BHARATHIAR UNIVERSITY, COIMBATORE - 641 046

B.A. ECONOMICS WITH GLOBAL BUSINESS (CBCS PATTERN)
WITH COMPULSORY DIPLOMA IN TRADE ECONOMY AND COMPUTER SYSTEMS
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATIONS

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Total: 3700 (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)

| Elective – I | A | E-commerce |
|             | B | Investment Policies and Programme – I |
|             | C | Financial Markets |

| Elective – II | A | Logistic Management |
|              | B | Journalism |
|              | C | Agricultural and Rural Development |

| Elective – III | A | Management and Multinational Corporation |
|               | B | An Introduction to Insurance |
|               | C | Investment Policies and Programme - II |
B.A. Economics with Global Business
Semester I

Part III – Core Paper I – Managerial Economics and Decision Making I

Total Hours: 90

Preamble:
The Paper aims to
• Equip the students with the fundamental tools of economic analysis
• To acquire skills in applying the tools of economic analysis in forecasting demand and deciding production.

Unit I

(18 Hours)

Unit II

(18 Hours)

Unit III
Demand Analysis And Forecasting: Law Of Demand – Elasticity Of Demand – Types, Measurement, Applications – Demand Function – Demand Forecasting – Types, Objectives And Purpose Of Forecasting – Methods Of Forecasting.

(18 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)

Books for Reference:
R. Cauvery and others : Managerial Economics, S.Chand and Company, New Delhi, 2002.
B.A. Economics with Global Business
Semester I
Part III – Core Paper II – Introduction to Global Economics

Total Hours: 90

Preamble:

The paper helps the students
✓ To familiarize with the theory, policy as well as the working of the international trade and payment system and
✓ To get knowledge about the present world economic order.

Unit I
International Trade- Meaning-Merits and demerits-The basis of International Trade and Internal Trade-Free trade vs. Protection – Methods of Protection and their effects

Unit II
Theories of Internal Trade: Ricardo’s Theory of Comparative Cost, Heckscher-Ohlin Theory-Its superiority over Classical Theory-Factor Price Equalisation Theorem

Unit III
Balance of Trade Vs Balance of Payments - Meaning and Significance-Disequilibrium-Causes-Methods to Correct Adverse Balance of Payments Terms of Trade-Kinds Factors affecting Terms of Trade (Basic Level)

Unit IV
Exchange Rate-Meaning, Determination of Equilibrium Exchange Rate-Fixed Vs Flexible Exchange Rate-Causes for the Fluctuation in Exchange Rate –Exchange Rate Mechanism-Calculations of Forward Exchange Rate-Cross Rate-Spot Exchange Rate Settlement Procedure-Currency Arbitrage-Two Point Currency Arbitrage-Triangular Arbitrage

Unit V

Books for Reference:
Sundaram K.P.M. - Money, Banking and International Trade, Sultan Chand and Co., New Delhi, 1979
B.A. Economics with Global Business

Semester I

Part III - Allied Paper I – Computer Applications in Business

Total Hours: 90

Preamble:
The Papers covers the essential skills for using all the programs separately and as a team

- It equips the students to develop their own application using Graphical user Interface.
- Knowledge of Microsoft Access as Database Management System to organizing Staggering information about personal and business life.
- To learn Power point presentation graphics program.

Unit I:

(18 Hours)

Unit II:

(18 Hours)

Unit III:

(18 Hours)

Unit IV:
MS Power Point: Power Point Basics – Introduction – Toolbars their Icons and commands – Navigating in Power Point – working with PowerPoint (Animation effects, Hyperlink)

(20 Hours)
Unit V:


(16 Hours)

Books for Reference:

Practical I - Computer Applications in Business

- Prepare a class timetable using MS Word
- Prepare an application with Bio Data using MS Word (like application for the post of Lecturer in college)
- Prepare a chart for student name versus subject marks using MS Word
- Prepare an information letter about the college reopening date to the student using Mail Merge
- Prepare an information letter to various students about the publication of results using Mail Merge
- Design an advertisement copy in MS Word
- Prepare Students mark sheet using Excel
- Prepare Payroll for employee using Excel
- Draw a chart using Excel with the details: student name and marks of 3 subjects
- Design a sports day invitation and prepare slides describing various events in Power point
- Display various departments and courses offered in our college using Power point
- Prepare the teaching slides using Power Point
- Create a database for employee details and generate a report for pay slip using MS Access
- Create a database maintaining stock in a shop with fields: Serial number (Primary Key), Name of product, Product code, Quantity and Price
- Create a database for customer information and generates a report with the customer name in ascending order.
B.A. Economics with Global Business
Semester II
Part III – Core Paper III – Managerial Economics and Decision Making II
Total Hours: 75

Preamble:
The Paper aims to
• Equip the students with the knowledge of pricing under different market conditions
• Develop the skills in managing capital and profit
• Impart skills in risk management

Unit I
(15 Hours)

Unit II
(15 Hours)

Unit III
(15 Hours)

Unit IV
Capital Management: Capital Budgeting – Cost Of Capital – Project Profitability.
(15 Hours)

Unit V
(15 Hours)

Books for Reference:
Preamble:
The primary objective of this paper is to acquaint the students with emerging global trends to Business Environment.

Unit I

Unit II
World Economic growth and the environment: Environmental Management and clean technology, Techniques for environmental analysis-Steps in/approaches to environmental analysis - Types of Environment – Forecasting – benefits - Importance of Environment analysis- Limitations of Environment - Forecasting (15 Hours)

Unit III

Unit IV
Technological and Geographical Environment - Time lags in Technical-Introduction-absorption-appropriate technology-reason for Internalization-enabling technologies - Globalization, IT and global business, transfer of technology (15 Hours)

Unit V
B.A. Economics with Global Business  - CBCS Pattern 2008-09  
Bank, IDA, IFC, ADB, UNCTAD, UNIDO, International Trade Center - MNC and International trade (15 Hours)

Books for Reference:


B.A. Economics with Global Business  
Semester II 
Part III – Allied Paper II – Computerized Accounting - Tally  
Total Hours: 90

Preamble:
The objectives of the Paper are

❖ To familiarize the students with accounting skills using tally software

Unit I

Unit II
Tally Fundamentals: Introduction To Tally – Features Of Tally – Getting Functional With Tally – Creation/ Setting Up Of A Company In Tally- F11 Features – F12 Configure – Value Added Tax In Tally


Unit III
Inventory In Tally: Stock Groups – Stock Items – Units Of Measure – Inventory.
Vouchers - Recording Simple Inventory Transactions

(18 hours)

Unit IV
Purchase And Sales: Cash And Credit Purchases – Cash And Credit Sales –
Purchases Returns – Sales Returns – Bill Of Exchange – Bills Receivable And Bills
Payable – Revenue Recognition Principles – Price Levels
Display And Reports: Introduction – Accounting And Inventory Reports In Tally

(18 hours)

Unit V
Accounting Reports: Balance Sheet – Profit And Loss Account – Account Books –
Statement Of Accounts – Day Book
Inventory Reports: Stock Summary – Inventory Books
Printing Reports: Types Of Print Configuration Options – Print Format

(18 hours)

References :

Namrata Agarwal & Sanjay Kumar : Financial Accounting on Computers
using Tally
Dreamtech Press, New Delhi, 2002

N.Satyapal : Using Tally
Khanna Publications, New Delhi, 2000

Implementary Tally : BPB Publication, 2001

B.A. Economics with Global Business
Semester III
PART III – Core Paper V – Macro Economics

Total Hours: 75

Preamble:
The course is designed to

• Make the students aware of the basic, theoretical framework underlying the field
  of macro economics.
• Expose the students to macro economic aspects in Keynesian and Post-Keynesian
  economics.

Unit I
Definition, nature and scope of Macro Economics – Circular flow of income
Closed Economy Model – Open Economy Model – Importance of circular flow of

(15 Hours)

**Unit II**


(15 Hours)

**Unit III**


(15 Hours)

**Unit IV**


(15 Hours)

**Unit V**


(15 Hours)

**Books for Reference**

Dr. R. Cauvery and Others : Macro Economics, S. Chand & Company Ltd., New Delhi, 2004.


B.A. Economics with Global Business
Semester III
Part III – Core Paper VI – Global Human Resource Management

Total Hours: 60

Preamble

This paper provides the students with
- Practical information on various aspects of HRM like performance appraisal, training and development, compensation and international labour relations issues.
- Knowledge of cross cultural issues in HRM

Unit I
HR and global business challenge difference between domestic and international Human Resources-Various approaches of international HRM- The role of cultural understanding-Culture and HR functions in a global subsidiary.

(11 Hours)

Unit II
International HR planning; Recruitment and selection- Staffing policies, approaches, selection criteria- Relocation. Performance management of international employees- Factors associated with individual performance and appraisal in a global context.

(13 Hours)

Unit III

(13 Hours)

Unit IV
International labour relations-key issues, various agreements. International labour standards safety and fair treatment, repatriation; process, problems and solutions

(12 Hours)

Unit V
Human Resource practices and programs adopted in USA, Japan, China and Asian Countries.

(11 Hours)

Books for Reference:
Randar Schuler & Susan Jackson - Managing Human Resources in Cross Border Alliances
Routledge Taylor & Francis
Preamble

This course aims at
- Analyzing and interpreting data
- Applying the statistical tools for solving economic problems

Unit I
Definition – importance – functions and limitations of statistics – Primary and Secondary data, census and sampling methods – Collection of data* Frequency distribution – Classification and Tabulation of data – Diagrammatic and Graphical representation – Ogive and Lorenz Curves

(20 Hours)

Unit II

(16 Hours)

Unit III

(17 Hours)

Unit IV

(18 Hours)
Unit V

Index numbers – Laspeyre’s, Paasche’s, Fisher’s Ideal Index Numbers – Cost of Living numbers – Time Series Analysis – Components and measurements of Time Series limited to moving average and least square methods.

(19 Hours)

Note: Theory carries 40 marks and problems carry 60 marks

Books for Reference:

B.A. Economics with Global Business
SEMESTER IV
PART III – Core Paper VII – Monetary Economics
Total Hours: 60

Preamble
The Paper aims at
- Understanding the role of money, theories of Money and how money is Managed in Modern economy
- Analyzing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies

Unit I

(10 Hours)

Unit II
The supply and demand for money. The Supply of Money- Measures of Money Supply (Different approaches – Traditional, monetarist, Gurley- Shaw, Radcliff approach – in brief)
Velocity of circulation of money : Demand for money – classical view – modern view.

(14 Hours)

Unit III

(14 Hours)

Unit IV

(10 Hours)

Unit V

Commercial banks in Economic Development – credit Creation by Commercial banks – Functions of central banks- Methods of Credit Control.

Money and capital market (a brief idea only) - Monetary policy – its objectives. Financial Intermediaries– their role in India’s Economic Development.

(12 Hours)

Books for Reference :
Dr.S.Sankaran : Monetary Economics,Margham Publications, Chennai,2005
M.L.Jhingan : Monetary Economics, Konark Publishers Pvt. Ltd., Delhi, 1997
T.T.Sethi : Monetary Economics, S.Chand & co. Ltd., Delhi ,1996

B. A. Economics with Global Business
Semester IV
Part III – Core Paper VIII – Introduction to PL/SQL

Total Hours: 45

Preamble:
The aim of the paper is
✓ To make the students design and maintain databases.
✓ To store and retrieve information contained in the database.

Unit I

(9 hours)

Unit II
More on SQL – Computations on Table Data – Oracle Functions – Data constraints – Grouping Data from Tables in SQL – Manipulating Dates in SQL – Subqueries – Joins – Using the Union, Intersect and Minus Clause.
Unit III

(10 hours)

Unit IV
Oracle Transactions – Processing a PL/SQL Block – Cursors.

(8 hours)

Unit V

(9 hours)

Books for Reference:
Preamble:
The paper helps the students
✓ To gain elementary mathematical knowledge
✓ To know the application of mathematical techniques in Economic theories.

Unit I : Mathematical Economics and Algebra

Unit II : Number system and equation
Number system – Prime numbers – Integers – Rational numbers – Operations with fractions - Real number system – Properties of real number system Equation – Linear and Quadratic – Solutions to linear and quadratic equations.

Unit III : Matrix Algebra

Unit IV : Differentiation

Unit V : Mathematics of finance

Note: Theory carries 40 marks and problem carries 60 marks.

Books for Reference:
V.D.Deshpande, Chandekar & : Elementary Mathematical
B.A. Economics with Global Business

Semester V

Part III – Core Paper IX – Fiscal Economics

Total Hours: 90

Preamble:
The aim of the Paper is
- to enable the students to understand the fundamentals of Public Finance
- to impart a thorough understanding of the role and functions of the Government in a modern economy and
- to study the impact of financial operations on economic activities

Unit I

(15 Hours)

Unit II

(20 Hours)

Unit III

(20 Hours)
Unit IV


(20 Hours)

Unit V


(15 Hours)

Books for Reference:
Dr.R.Cauvery & others : Public Finance (Fiscal Policy)
S.Chand & Ltd.,Delhi 2005

B.P.Tyagi : Public Finance JaiPrakash Nath
& Co., Meerut,2005


R.K. Lekhi : Public Finance, Kalyani
Publishers New Delhi,2003

B.A. Economics with Global Business
Semester V
Part III –Core Paper X– Global Financial Management

Total Hours: 75

Preamble:
The aim of the paper is to educate the students about

- Various aspects of financial management
- Foreign investment decisions
- Global financial regulations and strategies

Unit I


(20 Hours)
Unit II

Global Investment decisions - Concept of Optimal Portfolio-Benefits of Global Portfolio Investment-Problems of Global Investment-Identification of Global Investment

(13 Hours)

Unit III


(12 Hours)

Unit IV


(20 Hours)

Unit V

Global Financial Regulations and Strategies: Regulations and controls- Global Accounting - Analysing foreign financial statements-

(10 Hours)

Books for References:


B.A. Economics with Global Business  
Semester V  
Part III – Core Paper XI – Global Marketing  
Total Hours: 75

Preamble
The aim of the paper is
- To give the students an insight into the emerging markets worldwide
- To enable the students to learn and apply concepts relating to Global Marketing

Unit I

Unit II

Unit III
Global Marketing Research - Need – Definition – Scope - Global product strategies-International product life cycle (IPLC)-Managing the International product and service mix-New product Development steps-Classification of new products

Unit IV
Global Pricing-Government Influence on Pricing-Transfer pricing-Dumping-steps-Global pricing decisions

Unit V

(20 Hours)

Books for Reference
International Marketing - Dana-Nicoleta Lascu Biztantra, New Delhi, 2003
International Trade and Export - Francis Cherunilam
B.A. Economics with Global Business
Semester V
Part III  Core Paper XII  Entrepreneurship  Development
Total Hours :75

Preamble:
The aim of the paper is
- To acquire the knowledge regarding characteristics of an entrepreneur
- To develop an interest in entrepreneurial activity and
- To equip them with entrepreneurial skills for self employment

Unit I
(14 hours)

Unit II
(16 hours)

Unit III
(15 hours)

Unit IV
Training and finance objectives of training – phases of EDP – special agencies for training – institutional finance with special emphasis of commercial banks. IDBL, IFCI, ICICI, IRBI, SFCS, SIPCOT, Khadi and Village Industries Commission – Micro Finance –Incentives and Subsidies( a Brief Study)
(15 hours)
Unit V


(15 hours)

Books for Reference:

R.Saravanakumar, R. Parameswaran & T.Jayalakshmi (V Unit) : A Text Book of Information Technology, S.Chand & Co Ltd., Delhi, 2003
R.S.N.Pillai & Bagavathi : Commercial Correspondence & Office Management, S.Chand & Company, New Delhi, 1996

B.A. Economics with Global Business
Semester VI
Part III – Core Paper XIII – Indian Economic Issues
Total Hours: 90

Preamble:

The Paper enables the students

❖ To have an essential understanding of various issues of the Indian Economy and
❖ To have the ability to comprehend & critically appraise the current Indian Economic Problems
Unit I

Characteristics Of Indian Economy As A Developing Economy – Demographic Trends In The Post-Independence Period – Birth Rate, Death Rate, Age Composition, Sex Ratio, Density, Life Expectancy, Literacy, Urbanization And Workforce Participation Rate – Unemployment – Kinds – Government’s Policy Measures To Remove Unemployment – Future Scenario Of Unemployment In India.

(16 Hours)

Unit II

Place Of Agriculture In Indian Economy – Causes For Low Productivity – Credit Needs Of The Indian Farmers – Sources Of Rural Credit – Present System Of Indian Agricultural Marketing – Measures To Improve Agricultural Marketing (In Brief) – New Agricultural Strategy - Green Revolution – Problems Created By Green Revolution – Agricultural Price Policy – Indian Agriculture And WTO – Recent Initiatives In Indian Agriculture.

(18 Hours)

Unit III


(19 Hours)

Unit IV


(18 Hours)

Unit V


(19 Hours)

Books for Reference:

Ruddar Dutt and K.P.M Sundaram : Indian Economy, S.Chand & Company Ltd., New Delhi, 2004


Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi
B.A. Economics with Global Business
Semester VI
Part III – Core Paper XIV – Global Trade Procedures and Documentation
Total Hours: 75

Preamble
The objectives of this paper are
- To expose the students to export and import trade and
- To familiarize the students with procedures of export-import trade

Unit I
Export-Import policy of India-Meaning-General objectives-Export-Import policy 2004-2009-Objectives-Key strategies-Highlights (14 Hours)

Unit II
Export Procedures-Registration stage-Pre-shipment stage-Quality control and pre-shipment inspection-Sales Tax exemption- Realisation of Export proceeds - Realisation of incentives (14 Hours)

Unit III
Export Documentation-Aligned Documentation system-Proforma Invoice-Commercial Invoice-Letter of Credit-Meaning-Types-Advantages-Packing List-Mate’s receipt-Bill of lading-Certificate of Origin-Shipping bill-Consular Invoice-Bill of Entry-Airway bill-GR Form (17 Hours)

Unit IV
Import procedure-Liberalisation of Imports-categories of Importers-Special scheme for Importers-Classification of Goods for Import policy and assessment of duty-Legal Dimensions of Import procedures-customs clearance – Bill of Entry-Forward Contract (14 Hours)

Unit V
Practice Workshop
1. Master Document
2. Documents related to import of Goods
   a) Invoice
   b) Packing List
   c) Certificate of Origin
   d) Mate Receipt
   e) Bill of Lading
   f) Shipping Bill/ Airway Bill
   g) Export of Goods under claim for Duty drawback
3. Documents Related to payment
   h) Letter of Credit
   i) Bill of Exchange
   j) Bank Certificate of Payments
4. Documents Related to Foreign Exchange
   k) Exchange control Declaration (GR Form)
5. Documents Related to Insurance
   l) Marine Insurance Certificate
   m) Marine Insurance Declaration
   n) Shipment Advice
   o) Shipping Order
   p) Format of Registration-Membership Certificate
   q) Income Tax Return

Books for Reference:
Acharya and Jain - Export-Import Procedures and Documentation
Himalaya Publishing House, Mumbai, 2006
Dutt and Sundaram - Indian Economy
S.Chand & Co. Ltd. New Delhi, 2005
Paras Ram - Export-What, Where, How
Anupam Publishers

B.A. Economics with Global Business
Semester VI
Part III – Core Paper XV – Global Relations
Total Hours: 75

Preamble
The paper aims to
✔ Familiarize the students with the nature of relations to be maintained between members
✔ Educate the students on the political and legal system that prevails around the world

Unit I
Elements of Global Relations -Scope of Global Relations – Global relations and Global politics - Factors in Global relations. Foreign policy-objectives and determinants of foreign policy (internal and external)

Unit II
Unit III
Global organizations and regional grouping for the development of Global relations-
Role of regional grouping - EU, ASEAN, NAFTA, SAARC, ARAB LEAGUE - World bodies - UN and WTO - Economic Grouping G-8, G-15, and G-77

(15 Hours)

Unit IV
Foreign Policy of India - Since independence - Relations with China and Great Britain-
Indo-US relations - Indo-Pak relations - disarmament efforts of India - India’s neighbourhood relations

(15 Hours)

Unit V
Global relations today. The Global system in transition - Change in patterns and factors of national power - problems of the Global community approaches to peace - World community in future - New trends in Global relations.

(15 Hours)

Books for Reference:
International Relations - Palmer Parkins
International Relations - Urmila Sharna and S.R. Sharma
International Relations - N.Jayapalan
International Relations - L.N.Srivastava
SUBJECT DESCRIPTION:

The Course deals with the essential concepts of accounting procedures.

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting procedures.
2. To encourage the students to learn modern techniques in the accounting field.

UNIT I
Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

UNIT II

UNIT III
Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

UNIT IV
Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

UNIT V

REFERENCE BOOKS


NOTE: Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.
IV – SEMESTER – PART – IV SKILLS BASED SUBJECT - 2

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

II TRADE DOCUMENTATION

SUBJECT DESCRIPTION:

The subject deals with essential methods of Trade documentation.

OBJECTIVES:

1. To familiarize the students to learn the procedures of foreign trade and documentation methods.

2. To enable the students to gain knowledge regarding Trade documentation.

UNIT I
Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.

UNIT II
Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.

UNIT III

UNIT IV
Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.

UNIT V
Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures.

REFERENCE BOOKS

Government of India, Handbook of Import and Export procedures.
Balagopal  Export Management, Himalaya Publishing House, Delhi
SEMESTER - V – PART – IV SKILLS BASED SUBJECT - 3

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - I

SUBJECT DESCRIPTION:

The course deals with the basic knowledge on different concepts of computer applications.

OBJECTIVES:

1. To provide knowledge on different concepts of computer applications
2. To enable the students to understand the importance of computer system.

UNIT I

UNIT II

UNIT III

UNIT IV
Tally 7.2 - opening New Company - safety of accounts - password characteristic, Making Ledger accounts - writing voucher - voucher entry - Making different types of vouchers - correction of Sundry Debtors and Sundry Creditors.

UNIT V

REFERENCE BOOKS

Nathari  - Tally 7.2,  B.P. Publications.
S. Palanivel - Tally Accounting Software - Margham Publications.
Parameswaran - Computer Applications in Business.
SEMESTER - VI– PART – IV SKILLS BASED SUBJECT - 4

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - II

SUBJECT DESCRIPTION

The course deals with the different concepts relating to MS. Office and computer system.

OBJECTIVES

1. To understand the significance and basic concepts of computer systems.
2. To provide knowledge of the application of computer system in the field of MS. Office

UNIT I


UNIT II

Word Basics - Using Auto text - using Auto correction - word editing techniques - finding and replacing text - checking spelling using templates - formatting - formatting with styles - creating tables.

UNIT III

Excel Basics - entering data - selecting ranges - editing entries - formatting entries - simple calculation - naming cells and ranges - data display - printing work sheets - copying entries between work books - moving sheets between work books - deleting sheets - creating graphs.

UNIT IV

Power Point Basics - editing text - adding subordinate points - deleting slides - working outline view - a design template merging presentation in slider sorter view applying templates - adding graphs - adding organisation charts - running an electronic slide - show adding special effects.

UNIT V

Access Basics - creating a table entering and adding records - changing a structure - working with records - creating forms - establishing relationships - using queries to extract information - using report to print information.

REFERENCE BOOKS

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<thead>
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<tbody>
<tr>
<td>3.</td>
<td>Joyce Cox, Polly Urban</td>
<td>Quick Course in Microsoft Office - Galgotial Publications.</td>
</tr>
<tr>
<td>4.</td>
<td>T. Karthikeyan&amp;Dr.C. Muthu</td>
<td>PC Software for Office Automation - Sultan Chand.</td>
</tr>
<tr>
<td>5.</td>
<td>Sanjay Saxena</td>
<td>A first course in Computer</td>
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<tr>
<td>6.</td>
<td>R. Krishnamoorthi</td>
<td>Computer programming and application</td>
</tr>
<tr>
<td>7.</td>
<td>A.L. Stevens</td>
<td>Teach; your self windows.</td>
</tr>
</tbody>
</table>
SEMESTER-V ELECTIVE I-A  
E- Commerce  

Total Hours: 90

Preamble:
The objectives of the course are:
➢ To provide basic knowledge about Electronic Commerce
➢ To impart knowledge about applications of e-commerce in business.

Unit I

(18 Hours)

Unit II

(17 Hours)

Unit III

(19 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)
Books for Reference:

SEMESTE-V ELECTIVE I-B
INVESTMENT POLICIES AND PROGRAMMES - I

SUBJECT DESCRIPTION
The subject of the course deals with the importance of investment and the functions of stock exchange market.

OBJECTIVES
1. Enlighten the students about the investment policies
2. Understanding and analysing the various issues related to share market.

UNIT I
Investment - Financial and Economic - meaning of investment - importance of Investment - Features of an Investment programme.

UNIT II
Security valuation - Scope - elements of investment - Approaches to investment - Basic valuation models.

UNIT III
Bonds - Types - public Sector Bonds - Zero Bonds - shares - preference shares and Equity Shares - Bonus and Right Shares.

UNIT IV
Debentures - Non-convertible- partly convertible, Fully convertible debentures.

UNIT V
Share market - primary market, How to apply for new issues - Basics of allotment - Secondary market - Functions of Stock Exchange.

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares


SEMESTER-V ELECTIVE I-C
Financial Markets

Total Hours: 75

Preamble:
The objectives of this paper are
- To acquaint the students with the working of financial market in India and help to foster sound corporate capital structure
- To learn the procedure regarding trading on stock exchanges through on-line trading
- To know the progress made in de-mat trading during recent years

Unit I

(18 hours)

Unit II

(16 hours)

Unit III

(18 Hours)

Unit IV

(18 hours)

Unit V

(20 hours)
Books for Reference:
Dr. S. Gurusamy : Financial Services and Marketing, Vijay Nicole Imprints Private Ltd., Chennai, 2004
Sri Ram Khanna : Financial Markets in India & Protection of Investors, New Century Publications, Delhi, 2004
SEMESTER-VI ELECTIVE II-A  
Logistics Management  

Total Hours: 75

Preamble:
The aim of the paper is to
- Know how a logistic strategy fits into an organisation’s broader decisions.
- Understand the role of logistic providers.
- Realize the meaning of customer service and understand its importance to logistics management.

Unit I  
Logistics-Definition-History and Evolution - Objectives-Elements-Activities-Importance-The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics. (15 Hours)

Unit II  
Logistic Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistic Management-Evolution of the concept-Model - process-activities (in brief) (15 Hours)

Unit III  
Outsourcing logistics-reasons-Third party logistics provider-Fourth Party Logistics providers (4 PL)-Stages-Role of logistics providers (15 Hours)

Unit IV  
Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies-Designing & implementing logistical strategy (15 Hours)

Unit V  
Quality customer service and integrated logistics - customer service – importance - elements-the order cycle system-distribution channels-Functions performed-Types-designing. (15 Hours)

Books for Reference:
Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of

Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
SEMESTER-VI ELECTIVE II-B
JOURNALISM

SUBJECT DESCRIPTION
The content of the course aims at making the students to understand the nature of mass communication and the responsibilities and functions of press.

OBJECTIVES
1. Understand the characteristics of communication
2. Imparting knowledge about the qualities of a reporter and newspaper management.

UNIT I
Nature Scope and process of mass communication - Theories of mass Communication - SMCR model of communication - Types of Communication - Characteristics of Communication - Barriers - Mass media of Communication - Merits and Demerits.

UNIT II

UNIT III
News - Definition of news - Sources of news - Reporting - Qualities of a reporter - Routine beats of a reporter - Inverted pyramid style of reporting - lead - Definition and types - Crime reporting, Correspondents - Special Correspondents - District correspondents - Investigative reporting - writing for Radio and TV - Free lance Journalism.

UNIT IV
Editing - Editorial writing - purpose of editionals - Headlines - definition - Functions and types - what is a copy - Sources of a copy - Sub-edition - Functions of Sub-editor - proof reader - Functions and symbols.

UNIT V
Newspaper Management - various departments of a newspaper and their functions - Advertisement - circulation and Administration.

REFERENCE BOOKS
3. News Reporting and Editing - K.M. Srivastava Sterling
6. Journalism in Modern India - Roland E. wolsley
7. The Indian Press - Dr. S.P. Sen
8. The Press - M. Chalapathi Rao
9. Truth about Indian Press - J.N. Sahni
10. Indian Press - Kadig Krishnamurthy
11. History of Indian Press - J. Natarajan
12. The Professional Journalism - John Honhenberg
13. Professional Journalism - Patanjali Sethi
SEMESTER-VI ELECTIVE II-C
AGRICULTURAL AND RURAL DEVELOPMENT

SUBJECT DESCRIPTION

The content of the course deals with the importance of agriculture and the issues related to rural development.

OBJECTIVES

1. To provide the knowledge of various issues of rural development.
2. To familiarise the students with the role of agriculture and the marketing of agricultural products in India.

UNIT - I
Agriculture - Definition - Peculiar features - Role of agriculture in a modern economy - Agriculture and economic development - Foreign trade in agricultural products.

UNIT - II
Agriculture in Indian economy - Changing Profile of Indian Agriculture since Independence - Green revolution - Gains and lessons of Green revolution.

UNIT - III
Cropping pattern - Productivity trends - Farm size - Economic holding - Sub division and fragmentation - Consolidation - Co-operative farming.

UNIT - IV
Land reforms - Progress - Agriculture inputs - Tools and implementation - Farm mechanization - Irrigation - Fertilizers - Seeds and pesticides.

UNIT - V
Rural indebtedness - Causes and consequences - Sources of agricultural finance - Rural unemployment and rural poverty - Remedial measures.

REFERENCE BOOKS:

1. Indian Agriculture - Agarwal
2. Agricultural Economy of India - Dhingra
3. Indian Economy - Dutt and Sundram
5. Fundamentals of Agricultural Economics - Sadhu & Singh.
SEMESTER-VI ELECTIVE III-A
Management of Multinational Corporations

Total Hours: 75

Preamble:
The paper aims to
➢ know the significance of MNC’s and its related theories.
➢ Understand the management of multinational enterprises.
➢ Study the various case studies of MNC’s and Indian MNC’s.

Unit I

(15 hours)

Unit II

(15 hours)

Unit III

(15 hours)

Unit IV

(15 hours)

Unit V
### Books for Reference:

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<thead>
<tr>
<th>Author</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Francis Cherunilam</td>
<td>Global Economy and Business Environment, Text and Cases, Himalaya</td>
<td>Publishing House, Mumbai</td>
<td>Mumbai</td>
<td>2005</td>
</tr>
</tbody>
</table>
An Introduction to Insurance

Total Hours: 75

Preamble:
The paper aims to
• Provide knowledge of basic concepts and importance of Insurance
• Impart knowledge on the various insurance Legislations

Unit I

(14 hours)

Unit II
Classification of Insurance – on the basis of nature of Insurance- from business point of view – from risk point of view. Insurance and social security : Evolution of Insurance Organisations- Insurance Organisations in India – Insurance and social security
a) Social Security to Individuals b)Social security to Business

(15 hours)

Unit III

(16 hours)

Unit IV

(14 hours)

Unit V

(16 hours)
Books for Reference:


A. Murthy : Elements of Insurance, Margham Publications, Chennai, 2006

SEMESTER-VI ELECTIVE III-C
INVESTMENT - POLICIES AND PROGRAMME - II

SUBJECT DESCRIPTION
The subject of the course deals with different investment opportunities available in the economy.

OBJECTIVES
1. To provide the knowledge of various issues related to portfolio selection.
2. To educate the students about Mutual funds in a modern economy.

UNIT I

UNIT II

UNIT III
Portfolio selection - Scope, type of investors - operation of investment in the stock market - Bulls and Bears - Role of Depositories.

UNIT IV
Mutual Funds - Types - Advantages and Disadvantages - Net Asset Value - UTI and other Mutual Funds.

UNIT V
Role of Stock Market in the India Economy - Important companies, FERA Companies - SEBI

REFERENCE BOOKS
1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
7. A.N. Shanbhag  
   - In the Wonderland of Investment,  
     Focus Popular Prakasham,  

8. V.K. Bhalla  
   - Investment Management Security  
     Analysis and Portfolio Management,  
     S.Chand & Co, Ltd,  
     New Delhi - 1997.

9. Vasant Desai  
   - The Indian Financial System.  
     The system that cares Financial  
     Markets,  
     Institutions & Services,  
     Himalaya Publishing House,  