BHARATHIAR UNIVERSITY: COIMBATORE-641 046
B.Com (INTERNATIONAL BUSINESS)
(For the students admitted during the academic year 2012-13 and onwards)
Scheme of examinations

SCHEME OF EXAMINATION - CBCS PATTERN

<table>
<thead>
<tr>
<th>Part</th>
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<th>Ins. hrs / week</th>
<th>Examinations</th>
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$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively. @ No University Examinations. Only Continuous Internal Assessment (CIA) # No Continuous Internal Assessment (CIA). Only University Examinations.

**List of Elective Papers** (Colleges can choose any one of the paper as electives)

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<tr>
<th>Elective — I</th>
<th>A</th>
<th>Garment Merchandising</th>
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<td>C</td>
<td>Quality Assurance in Garment Industry</td>
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<th>Supply Chain Management-I</th>
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<td>Cargo Management</td>
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<td>Emerging Trends in Tourism</td>
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<td>Tour Operation Management</td>
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Note: The syllabi of B.Com. degree programme from the academic year 2010-11 and subsequent changes be followed in respect the remaining papers which are not furnished below.
FIRST SEMESTER

Allied I - WORLD ECONOMIC RESOURCES

Unit - I
Resources: Concept and importance in development- Dynamic character of world resources- Natural resources and Human resources- usefulness of the study of the resources- Interlink between resources and trade.

Unit - II
Geographical Environment- Physical environment: landforms, coastline, rivers, climate, soils, and natural vegetation.

Human environment- Growth and distribution of population- races- Economic and cultural organization of societies- entrepreneurial and managerial resources.

Unit – III
Natural regions: Wet equatorial regions- Monsoon regions – Mediterranean regions- cool temperature region- Green lands- Polar regions.

Agriculture and allied resources: Factors affecting agriculture- types of farming- food crops, industrial crops- cash crops- animal resources- fishery resources- forest resources- direct and indirect benefits of forests- types and distribution of world forests- types and distribution of world forests- world trade in agricultural and allied products.

Unit- IV
Energy Resources: Types of energy- energy and economic development- coal, petroleum, natural gas, electric power and atomic energy- need for conventional energy- energy conservation and alternatives- MNC’s in energy project in developing countries.

Mineral Resources: Importance of minerals- classification- world distribution and trade in important minerals- Iron ore, Manganese, Copper, Aluminum, Mica.

Unit- V
Manufacturing Industries: Factors of location- Theories of industrial location- distribution of cotton textile, iron and steel, automobile, ship building, aircraft, and electronics industries, software industry- General idea of world trade in manufactured goods.

References:
World Resources and trade : Kanna and Gupta
World Resources : Zimmermen
World Resources and Trade : Agarwal and Monga
Economic and Commercial geography : Das Guptha
SECOND SEMESTER
Allied II - INTERNATIONAL TRADE PROCEDURES AND DOCUMENTATION

Unit I

Unit II
Export and Import Policy and Procedures, Preliminary information, Export sales Quotation, Different Incoterms: FOB/C & F, CIF etc. Methods of payments, Shipping & distribution, after sales service – Customer complaint and conflict resolution.

Unit III
Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, other related procedures of registration, Import Policy and Procedures, licensing rules, Conditions and Obligations of Importers, Different Custom Duties (Import), Customs administration and procedures – Clearance of Import cargo, Indian case, Import Finance.

Unit IV

Unit V

References:
SEMESTER –III

CORE- VII- BANKING AND FOREIGN EXCHANGE

Unit 1

Unit 2
Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits- special type of customers- Minor- Lunatic- drunkards- joint account- partnership account- Public limited company- Closure of accounts.

Unit 3

Unit 4
Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading- funding of vostro account- swap deals.

Unit 5

BOOKS RECOMMENDED:
SEMMESTER- IV
CORE IX- LOGISTICS MANAGEMENT

UNIT I

UNIT II

UNIT III

UNIT

UNIT V

BOOKS RECOMMENDED
3. Logistics Management & World Seaborne Trade, Dr. Krishnaveni Muthiah, Himalaya Publishing House, New Delhi, 1999
SEMESTER- IV
CORE –X BUSINESS TAXATION

Unit I:

Unit II:

Unit III:
Central Sales Tax Act 1956 – Meaning and scope - Salient features of CST-Definitions- Sale (or) Purchase in the course of Inter state Trade, outside state and in the course of import and export- Declared goods of special importance. Inter- State Sales- Registration of dealers- Declaration/ Certificate to be issued by dealer- Determination of turnover- Levy and collection.

Unit IV:
Central Excise Duty-concept- Meaning- Sharing of central excise duty-important definitions- Valuation of excisable goods- Registration of dealers and declaration of goods-computation and payment-clearance of goods-CENVAT scheme-exemption to small scale industries- Records, Audit and submission of return.

Unit V:

Reference Books
3. The Central Sales Tax Act (Act 74 of 1956) compiled by N.Srinivasan (The Little Flower Co., Chennai), 2005
5. Direct and Indirect Taxes, Dr. M.C. Mehrotra, Dr. S.P.Goyal, Sahitya Bhawan Publications, New Delhi, 2007.
SEMESTER- IV

CORE – XII- INTERNATIONAL MARKETING MANAGEMENT

Unit - I
Product and pricing Strategy:

Unit-II
Pricing Strategy:
Importance of pricing decisions in marketing – Factors affecting pricing decision, Price determination, pricing methods, new product pricing strategies – Product mix pricing strategies – Price changes.

Unit-III
Promotion Strategy:

Unit -IV:
Distribution Strategy:
Meaning, Nature and importance, Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.

Unit V:
Retailing and Wholesaling:

Text Book:

Reference Books:
2. Boyd H.V. and West Fall R.: Marketing Research.
SEMESTER – V

CORE XIV - BRAND MANAGEMENT

Objective
To teach the importance of brand and its impacts among the customers

Unit I

Unit II
Brand Associations:Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building

Unit III

Unit IV
Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.

Unit V
Brand Strategies: Designing and implementing branding strategies – Case studies

REFERENCES:

SEMESTER- VI

CORE XIX- INTERNATIONAL BUSINESS STRATEGY

Unit- I:
World of International Business- Challenges of International Business.-Multinational Enterprises- Triad and International Business.

Unit- II:
Environment of International Business- International Politics and Economic Integration- International Culture International Trade- International Trade International Finance

Unit- III:

Unit- IV

Unit- V:
International Business Horizons - International Joint Ventures - Future Challenges of International Business.

References
5. Davidson.W.H., Global Strategic Management, John Wiley and Sons, 1999/2000,
ELECTIVES

GARMENT MERCHANDISING

UNIT I
Fundamentals of merchandising - Responsibilities of the merchandiser - Merchandise planning: target markets, market segmentations and marketing Research

UNIT II
Planning and Controlling and control tools: marketing calendar, merchandise Calendar, sales forecast - Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption - Pricing: pricing strategies, objectives, pricing formula - Costing principles and strategies

UNIT III
Introduction to Standardization and Quality control in apparel industry- Importance of consumer perception of apparel quality- Managing apparel quality through inspection and sampling procedures.

UNIT IV
Sourcing strategies: objectives, global sourcing, the role of merchandiser in Sourcing, - sourcing options, - factors in sourcing options, factors in sourcing Decision- customer/ vendor relationship - Domestic and International sourcing Process

UNIT V

Reference

Books Recommended:
GARMENT COSTING

Unit-1
Introduction to Cost Accounting: Responsibility accounting, uses of cost accounting, elements of cost, Direct material, Direct labour, factory overhead; cost of goods manufactured statements, cost behaviour

Unit -II
Patterns in the apparel industry-fixed variable, semi variable job order for process costing; Accounting for factory overhead: Capacity level concepts, production and service departments direct and indirect costs over and under applied overhead. cost volume profit analysis;

Unit-III
Breakeven analysis: Contribution margin, Variable, cost ratio, marginal income.; sales mix by garment style, effect of volume change, price/column analysis

Unit -IV
Apparel Marketing cost Analysis: Marketing cost accounting, marketing cost standards, variance analysis for marketing cost, effective variance, price variance; Determining Pricing of apparel products: Price elasticity of demand and supply, sample costing-marginal revenue and marginal cost, cost plus pricing methods; Full cost pricing, conversion cost pricing differential cost pricing .variable cost pricing, direct cost pricing derivation of cost of apparel products-woven knits:

Unit-V
The budgeting process: Budgeting principles for the apparel industry, fixed vs. variable budget ,master budget, laminations of budgets any justification effort

References
1. Richord D.Irwin Icn, "Principles of cost Accounting: Managerial Applications" Revised by Gayle Rayburn 1983
2. Sultan Chand& sons"Management Accounting"New Delhi, 2nd edition 1998
QUALITY ASSURANCE IN GARMENT INDUSTRY

Unit -1
Definition and scope of quality control – establishing merchandising standards – Establishing raw material quality, quality control specifications – quality control of raw material

Unit -II

Unit-III

Unit-IV
Type of control forms – basic production systems – principles for choosing a production a production system – evaluating production systems – flow process grids for production control – scheduling calculation, graph methods, scheduling bundles of varying amounts, mathematical formulas for scheduling – producing many styles simultaneously - producing many styles consecutively in one line.

Unit -V

Reference
1. An Introduction to Quality Control for the Apparel Industry (Quality and Reliability) Pradip V. Mehta
SUPPLY CHAIN MANAGEMENT-I

Unit -I
Understanding the Supply Chain Supply Chain Performance: Achieving Strategic Fit and Scope Supply Chain Drivers and Metrics- Demand Forecasting in a Supply Chain- Aggregate Planning in a Supply Chain

Unit – II
Planning Supply and Demand in a Supply Chain: Managing Predictable Variability - Managing Economies of Scale in a Supply Chain: Cycle Inventory- Managing Uncertainty in a Supply Chain: Safety Inventory

Unit –III
Determining the Optimal Level of Product Availability - Transportation Decisions in a Supply Chain- Designing Distribution Networks and Applications to e-Business-

Unit –IV
Network Design in the Supply Chain- Network Design in an Uncertain Environment- Sourcing Decisions in a Supply Chain

Unit –V
Pricing and Revenue Management in a Supply Chain- Information Technology in a Supply Chain- Coordination in a Supply Chain

References
4. Business logistics Management by Ronald H. Ballou
5. Inventory Management and Production Planning and Scheduling by Edward A. Silver, David F. Pyke,
6. and Rein Peterson
SUPPLY CHAIN MANAGEMENT-II

Unit I
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system

Unit II

Unit III

Unit IV
Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement

Unit V

Reference Books:
B.Com. IB – 2012-13 colleges

CARGO MANAGEMENT

Unit- I
Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Unit-II
Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Unit- III
Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

Unit- IV
Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Unit V
Documents Relating to Air Cargo

Reference
Air Cargo Tariff Manuals
IATA Live Animals Regulations Manuals
IATA Special Mail Manual.
TOURISM MARKETING

Unit – I

Unit – II
Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit – III
Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development, product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.

Unit – IV

Unit – V

References
- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrisson Alison: Hospitality marketing
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour.
EMERGING TRENDS IN TOURISM

Unit I
**Adventure Tourism:** Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)

Unit II
**Ecotourism and Sustainable Tourism:** Concept of ecotourism and sustainable tourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism.

Unit III
**Tourism Impacts:** Socio-cultural impacts of tourism, Economic impact and Environmental impact- Environment Impact Assessment, Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits.

Unit IV

Unit V
**Outbound and Inbound Tourism Trends:** Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand, Measuring the Tourism Demand. Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions. International Tourism: sources, methods, dimension. Emerging trends, cause of variation of tourism trends. Some important outbound and inbound Tourism packages & Destinations

**References**
- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
TOUR OPERATION MANAGEMENT

Unit – I
Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency; Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telelx & Fax, special Handling of business correspondence, Method of Taking Care of Customers.

Unit – II
Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other.

Unit – III
International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges.

Unit - IV
Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.

Unit - V
Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.

Reference
- Chand, M., Travel Agency Management: An Introductory Text
- Seth, P. N., Successful Tourism Management
- Travel operation : South Asia Integrated Tourism Human Resource Development Programme ( SAITHRDP )
- Tour Guiding : SAITHRDP.