneous Insurance – Insurance marketing – Network and customer service.

UNIT-V

Claims and settlement – Legal aspects – Guidelines for settlement of claims – IRDA – Regulatory provisions under IRDA Act 1999 – Regulations 2000 – IRDA Regulations 2002 – Protection of policy holders interest.

Reference Books :

1. M.N.Mishra – Insurance Principles and Practices.
2. G.S.Panda – Principles and Practices of Insurance.
3. P.Periasamy – Principles and Practices of Insurance
4. B.S.Bodla, M.C.Garg & K.P.Singh –Insurance Fundamentals, Environment and Procedures.
5. P.K.Gupta – Insurance and Risk Management.
6. Inderjit Singh, Rakesh Katyal and Sankly arrora – Insurance-Principles and Prqctices.

2. INDUSTRIAL LAW

UNIT-I

Factories Act 1948 – Provisions relating to health, Safety, Welfare – Employment of Child and young men – Audit workers – Women workers – The Child Labour (Prohibition and Regulation) Act 1986 – Child Labour Rules 1988.

UNIT-II

Trade Unions Act 1926 – Definition – Registration – Rights and Privileges – Cancellation of registration - Political fund – Industrial Disputes Act 1947 – Provisions relating to strike, lockout, retrenchment, Layoff and closure – Machinery to solve disputes.

UNIT-III

Payment of Bonus Act 1965 – Meaning of Gross Profit – Computation of available and allocable surplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability of the act – Payment of wages Act 1936 – permissible deductions – Time and Mode of payment – Minimum wages Act 1948 – The Tamilnadu Payment of subsistence Allowance Act 1981.

UNIT-IV

Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board – Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneous Provisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PF Scheme – Employees Family pension scheme and Fund – Workmen's

compensation Act 1923 – Employer’s liability and Non-liability – Ways open to workmen for claiming compensation – Disability – Partial – Permanent – Total disablement – Accusation – Diseases.

UNIT-V

The Payment of Gratuity Act 1972 – Gratuity – Scope and coverage – Definition – Payment of Gratuity – Compulsory Insurance – Protection of Gratuity – Environmental Protection Act – The Industrial Employment (Standing order) Act 1946.

Reference Books :

1. N.D.Kapoor – Industrial Law
 2. P.L.Mallick – Industrial Law.
 3. Factory Laws applicable Tamilnadu by S.Vaidyanathan, Madras Book Agency.
 4. S.MShukla and R.N.Saxena – Industrial Law
 5. P.P.S.Gogna – Business and Industrial law
-

Electives : List of Group Elective Papers :
(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Principles and Practice of Marketing Services
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

2. GROUP-B

1. Financial Markets and Institutions
2. Indian Stock Exchanges
3. Futures and Options
4. Fundamental and Technical Analysis

3. GROUP-C

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

GROUP-A

1. Principles and Practice of Marketing of Services
 2. Marketing of Financial Services
 3. Marketing of Health Services
 4. travel and Hospitality services
-

SEMESTER I

Paper I – Principles and Practice of Marketing of Services

- Unit I - Services: - Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services.
- Unit II - Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business.
- Unit III - Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing.
- Unit IV - Key Services Marketing:- Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services - Market segmentation.
- Unit V - 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.

Books for Reference:

1. Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala.
2. Services Marketing - S.M. Jha.
3. Services Marketing - Dr.S. Shajahan.

SEMESTER II

Paper II - Marketing of Financial Services

- Unit I - Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.
- Unit II - Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) – OTCEI.
- Unit III - Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of Plastic Cards – Dis advantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.
- Unit IV - Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.
- Unit V - Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment – Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in India.

Books for Reference:

- Financial Services – Nalini Prava Tripathy
Financial Markets & Institutions – Frederic S. Mishkin
Financial Institutions and Markets - L.M.Bole

III SEMESTER
PAPER III - MARKETING OF 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 : The Question Paper shall cover 100% Theory.

Books for Reference

1. Marketing Health Services : Richard .K. Thomas
2. Service Marketing : S.M. Jha
3. Changing Trends in Health & Nutrition : Sujata, K.Dass
4. Teaching Today's Health : David J. Ans Paugh & Gene Ezell
5. Marketing for Health services: A framework for communications, evaluation & Total Quality Management : Rod Sheaff
6. Service Marketing : Helen Woodruffe
7. Service Marketing : P.K. Sinha & S.C. Sahoo

IV SEMESTER
PAPER IV - TRAVEL AND HOSPITALITY SERVICES

UNIT I

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

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

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

UNIT IV

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

UNIT V

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

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. Tourism and Travel Management – Bishwanath Ghosh
 2. International Tourism Management – A.K. Bhatia
 3. Services Marketing – S.M.Jha
-

GROUP-B

1. Financial Markets and Institutions
 2. Indian Stock Exchange
 3. Futures and Options
 4. Fundamental and Technical Analysis
-

SEMESTER I
PAPER I
FINANCIAL MARKETS & INSTITUTIONS

UNIT I

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

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

UNIT III

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

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

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

Books for Reference:

1. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.
2. Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.
3. Financial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd.Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
4. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.

SEMESTER II
PAPER II
INDIAN STOCK EXCHANGES

UNIT I

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

UNIT II

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence 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

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

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

UNIT V

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.

Books for Reference:

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.

III-SEMESTER
PAPER III – FUTURES AND OPTIONS

UNIT I

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

UNIT II

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

UNIT III

Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.

UNIT IV

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

UNIT V

Evolution of Commodity Markets – Commodity markets in India – Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.

Books for Reference:

- 1.Financial Services and Markets : Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
- 2.Financial Services : M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
- 3.Financial Services : Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
- 4.The Financial and Analysis of Capital : A.J. Merrett, Allen Ykes projects
- 5.Financial Management : P.V. Kulkarni & B.G. Sathya Prasad
- 6.Financial Management : M.Y. Khan & P.K. Jain

IV SEMESTER

Paper IV - FUNDAMENTAL AND TECHNICAL ANALYSIS

UNIT I

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

UNIT II

Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE

UNIT III

Industry analysis – meaning – methods - Company analysis – meaning – methods.

UNIT IV

Technical analysis – meaning – Dow Theory – Elliot Wave Theory

UNIT V

Moving Averages – Charts – macd -relative strengths.

Books for Reference:

1. Investment analysis and portfolio management : Reily.
2. Portfolio management : S.K. Baura.
3. Modern portfolio theory and investment analysis : Elton and Gurbar.
4. Securities analysis and portfolio management : Fischer and Jordan.
5. Investment :Jack Clark Francis & Richard w.Taylor.
6. Investment management :V.K.Bhalla.

GROUP-C

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

I SEMESTER

PAPER I - PRINCIPLES OF INTERNATIONAL TRADE

Unit I

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

Unit II

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

Unit III

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

Unit IV

International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Danger of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.

Unit V

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

Books for References:

1. International Trade – Theory and Evidence – By James R.Markusen, James R.Melvin, William H.Kaempfer & Keith E.Maskus.
2. International Trade and Export Management – Francis Cherunilam
3. International Business – Francis Cherunilam

Second Semester

Paper II Export and Import Trade Procedures

Unit I

Exports – Recent measures to boost Country's Exports – Rules for successful exporting – Preliminaries for starting export business – Deemed exports and its benefits – Finance for Exports.

Unit II

Different Categories of exporters - Registration of Exports – Appointing Overseas agents – Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.

Unit III

Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labeling – Shipping and customs clearance of goods.

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.

Books for References:

1. How to Export and How to Import – Nabhi publications
2. Export management – P.K. Khurana
3. Export Management – T.A.S. Balagobal
4. A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications

III SEMESTER

PAPER III - INSTITUTIONS FACILITATING INTERNATIONAL TRADE

UNIT I

Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies-Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC's in India- State export –Promotion agencies- Impediments in export promotion.

UNIT II

Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

UNIT III

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS-benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures-Evaluation of WTO- drawbacks/Criticisms.

UNIT IV

International Monetary Fund (IMF)-Objectives- Organisation and management- Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

UNIT V

International Development Association (IDA)-Objectives-Memberships – Loan assistance- International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Business (Text & cases) : Francis cherunilam.
2. International Marketing : Rakesh Mohan Joshi.
3. International Business (Text & cases) : P. Sudha Rao
4. International Business Environment : Francis cherunilam.
5. Export Marketing : Achaya and Jain.
6. Export Marketing : B.S. Rathir & J.S. Rathir

IV SEMESTER

PAPER IV - INDIA'S INTERNATIONAL TRADE

UNIT I

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

UNIT II

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

UNIT III

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

UNIT IV

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks

UNIT V

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Trade and Export Management - Francis cherunilam.
 2. Export Management - T.A.S Balagopal
 3. International Trade - M.L. Varma
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