

M.Com. International Business

Syllabus

AFFILIATED COLLEGES

Program Code: 31S

2023 – 2024 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,
Ranked 21st among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
M.Com.(International Business) program describes accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Prepare students for a career with increased responsibility focusing on multicultural concerns, diversity and international business strategies.
PEO2	Work as a team member and also lead a team
PEO3	Integrate critical thinking and analytical decision making
PEO4	Involve in lifelong learning
PEO5	Exercise professional skills and values



Program Specific Outcomes (PSOs)	
After the successful completion of the M.Com.(International Business) program, the students are expected to	
PSO1	Undertake a research work with specializations
PSO2	Use software tools to carry out a specified financial analysis of a business application
PSO3	Apply the knowledge gained during the course of the program to solve the real time problems in import and export
PSO4	Meet the needs of industry 4.0
PSO5	Communicate effectively with professionals



Program Outcomes (POs)	
On successful completion of M.Com.(International Business) program, the students will	
PO1	Apply critical and analytical research skill to evaluate the challenging problems
PO2	Adapt to sustain in the challenging era
PO3	Be enabled with the Knowledge in the practical applications of import and export
PO4	Be able to do higher education and advance research in the field of international business
PO5	Be able to prove their proficiency with the ability to engage in export trade



M.Com (International Business) - Curriculum

(For the students admitted during the academic year 2023- 2024 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Global Business Environment	4	6	-	25	75	100
	International Marketing Management	4	6	-	25	75	100
	Data Base Management System	4	6	-	25	75	100
	Financial Accounting	4	6	-	25	75	100
	Elective-I :	4	6	-	25	75	100
SECOND SEMESTER							
	Customs Procedures and Documentation	4	5	-	25	75	100
	Logistics & Supply Chain Management	4	5	-	25	75	100
	Foreign Exchange Management	4	5	-	25	75	100
	Cost and Management Accounting	4	5	-	25	75	100
	Communicative Skills for Commerce Professionals: Practical - I	4	-	5	40	60	100
	Elective -II :	4	5	-	25	75	100
THIRD SEMESTER							
	Business Research Methods	4	6	-	25	75	100
	International Financial Management	4	6	-	25	75	100
	Introduction to Industry 4.0	4	6	-	25	75	100
	Indirect Tax Laws	4	6	-	25	75	100
	Industrial Training	2			50	-	50
	Elective -III :	4	6	-	25	75	100
FOURTH SEMESTER							
	Global Business Strategies	4	5	-	25	75	100
	Economics for Global Managers	4	5	-	25	75	100
	Computer Applications: MS Office and Tally : Practical – II	4	-	5	40	60	100
	Project Work & Viva-Voce (OR) In lieu of Project work, the following two papers may be opted.	8	10		50	150	200
	1. Principles and Practice of Insurance	4	5	-	25	75	100
	2. Industrial Law	4	5	-	25	75	100
	Elective -IV :	4	5	-	25	75	100
Grand Total		90					2250
A student can earn extra credits by opting Value Added / Certificate / ADD ON Courses							

VALUE ADDED COURSE / CERTIFICATE COURSE (2 Credits Each) Offered by SWAYAM - Online Mode	
VALUE ADDED COURSE	
1.	Soft Skill Development
2.	Application of Software Packages for Research
CERTIFICATE COURSE	
1.	Entrepreneurship Development
2.	Personnel Management and Industrial Relations

ADD ON COURSES (2 Credits Each) Skill Initiative Courses - (https://www.naanmudhalvan.tn.gov.in/) Online Mode	
Course	Training Partner
Block Chain for Business – Fundamentals	GUVI
Cyber Security and Ethical Hacking For Beginners	GUVI
Banking and Finance	NSE Academy
Employability Enhancement	Veranda Learning

Electives: List of Group of Elective Papers:

(Colleges can choose any one of the Group Papers as Electives) .

GROUP-A

1. Road Transport and Management
2. Chartering and Ship Broking
3. Port Management
4. Airline Marketing and Strategic Airline Alliance

GROUP-B

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

GROUP-C

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



Institutional Training

The students should undergo 21 day institutional training in any Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions during II Semester holidays and submit the report in III Semester. The students will be evaluated in department level by the internal examiner under the chairmanship of HOD.

Mark Split Up - CIA

S.No.	Components	Marks
1	Review - I	5
2	Review - II	5
3	Report	20
4	Viva Voce	20
Total		50

Marks for the industrial training out of 50 should be sent to the University along with the III Semester Internal marks.

Project Work and Viva-Voce

Mark Split Up - CIA

S.No.	Components	Marks
1	Review - I	15
2	Review - II	15
3	Rough Draft Submission	20
Total		50

Mark Split Up- ESE

S.No.	Components	Marks
1	Report	100
2	Viva Voce	50
Total		150
<i>The Student will be evaluated both by Internal and External Examiners (Duly Appointed by the University)</i>		





Course code		GLOBAL BUSINESS ENVIRONMENT	L	T	P	C
Core/Elective/Supportive	Core		6		-	4
Pre-requisite	Basic knowledge on Global business environment		Syllabus Version		2023-2024	
Course Objectives						
<ol style="list-style-type: none"> 1. To be familiar with the basic concept of international business environment 2. To understand the national physical environment, including Rostow's view and tax structure 3. To have insight knowledge about cultural factors and attitude 4. To develop and understanding of legal environment in International Business 5. To learn Fundamentals of environmental protection and international policy 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the national physical environment and its impact on international business.					K1
2	Explain the complex business environment with international business perspectives by applying and establish the strategies with ethical and social values to achieve the market share for their establishment for longer period.					K2
3	Identify the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building.					K3
4	Examine the effective use of world resources with social, cultural and ethical background.					K4
5	Evaluate the environmental protection and economics policies to offer valuable solution for sustainability.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 Hours	
International business: Meaning – nature- concepts – international trade – analyzing the business environment – types – Micro and Macro environment: Role of Political environment- role of social – cultural environment- role of economic environment in international business.						
Unit:2	National Physical Environment				18 Hours	
The national physical environment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure- Inflation-foreign investment.						
Unit:3	Cultural environment				18 Hours	
Cultural environment: Material culture – language – Aesthetics – design, color, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.						

Unit:4	Legal environment	18Hours
Legal environment – Bases for legal system – Jurisdictions International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.		
Unit:5	Fundamentals of environmental	16 Hours
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.		
Unit:6		2 Hours
Asian Negotiating Style, Assignments, Seminar, Group Discussion and Current Affairs		
Total Lecture Hours		90 Hours
Books for study		
1	Morrison, Janet., "The Global Business Environment: Towards Sustainability?" Newyork, Red Globe Press, 2020	
2	Kapoor, Mansi., "Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution" First Edition, New Delhi, SAGE Publications Pvt. Ltd; 2020.	
Books for Reference		
1	AHMED, FAISAL, ALAM, M. ABSAR., "BUSINESS ENVIRONMENT : INDIAN AND GLOBAL PERSPECTIVE" , New Delhi, PHI Learning, 2021.	
Related Online Contents		
1	https://nptel.ac.in/courses/110/107/110107145/	
2	https://nptel.ac.in/courses/110/107/110107112/	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	M	M	S	M
CO3	M	M	S	M	S
CO4	M	S	M	M	M
CO5	M	M	S	M	S

*S-Strong; M-Medium; L-Low

Course code	INTERNATIONAL MARKETING MANAGEMENT		L	T	P	C
Core/Elective/Supportive	Core		6		-	4
Pre-requisite	Broad understanding about Marketing and brand Concepts		Syllabus Version		2023-2024	
Course Objectives:						
1. To know the basic concepts principles of the International Marketing 2. To understand the consumer behavior in the international contexts 3. To develop the product idea and procedure to introduce a new product 4. To understand and evaluate the application of marketing 5. To acquire knowledge about Global Marketing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the applications of marketing				K2	
2	Identify the skill sets required in marketing				K3	
3	Examine the various functions of International Marketing				K5	
4	Determine the various Marketing areas				K5	
5	Remember the concepts of Global Marketing				K1	
K1 - Remember; K2– Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction		18 Hours			
National & International Marketing: Definition – Special features of International – Barriers in International Marketing- International Marketing Approaches _ Ethno, Poly Regio, Geo centric Approach –Future of Global Marketing.						
Unit:2	Marketing Mix Decisions		18 Hours			
Product Mix: Concept and Features – New Product Planning Process – Market Segmentation – Product Positioning – Product Life Cycle Concept – Branding Decisions – Packaging In International Marketing.						
Unit:3	Product Mix Decisions		18 Hours			
Pricing Strategies for Different Products – Dumping and Antidumping Measures – International Transfer Pricing – Counter Trade, Pricing Quotation in Global Trade						
Unit:4	Promotion Mix Decisions		18 hours			
Personal Selling – Publicity Methods and Impact – Sales Promotions – Overseas Product Exhibition & Trade Fair – Advertising – Impact of Webcast and Net Based Advertisement						
Unit:5	Distribution Mix Decisions		16 Hours			
Direct and Indirect Channels – Types of Intermediaries - Channel Development – Channel Adoption – International Marketing Information System and Research - Online Marketing						

Unit:6		2 Hours
Case studies ,Assignments, Seminar, Group Discussion and Current Affairs/Quiz/Self Study Components		
Total Lecture Hours		90 Hours
Books for study		
1	Keegan, Warren, & Green, Mark., "Global Marketing", Chennai, Pearson, 2018.	
2	Varshney, & Bhattacharaya., "International Marketing Management – An Indian Perspective" New Delhi, Sultan Chand & Sons, 2015	
3	Cateora, P.R., Gilly, M.C & Graham, J.L (2017) "International Marketing", Tata Mc Graw Hill Publication.	
Books for Reference		
1	Joshi, Mohan Rakesh, "International Marketing", Oxford University Press, 2014.	
2	Vasudeva, P.K., "International Marketing" New Delhi, Excel Book, 2017	
Related Online Contents		
1	https://nptel.ac.in/courses/110/107/110107112/	
2	https://onlinecourses.nptel.ac.in/noc22_mg50/preview	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	L	L
CO2	M	S	S	M	S
CO3	S	M	M	M	L
CO4	M	S	S	M	M
CO5	M	S	S	M	M

*S-Strong; M-Medium; L-Low

Course code		DATA BASE MANAGEMENT SYSTEM	L	T	P	C
Core/Elective/ Supportive		CORE	6			4
Pre-requisite		Basic understanding in Data Base Management	Syllabus Version	2023- 2024		
Course Objectives:						
the main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Be familiar with the fundamental elements of relational database management systems. Make the students to understand the management system. 2. Develop the concepts of relational data model, entity-relationship model, relational database design, and relational algebra. Lay a foundation on Data Base Management System. 3. Lay an idea to improve the database design by normalization. 4. Introduce hierarchical approach and program communication block. 5. Acquire knowledge in Network Approach DBTG, Data Structure and Data manipulation. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe the fundamental elements of relational database management systems					K1
2	Recall the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and sql.					K2
3	Convert the er-model to relational tables, populate relational database and formulate sql queries on data.					K3
4	Evaluate the hierarchical approach and program communication block					K4
5	Adapt the database knowledge in Network Approach and DBTG Data manipulation.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Database System				18 Hours	
Database System Architecture Basic concepts: Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures: Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network approach.						
Unit:2	Relational Approach				18 Hours	
Relational Approach: Relational Data Structure: relation, Domain, attributes keys. Relational Algebra: Introduction, Traditional set operation. Attribute names for derived relations, special relational operations. Embedded SQL. Introduction Operations not involving cursors involving cursors Dynamic statements. Query by Example - Retrieval operations, Built-in functions, update						
Unit:3	Embedded SQL				18 Hours	

Operations, QBE Dictionary. Normalization: Functional dependency. First, Second, third normal forms, Relations with more than one candidate key, Good and bad decomposition.		
Unit:4	Hierarchical Approach	18 Hours
Hierarchical Approach: IMS data structure. Physical database, Database description, Hierarchical sequence. External level of IMS: Logical Databases, the program communication block - IMS Data manipulation: Defining the program communication Block: DL/I Examples.		
Unit:5	Network Approach	16 Hours
. Network Approach: Architecture of DBTG system. DBTG Data Structure: The Set construct. Singular sets. Sample schema, the external level of DBTG DBTG - Data manipulation.		
Unit:6	Contemporary Issues	2 Hours
Online assignment , Group discussion and seminar		
Total Lecture hours		90 Hours
Books for Study		
1	Silberschatz Abraham, Henry Korth.F., Sudarshan,S., " Database Systems concepts",7th Edition New Delhi, Tata McGraw Hill Publication Ltd, 2021	
2	Raghu Ramakrishnan& Johannes Gehrke, "Database Management Systems" 3" Edition, New	
Books for Reference		
1	Delhi, Tata McGraw Hill Publishing Company Limited, 2014. 2 An Introduction to Database System - Bipin C Desai, 2016	
Related Online Contents		
1	https://onlinecourses.nptel.ac.in/noc20_mg67/preview	
2	https://online-degree.swayam.gov.in/dyp20_d02_s1_mg04/preview	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	S	M
CO2	M	S	S	S	M
CO3	M	S	S	S	S
CO4	S	S	S	S	M
CO5	L	M	S	S	S

*S-Strong; M-Medium; L-Low

Course code	FINANCIAL ACCOUNTING		L	T	P	C
Core/Elective/Supportive	CORE		6		-	4
Pre-requisite	Basic knowledge in Accounting Concepts		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To enable the students to understand the basic concepts of accounting with Indian Accounting Standards. To enable the students to learn about Single Entry System and Royalty Accounts. To impart the knowledge about Departmental Accounts and Branch Accounts. To provide the techniques about Depreciation Accounting To offer the knowledge to prepare the accounts relating to insolvency of an individual 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the concepts of Single Entry system and Royalty Accounts				K2	
2	Analyse the calculation of Interest and Installment amount under Hire Purchase System and Installment Purchase System.				K4	
3	Prepare the Departmental Accounts and Branch Accounts.				K3	
4	Prepare the Insolvency accounts				K3	
5	Explain the concept of Human Resource Accounting				K1	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introductions				18 Hours	
Accounting: Meaning-Importance-Accounting Concepts-Convention. Trial Balance-Trading and Profit and Loss Account and Balance Sheet of Sole traders with simple adjustments-Trial balance Vs Balance sheet. Accounting Standards – Meaning – Significance of Accounting Standards . Overview of Important Accounting Standards: AS 1 (Disclosure Accounting Policies)-AS 2 (Valuation of Inventories) – AS 6 (Depreciation Accounting)-AS 9 (Revenue Recognition) – AS 10 (Accounting for Fixed Assets).						
Unit:2	Hire purchase				18 Hours	
Hire purchase and Installment systems- Hire Purchasing Trading account- Goods on sale or Return						
Unit:3	Departmental accounts				18 Hours	
Departmental accounts – transfers at cost or selling price –Branch excluding foreign branches						
Unit:4	Single Entry system & Depreciation				18 Hours	
Single Entry system-meaning and features-Statement of affairs method and Conversion method. Accounting for Depreciation – Significance of depreciation-methods of providing depreciation-Royalty excluding Sublease.						

Unit:5	Insolvency accounts	16 Hours
Insolvency accounts of an individual-Preparation of Statement of Affairs-Deficiency account-Inflation Accounting – Social Accounting – Environmental Accounting- Human Resource Accounting. (Theory only)		
Unit:6	Contemporary Issues	2 Hours
Assignments, Seminar, Group Discussion and Current Affairs		
Total Lecture Hours		90 Hours
Books for study		
1	Arulanandam, M.A. and Raman, K.S. “Advanced Accounting”, Volume II, Sixth Edition, New Delhi, Himalaya Publishing House, 2016.	
2	Gupta, R.L. and Radhasamy, M., “Advanced Accountancy”, Volume II, Fifth Edition, New Delhi, Sultan Chand and Sons, 2015.	
3	Iyengar, S.P, “Advanced Accountancy” Volume II, Fifth Edition, New Delhi, Sultan Chand and Sons, 2015.	
Books for Reference		
1	Pillai, R.S.N. and Bagavathi “Advanced Accountancy” Volume II, Third Edition, New Delhi, Sultan Chand and Sons, 2018.	
2	Reddy T.S. and Murthy, A “Advanced Accounting”, Volume II, Sixth Edition, Chennai, Margham Publications, 2016	
Related Online Contents		
1	https://testbook.com/learn/corporate-accounting/	
2	https://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.pdf	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low



***Second
Semester***

Course code	CUSTOMS PROCEDURES AND DOCUMENTATION			L	T	P	C
Core/Elective/Supportive	Core			5		-	4
Pre-requisite	To equip the students with knowledge of International Trade procedure			Syllabus Version		2023-2024	
Course Objectives: 1. To develop the students to convert themselves to familiar to do and to involve in the international business. 2. To familiarize the students about Different categories of Exporters 3. To impart the knowledge about Export and Import Documentation. 4. To provide Knowledge on Warehousing in Exporters 5. To offer the knowledge to case studies							
Expected Course Outcomes: On the successful completion of the course, student will be able to:							
1	Recall the terms used in International business such as licensing procedure					K1	
2	Demonstrate the role of registered exports, export oriented units					K2	
3	Apply the skill in connection with license duty trade control capital goods under EPCG scheme used in foreign trade					K3	
4	Analyze the role of warehousing in connection with in ports, NRI norms, free trade zones, customs procedures and customs duty and RBI regulations relating to letter of credit.					K4	
5	Evaluate the activities refereeing the past cases relating to international trade procedures					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Export Procedure					15 Hours	
Categories of Exporters - Export licensing procedures and Formalities - Registration, pre-shipment, shipment, post shipment procedures - Export Documents - Commercial and Regulatory documents - Role of ECGC in export promotion Deemed Export.							
Unit:2	Registered Exporters					15 Hours	
Export House and Trading House - 100% - Export Oriented units - Special Economic Zones -EHTP and STPs - Bio Technology Park schemes - Project and consultancy export.							
Unit:3	Foreign Trade Policy and Provisions					15 Hours	
Merchandise exports from India scheme (MEIS) - Services Exports from India Scheme (SEIS) - Focus Market (FMS) - Focus product scheme LFPU - Vishesh Krishi and Gram Udayog Yojana.							

Unit:4	Import Procedures	15 Hours
EPCG Scheme - Duty Exemption schemes-Duty Free Import Authorization (DFIA), Classification of Import Trade Control, Canalization of Imports and Various control, Canalization Agencies - Import Formalities at ports and ICD. Bonded Warehousing.		
Unit:5	Case Studies	15 Hours
Case Studies (based on the above units).		
Total Lecture Hours		75 Hours
Books for study		
1	Lall, Madhurima, & Ahmad, Sultan., "Export Import: Procedure and Documentation", New Delhi, Sultan Chand & Sons, 2021	
2	Sankaran,S., "International Trade"Chennai, Margham Publications,2017	
3	Mahajan.M (2021) Foreign Trade Policy Procedures and Documentation , Snow White Publications	
Books for Reference		
1	Jain,Khushpat, & Jain, Apexa," Foreign Trade - Theory, Procedures, Practices and Documentation", Mumbai, Himalaya Publishing House, 2017.	
2	Jain,R.K.,"Foreign Trade Policy & Handbook of Procedures" Mumbai,Taxmann, 2021.	
Related Online Contents		
1	https://nptel.ac.in/courses/109/107/109107173/	
2	https://onlinecourses.nptel.ac.in/noc21_hs46/preview	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code	LOGISTICS & SUPPLY CHAIN MANAGEMENT		L	T	P	C
Core/Elective/Supportive	Core		5		-	4
Pre-requisite	Basic Knowledge about Supply Chain Management		Syllabus Version		2023-2024	
Course Objectives:						
<ol style="list-style-type: none"> 1. To create awareness about the logistics and supply chain activities taken in order to deliver the good. 2. To understand supply chain management problems 3. Acquire knowledge about the supply chain integrates and strategies 4. Students will know about how to manage different strategic analysis Alliances procurement and out sourcing and dimensions of customer value to service industries . 5. Alliances procurement and out sourcing and dimensions of customer value to service industries . 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the marketing concepts and its application in logistics management					K1
2	Appraise the practical aspects in logistics management					K5
3	Analyze the logistics strategies to promote the product					K4
4	Apply the strategies to be adopted in logistics management					K3
5	Adapt a good logistics strategies to apply the strategy					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create						
Unit:1	Introductions				15 Hours	
Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory						
Unit:2	Inventory Control				15 Hours	
Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century						
Unit:3	Supply Chain Management				15 Hours	
Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications – Role of IT in Supply Chain Management.						

Unit:4	Role of a Manager in Supply Chain	15 Hours
Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement- Systems and Values of Supply Chain		
Unit:5	Aligning the Supply Chain	13 Hours
Aligning the Supply Chain with Business Strategy - SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications		
Unit:6	Contemporary Issues	2 Hours
Assignments, Seminar, Group Discussion and Current Affairs		
	Total Lecture hours	75 Hours
Books for study		
1	Agrawal,D.K" Textbook of Logistics and Supply Chain Management",Chennai, Laxmi Publications,2003.	
2	Singh,Kuldeepak., "A Handbook on Supply Chain Management"New Delhi, Notion Press,2021.	
Books for Reference		
1	Chirstoper, Martin, "Logistics & Supply Chain Management"FT Publishing International,2016.	
2	Sarkar,Suman, "The Supply Chain Revolution: Innovative Sourcing and Logistics for a Fiercely Competitive World",Harpercollins leadership,2017.	
Related Online Contents		
1	https://nptel.ac.in/courses/110/106/110106045/	
2	https://nptel.ac.in/courses/110/107/110107074/	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	M	S	S	M
CO4	M	S	S	S	M
CO5	S	M	S	L	M

*S-Strong; M-Medium; L-Low

Course code	FOREIGN EXCHANGE MANAGEMENT		L	T	P	C
Core/Elective/Supportive	Core		5		-	4
Pre-requisite	Basic knowledge on Foreign Exchange Management		Syllabus Version		2023-2024	
Course Objectives:						
<ol style="list-style-type: none"> To understand the evolution, growth, structure, components of the International and Domestic Forex Market. To understand various financial terminologies and transactions involved in the Forex Market To understand how the foreign exchange market operates To understand the principles of currency values To explain the techniques can be used Hedge 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Analyze the Foreign Exchange Transactions				K4	
2	Evaluate authorized dealers in nationalized				K5	
3	Remember the Foreign exchange risk and exposure				K1	
4	Make use of Inter Bank Deals- cover deals trading				K4	
5	Explain the concept of Foreign Exchange Management				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introductions				15 Hours	
Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions – purchases and sales transactions – Authorized dealers – Foreign currency accounts –Multinational Banking - FEMA 1999 – Objectives - Functions.						
Unit:2	Foreign exchange market				15 Hours	
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 – Exchange Rate Volatility - Causes and Consequences.						
Unit:3	Foreign exchange risk and exposure				15 Hours	
Foreign exchange risk and exposure – External techniques of exposure management – Internal techniques of exposure management.						
Unit:4	Inter Bank Deals				15 Hours	
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:5	Case Studies	15 Hours
Case Studies (based on the above units).		
Unit:6	Contemporary Issues	2 Hours
Assignments, Seminar, Group Discussion and Current Affairs		
Total Lecture hours		75 Hours
Books for study		
1	Jeevanandam, C., "FOREIGN EXCHANGE ARITHMETIC and RISK MANAGEMENT", New Delhi, Sultan Chand & Sons, 2016.	
2	Jaiswal, Bimal, "International Finance/Foreign Exchange Management", Lucknow, New Royal Book Company, 2019	
Books for Reference		
1	Sharma, Esha, "Foreign Exchange Management" Chennai, Laxmi Publications, 2015	
2	"Foreign Exchange Management Manual", New Delhi, Taxmann Publications Pvt Ltd, 2021	
Related Online Contents		
1	https://nptel.ac.in/courses/110/105/110105031/	
2	https://nptel.ac.in/courses/110/105/110105057/	
3		
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	M	S	S	M
CO4	M	S	S	S	M
CO5	S	M	S	L	M

*S-Strong; M-Medium; L-Low

Course code	COST AND MANAGEMENT ACCOUNTING			L	T	P	C
Core/Elective/Supportive	Core			5		-	4
Pre-requisite	Knowledge in basics of Cost and Management Accounting			Syllabus Version		2023-2024	
Course Objectives:							
<ol style="list-style-type: none"> To facilitate the students about various tools and techniques available in Cost and Management Accounting To give in-depth knowledge about the preparation of cost sheet and about material and labour cost management To impart the knowledge about preparation of Fund flow and Cash flow statements To understand the application of marginal cost techniques equip themselves in the preparation of various budgets 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Select the appropriate tools for managerial decision making					K3	
2	Construct cost sheet and apply various techniques using marginal costing technique for managerial decision making					K6	
3	Illustrate the preparation of Funds flow and /cash flow statement					K2	
4	Evaluate the BEP					K5	
5	Analyze the techniques to prepare different types of budgets					K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introductions					15 Hours	
<p>Cost Accounting Meaning-definitions-nature- significance – Differences between financial and cost accounting – Installation of Costing system – Characteristics of ideal costing system – Methods of costing – Classification of costs- Preparation of cost sheet.</p> <p>Material: Need for material control- tools used for material control-types of purchase of material. Stores control: Fixing different levels of Materials – EOQ. Bin Card: Meaning-Importance- Bin Card Vs Stores Ledger. Preparation of Stores Ledger by using FIFO- LIFO –Simple average method- Weighted average method.</p>							
Unit:2	Labor & Overheads					15 Hours	
<p>Labour: Time rate- Piece rate-points to be noted in wage fixation. Incentives: meaning-importance- Taylor’s Differential piece rate- Halsey and Rowan plans. Labour turnover: meaning- Causes – effects- methods of reduction of labour turnover.</p> <p>Overheads: Meaning – Classification – Allocation-Absorption- Over absorption and Under absorption – Meaning and causes.</p>							

Unit:3	Management Accounting	15 Hours
Management Accounting: – Meaning – Nature – Scope – Functions – Objectives – Importance – Limitations –Tools and Techniques of Management Accounting.		
Ratio Analysis: Meaning – Advantages – Limitations – Classification of Ratios.		
Unit:4	Funds Flow Statement	15 Hours
Funds Flow Statement: Meaning-Merits-Demerits- Preparation of Funds Flow Statement. Cash flow Statement: Meaning-Merits-Demerits - Cash Flow Statement Vs Fund Flow Statement - Preparation of Cash flow Statement as per AS-3.		
Unit:5	Marginal Costing	13 Hours
Marginal Costing: Meaning -Salient features – Advantages – Limitations-Cost-volume-profit Analysis – Budgeting and Budgetary control – Meaning- Definition – Objectives– Essentials– Advantages – Limitations –Types of Budgets – Preparation of Production Budget, Flexible Budget and Cash Budget.		
Unit:6	Contemporary Issues	2 Hours
Assignments, Seminar, Group Discussion, Current Affairs		
Total Lecture Hours		75 Hours
Books for study		
1	Jain.S.P, Narang. K.L. and Agarwal.S “Advanced Cost Accounting (Cost Management)” Eleventh Edition, Ludhiana, Kalyani Publishers, 2015.	
2	Madegowda.J “Cost Management” First Edition, Mumbai, Himalaya Publishing House, 2015.	
3		
Books for Reference		
1	Pillai.R.S.N. and Bagavathi. V “Cost Accounting”, Seventh Edition, New Delhi, Sultan Chand and Sons, 2016.	
2	Reddy T.S. and Reddy Y.H.P “Cost and Management Accounting” Fourth Edition, Chennai, Margham Publishers, 2017.	
Related Online Contents		
1	https://students.icai.org/?page_id=5208	
2	https://www.coursera.org/projects/introduction-cost-accounting	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code		COMMUNICATIVE SKILLS FOR COMMERCE PROFESSIONALS : PRACTICAL - I	L	T	P	C
Core		Core	-	-	5	4
Pre-requisite	Basics of Executive Business Communication		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to: <ol style="list-style-type: none"> 1. Acquire the basic knowledge on written and oral communication in business 2. Assist the students to draft various situational business letters 3. Enable the students to prepare their job application and resume 4. Mold the students with various oral communication components to face interviews Prepare the students to present business reports						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the effectiveness of written and oral business communication					K2
2	Gain the knowledge of crafting various business letters					K3
3	Draft the job application letter and their profile					K5
4	Develop the skills to face interview					K3
5	Prepare and present various business reports					K6
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create						
PART A	WRITTEN COMMUNICATION					
<ol style="list-style-type: none"> 1. Trade Letters: Enquiries, Orders and Execution 2. Credit and Status Enquiries 3. Claims and Adjustments 4. Collection Letters 5. Sales Letters 6. Circular Letters 7. Bank Correspondence 8. Insurance Correspondence 9. Import and Export Correspondence: Forms to be prepared - IEC Number, Commercial Invoice, Bill of Lading, Bills of Exchange, Letter of Credit, Certificate of Origin, Packing List, Airway Bill, Export Inspection Certificate, Bill of Entry. 10. Agenda and Minutes of Meeting 11. Application Letters 12. Preparation of Resume 						

PART B	ORAL COMMUNICATION
<ol style="list-style-type: none"> 1. Listening (Audios / Video Presentations) 2. Reading 3. Telephonic Conversation – Based on Business Situations 4. Self-Introduction 5. Mock Interview 6. Group Discussion 7. Business Presentation 	

Note :

1. The exercises relating to the contents specified in PART A : Written Communication is to be maintained in a record note
2. The students must be orally prepared with the contents specified in Part B : Oral Communication
3. Distribution of Marks

CIA	40 Marks
ESE	60 Marks
Total	100 Marks

Components for CIA

Test (Written – 15 Marks and Oral – 15 Marks)	30 Marks
Record Note (Written Communication)	5 Marks
Observation Note (Oral Communication)	5 Marks
Total	40 Marks

Components for ESE

Written Test : Part A : Written Communication (Two Questions from the exercises in Record Note)	20 Marks
Oral Test : Part B : Oral Communications (Two Practice Exercises)	20 Marks
Record Note (Written Communication)	10 Marks
Observation Note (Oral Communication)	10 Marks
Total	60 Marks
<i>Students Performance will be assessed jointly by the Internal and External Examiners (Duly Appointed by the University)</i>	

TextBook(s)	
1	RajendraPalKorahill,“Essentials of Business Communication”,SultanChand&Sons,NewDelhi,2012
2	Ramesh,MS,&C.CPattanshetti,“Business Communication”,R.Chand&Co,NewDelhi,2019.
3	Neeta Jain and Shoma Mukherji,“Effective Business Communication Concept ”McGraw Hill, Noida,,2020.
Reference Books	
1	Raghunathan VS,Santhanam V,“Business Communication”, Margham Publications, Chennai, 2018
2	Madhukar.R.K,“ Business Communication”, S. Chandand Co. Ltd.,Noida 2018
Related Online Contents[MOOC,SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=12Pr9ZA81w
2	https://www.simplilearn.com/group-discussion-tips-article
3	https://preply.com/en/blog/business-presentation-phrases/
Course Designed By:	

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	S	S	
CO2	M	S	S	M	S	
CO3	S	M	S	S	S	
CO4	S	S	S	M	S	
CO5	S	S	S	S	S	

S-Strong;M-Medium; L-Low



***Third
Semester***

Course code	BUSINESS RESEARCH METHODS				L	T	P	C
Core/Elective/ Supportive	CORE				6			4
Pre-requisite	Basic research knowledge and application of statistical tools is needed				Syllabus Version		2023-2024	
Course Objectives:								
the main objectives of this course are to:								
<ol style="list-style-type: none"> 1. Develop an idea about various research designs and techniques 2. Understand sampling techniques of research and its applications 3. Emphasis the learners in application of appropriate tools in research 4. Make the learners to understand the significance of testing of hypothesis 5. Lay a foundation to become familiar in style of preparing research report. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Explain the range of quantitative and / or qualitative research techniques to business and management problems / issues				K1 & K2			
2	Organize and conduct research in a more appropriate sampling method manner.				K2			
3	Make use of the necessary critical thinking skills in order to evaluate different statistical tools used in research.				K2 & K3			
4	Interpret the data analysis in relation to the research process by testing hypothesis.				K4			
5	Write a research report and thesis.				K5 & K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1								
Introduction						18 Hours		
Business Research: Meaning – Scope - Significance –challenges-types-process– Qualities a good researcher –Ethics in research- Research problems: Identification-Selection. Hypothesis – Research design.								
Unit:2								
Sampling design						18 Hours		
Sampling design: Meaning-Sampling frame- Sampling and Non-Sampling Errors- Type I Error and Type II Error in research- Level of Significance- determination of sample size Methods of sampling. Census: merits and demerits - Census Vs Sampling. Pilot study –Pre test. Primary and Secondary data: Meaning-sources-merits-demerits. Methods of data collection: Observation-Interview-Survey- Email-Schedule and Questionnaire. Levels of measurement: Nominal- Ordinal-Interval Ratio. Scaling techniques: Rating scales- Attitude scales – Likert’s Scale- Guttsman scale- Thurston scale.								

Unit:3	Statistical tools	18 Hours			
Statistical tools used in research-Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation –Auto correlation – Regression models – Ordinary Least Square methods – Multiple regression.					
Unit:4	Testing of Hypothesis	18 Hours			
Testing of Hypothesis- Parametric test: ‘Z’ test: Test for differences between proportions, difference between Means of two samples-differences between two Standard deviations and testing the correlation co-efficient -‘t’ test: To Test the significant of the mean of a random sample, Difference between means of two samples (Independent and paired Samples) testing. Anova: One way ANOVA -Two way ANOVA. Non-parametric test: Chi-square Test - Mann Whitney ‘U’ Test-Kruskalwallis ‘H’ Test.					
Unit:5	Interpretation	16 Hours			
Interpretation: Meaning-Significance. Report writing: Significance – Layout of research report-mechanics of writing a Research report – Precautions to be followed in Research Report- Types of reports- footnotes and bibliography writing; checking plagiarism.					
Unit:6	Contemporary Issues	2 Hours			
Online assignment , Group discussion and seminar					
	Total Lecture hours	90 Hours			
Books for study					
1	Kothari C. R. and Gaurav Garg (2019), Research Methodology: Methods and Techniques, New Delhi, New Age International Publishers,				
2	Gupta.S.P “Statistical Methods” Forty-fifth Edition, New Delhi, Sultan Chand and Sons, 2016				
Books for Reference					
1	Murry.R , Spiegel, Larry.J and Stephens“Theory and Problems of Statistics”, Third Edition, New Delhi, McGraw- Hill Publishing Co. Ltd, 2017.				
2	Pillai, R.S.N. and Bhagavathi., “Statistics - Theory and Practice” Ninth Edition New Delhi, S. Chand & Co. Ltd , 2017				
Related Online Contents					
1	https://onlinecourses.swayam2.ac.in/cec21_mg21/preview				
2	https://onlinecourses.swayam2.ac.in/nou22_cm06/preview				
Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	M	S	M	S
CO3	S	S	M	S	M
CO4	M	S	S	M	S
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	INTERNATIONAL FINANCIAL MANAGEMENT			L	T	P	C
Core/Elective/Supportive	CORE			6			4
Pre-requisite	Basic understanding about management and its functions.			Syllabus Version		2023-2024	
Course Objectives:							
1. To understand the concept and importance of international financial management. 2. To identify the various International Monetary Investments. 3. To understand the various international bank and IMF. 4. To know Exchange Rate Theories and derivatives. 5. To introduce case studies.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Explain the important concepts of international financial management			K2			
2	Discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.			K5			
3	Identify methods of financing international operations and strategies for foreign direct investment and alternative methods.			K3			
4	Examine with the role of IMF and World Bank.			K5			
5	Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.			K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction			18 Hours			
International Financial Management – Definition – Meaning - 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:2	International Monetary and Financial Environment			18 Hours			
International Monetary and Financial Environment – International Monetary Investments.							
Unit:3	Exchange Rate			18 Hours			
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:4	Export Import Finance			18 Hours			
Introduction – Terms of International Payments – Modes of International Payments – Deferred Payments - Buyers Credit – Sellers Credit._							

Unit:5	Pre and Post Shipment Finance	16 Hours
Pre Shipment Finance – Categories – Pre Shipment Credit Foreign Currency – Post Shipment Credit – Refinance – ECGC – EXIM Bank – Commercial Banks - other Financial Institutions		
Unit:6	Contemporary Issues	2 Hours
Online assignment , Group discussion and seminar		
Total Lecture hours		90 Hours
Text Book(s)		
1	Apte,P.G., “International Financial Management”, New Delhi,Tata McGraw Hill Publishing Company Limited, 2020	
2	Eun, Cheol,S., & Resnick, Bruce., "International Financial Management", New Delhi,Tata McGraw Hill Publishing Company Limited, 2021	
3	Siddaiah ,Thummuluri , “International Financial Management”, Chennai,Pearson India Education Services Pvt.Ltd,2021.	
Reference Books		
1	Sharan,V., “International Financial Management”, New Delhi, Prentice Hall Pvt Ltd,2012	
2	Neeshu Sharma, Atul Sharma.,“International Financial Management”, New Delhi, PHI Learning Pvt. Ltd,2020.	
Related Online Contents		
1	https://www.digimat.in/nptel/courses/video/110105057/L01.html	
2	https://nptel.ac.in/courses/110/105/110105031/	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	M	M
CO3	S	M	S	M	M
CO4	S	S	M	M	L
CO5	S	M	L	S	M

*S-Strong; M-Medium; L-Low

Course code	INTRODUCTION TO INDUSTRY 4.0		L	T	P	C
Core /Elective/Supportive	CORE		6			4
Pre-requisite	Basic understanding of industry and computer knowledge.		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Align the theory and concepts with Industrial application of computers 2. Introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things. 3. Learn the applications and tools of Industry 4.0. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of Industry 4.0				K2	
2	Outline the features of Artificial Intelligence				K2	
3	Summarize the Big data domain stack and Internet of Things				K2	
4	Identify the applications and Tools of Industry 4.0				K3	
5	Analyze the skills required for future				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INDUSTRY 4.0				18 Hours	
Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality.						
Unit:2	ARTIFICIAL INTELLIGENCE				18 Hours	
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI -Foundations of AI - The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.						
Unit:3	BIG DATA AND IOT				18 Hours	
Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack : Big Data in Data Science - BigData in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases : Big Data in Social Causes - Big Data for Industry - Big Data Roles and Skills - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT.						
Unit:4	APPLICATIONS AND TOOLS OF INDUSTRY 4.0				18 Hours	
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.						

Unit:5	JOBS 2030	16 Hours
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future -Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0.		
Unit:6	CONTEMPORARY ISSUES	2 Hours
Expert lectures, online seminars – Webinars		
	Total Lecture hours	90 Hours
Text Book(s)		
1	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0	
Reference Books		
1	Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, Apress Publications	
Related Online Contents		
1	Introduction to Industry 4.0 and Industrial Internet of Things by Prof.SudipMisra,IIT Kharagpur.	
2	A Complete Guide to Industry 4.0-Udemy	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	S	S	M	L
CO3	S	M	S	M	M
CO4	M	S	S	M	L
CO5	S	M	L	S	M

*S-Strong; M-Medium; L-Low

Course code	INDIRECT TAX LAWS			L	T	P	C
Core/Elective/Supportive	CORE			6			4
Pre-requisite	To acquire the ability to analyze and interpret the provisions of the goods and services tax law and recommend solutions to practical problems			Syllabus Version		2023-2024	
Course Objectives:							
1. To understand the features and importance of GST 2. To understand the techniques of computation of GST 3. To develop an understanding of the customs laws and acquire the ability to analyze and interpret the provisions of such laws. 4. To develop an understanding of the basic concepts of foreign trade policy to the extent relevant to indirect tax laws, and acquire the ability to analyze such concepts.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Explain the principles and provisions of GST			K2			
2	Identify the Role of customs in international trade.			K3			
3	Analyze the Customs clearance procedure for home consumption.			K4			
4	Evaluate the principles of Customs Law.			K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	GST			18 Hours			
Indirect tax: Features- advantages- disadvantages. Differences between direct and Indirect tax. Meaning- GST: Features- advantages- disadvantages- Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration -Constitutional aspects- Levy and collection of CGST and IGST – Application of CGST/IGST law; Concept of supply including composite and mixed supplies, inter-State-supply, intra-State supply, supplies in territorial waters; Charge of tax including reverse charge; Exemption from tax; Composition levy- Place of supply- Time and Value of supply-Input tax credit.							
Unit:2	Computation of GST liability			18 Hours			
Computation of GST liability- Procedures under GST including registration, tax invoice, credit and debit notes, electronic way bill, accounts and records, returns, payment of tax including tax deduction at source and tax collection at source, refund, jobwork- Liability to pay in certain cases- Administration of GST; Assessment and Audit-Inspection, Search, Seizure and Arrest. Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.							
Unit:3	Customs Law as contained in the Customs Act, 1962 and the Customs Tariff Act, 1975			18 Hours			
Introduction to customs law including Constitutional aspects-) Levy of and exemptions from customs duties – provisions relating to application of customs law, taxable event, charge of customs duty, exceptions to levy of customs duty, exemption from custom duty- Types of customs duties-							

Classification and valuation of imported and export goods- Officers of Customs; Appointment of customs ports, airports etc.- Import and Export Procedures including special procedures relating to baggage, goods imported or exported by post, stores- Provisions relating to coastal goods and vessels carrying coastal goods- Warehousing-Drawback-Demand and Recovery- Refund- Provisions relating to prohibited goods, notified goods, specified goods, illegal importation/exportation of goods- Searches, seizure and arrest; Offences; Penalties; Confiscation and Prosecution-Appeals and Revision; Advance Rulings; Settlement Commission		
Unit:4	Foreign Trade Policy to the extent relevant to the indirect tax laws	18 Hours
Introduction to FTP – legislation governing FTP, salient features of anFTP, administration of FTP, contents of FTP and other related provisions- Basic concepts relating to import and export- Basic concepts relating to export promotion schemes provided under FTP		
Unit:5	Relevant Case Studies from the above Context	18 Hours
Total Lecture hours		90 Hours
Text Book(s)		
1	1 Mehrotra& Goyal, "Indirect Taxes",Agra Sahitya Bhavan Publications, Current Year	
2	Balachandran,V., "Indirect Taxation", New Delhi & Chennai, Sultan Chand & Sons and Kalyani Publishers, Current Year	
Reference Books		
1	Radhakrishnan,P., "Indirect Taxation", Chennai,Kalyani Publishers, Current Year	
2	Parameshwaran& Viswanathan, "Indirect Tax- GST- Custom Law", Kavin Publishers, Current Year	
Related Online Contents		
1	www.gstcouncil.gov.in	
2	www.gst.gov.in	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	S
CO2	S	S	S	M	S
CO3	M	M	S	M	M
CO4	M	S	L	M	S
CO5	S	M	L	S	M

*S-Strong; M-Medium; L-Low

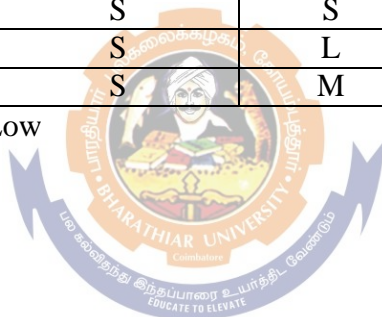


***Fourth
Semester***

Course code	GLOBAL BUSINESS STRATEGIES		L	T	P	C
Core/Elective/Supportive	CORE		5	-	-	4
Pre-requisite	Basic understanding about management and its functions.		Syllabus Version		2023-2024	
Course Objectives:						
<ol style="list-style-type: none"> To develop an idea about Strategic Management concepts and techniques. To enrich the knowledge of the students with general and competitive business environment. To help the students to learn the process of strategic decision making, To taught implementation and evaluation of corporate policies 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the concepts of Strategic management				K1	
2	Evaluate the SWOT Analysis-TOWS Matrix.				K5	
3	Analyse the form of business environment.				K4	
4	Apply the Business Strategy into practices.				K2	
5	Evaluate Balanced score card.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introductions				15 Hours	
Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchy levels of planning - Strategic planning process- Strategic management Practice in India. Competitive advantages and its implication on Indian Business.						
Unit:2	Environment Analysis & Internal Analysis				15 Hours	
Environment Analysis & Internal Analysis of Firm: General environment scanning, competitive & environment analysis - to identify opportunities& threat - Assessing internal environment through functional approach and value chain -identifying critical success factors - to identify the strength & weakness - SWOT – Core Competence - Stockholders' expectations, Scenario-planning - industry analysis.						
Unit:3	Strategy Formation Generic strategies				15 Hours	
Strategy Formation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organizations, nonprofits organizations and large multi product and multiple market organisations.						
Unit:4	Tools of Strategy Planning				15 Hours	
Tools of Strategy Planning and evaluation :Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BSmatrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing -Assessment of economic contribution of strategy - Strategic funds programming. Strategy implication &Control : Various approaches to implementation of strategy - Matching organisation structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalisation - Future of Strategic Management.						

Unit:5	Case studies					15 Hours
		Total Lecture hours			75 Hours	
Text Book(s)						
1	Kazmi,Adela., & Kazmi,Azhar., "Strategic Management",New Delhi, Tata McGraw Hill,2020.					
2	Narsis,Vani., "Strategic Management" ,,New Delhi,Atlantic Publishers & Distributors Pvt Ltd,2018.					
Reference Books						
1	Wheelen,Thomas,Hunger, David,Hoffman, Alan,Bamford,Charles,& Kansal, Purva,"Strategic Management and Business Policy: Globalization, Innovation and Sustainability", Chennai, pearson education limited,2018.					
2	Ved,Prakash,"Strategic Management", New Delhi, Anmol Publications Pvt Ltd,2016					
Related Online Contents						
1	https://nptel.ac.in/courses/122/105/122105024/					
2	https://nptel.ac.in/courses/110/108/110108047/					
Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	M	M	S	M	S	
CO2	S	S	S	M	S	
CO3	S	S	S	L	M	
CO4	M	S	L	M	S	
CO5	S	S	M	S	L	

*S-Strong; M-Medium; L-Low



Course code	ECONOMICS FOR GLOBAL MANAGERS			L	T	P	C
Core/Elective/Supportive	CORE			5			4
Pre-requisite	Basic understanding in economics terminologies			Syllabus Version		2023-2024	
Course Objectives:							
1. To familiarize the international trade and international trade theories. 2. To understand the Balance of payment and its importance 3. To acquire knowledge about unilateral, bilateral and multilateral trade. 4. To assess the impact of Foreign Economic Policies in Indian economy. 5. To understand International liquidity and impact of Devaluation.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recollect the terminologies in international trade and international trade theories.			K1			
2	Explain the balance of payment and its impact on Indian economy.			K2			
3	Identify the unilateral, bilateral and multilateral trade.			K3			
4	Analyze the impact of Foreign Economic Policies in Indian economy.			K4			
5	Assess the various International liquidity and impact of Devaluation			K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Demand Analysis			15 Hours			
Demand Analysis – Demand Determinants – Law of Demand – Elasticity of Demand – Types & Methods – Demand forecasting: Meaning, Methods – Advantages & Disadvantages.							
Unit:2	Production Function			15 Hours			
Production Function – Laws of return – law of variable proportions – Cost and Revenue – Fixed Cost – Variable Cost – Total, Average and Marginal cost – Long Run – Short run cost curves – Revenue curves – Average and marginal revenue – Break Even Analysis – Economies of scale of production.							
Unit:3	Business cycle			15 Hours			
Business cycle – National income – Monetary and Fiscal Policy – Public Finance – Industrial Sickness – causes - remedies.							
Unit:4	International Movements			15 Hours			
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.							

Unit:5	International Liquidity	15 Hours
International liquidity – International Economics Institutions – IMF, World Bank IFC, IDA and ADB.		
Unit:6	CONTEMPORARY ISSUES	2 Hours
Expert lectures, online seminars – Webinars		
Total Lecture hours		75 Hours
Text Book(s)		
1	Metha P.L “Managerial Economics” New Delhi, Sultan Chand & Publication, 2016	
2	Sharma,Chandan, Salvatore,Dominick., "International Economics"13 th Edition, Noida, Wiley IndiaPvt. Ltd,	
3	Jhingan "International Economics"New Delhi, VRINDA PUBLICATIONS Pvt Ltd,2016	
Reference Books		
1	Rana,K.C, & Verma,K.N., "International Economics"Jalandhar, Vishal Publishing Co, 2017	
2	Krugman,Obstfeld, & Melitz., "International Economics -Theory and Policy", Tenth Edition, Chennai,Pearson Education Ltd, 2017.	
Related Online Contents		
1	https://nptel.ac.in/courses/109/104/109104035/	
2	https://nptel.ac.in/noc/courses/noc15/SEM1/noc15-hs07/	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	L	M
CO4	M	S	L	M	S
CO5	M	S	M	S	L

*S-Strong; M-Medium; L-Low

Course code	COMPUTER APPLICATIONS MS OFFICE AND TALLY PRACTICAL-II			L	T	P	C	
Core/Elective/Supportive	CORE					5	4	
Pre-requisite	E-Reading and Writing			Syllabus Version		2023-2024		
Course Objectives:								
<ol style="list-style-type: none"> To gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems. To explore various methods that Information Technology can be used to support existing businesses and strategies. To investigate emerging technology in shaping new processes, strategies and business models. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Recollect the fundamentals concepts of MS Office and Internet						K1	
2	Accomplish projects utilizing business theories, Internet resources and computer technology.						K2	
3	Work with simple design and development tasks for the main types of business information systems						K3	
4	Achieve hands-on experience with productivity/application software to enhance business activities.						K4	
5	Assess working with spreadsheets						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	MS WORD					15 Hours		
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								
Unit:2	MS EXCEL					15 Hours		
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								

Unit:3	MS POWERPOINT	15 Hours
<p>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.</p>		
Unit:4	MS ACCESS	15 Hours
<p>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 soft wares 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 than 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.</p>		
Unit:5	TALLY	15 Hours
<p>1. Create Voucher & ledger with adjustments (Using F11 and F12 keys) 2. Prepare Trial Balance, Profit & Loss A/C and Balance Sheet (With minimum of any 5 adjustments) 3. Prepare Inventory statement using (Calculate Inventory by using all methods) FIFO - LIFO - Simple Average method -Weighted Average Method. 4. Prepare a fund flow statement and give your opinion. 5. Prepare a cash flow statement and present your view. 6. Analyze the performance of an organization by using Ratio (Minimum 5 Ratios are essential).</p>		
Total Lecture Hours		75 Hours
Books for study		
1	Computer Applications in Business” by Parameswaran R Anil Kumar, Dr. Pardeep Gupta, Dr. Pardeep Ahlawat, 2017	
2	Introduction to Computers Peter Norton „Sixth Edition McGrawHill, 2019	
3	Computer Fundamentals – P.K Sinha (B.P.B publication), 2014	

Books for Reference	
1	Fundamentals of Computer – V.Rajaramanna (Prentice Hall), 2016
2	Computers and Commonsense Hunt, J. Shelley ,Prentice Hall of India, 2017
3	Fundamentals of Information Technology, A and Leon M,Leon, Vikas 2002
Related Online Contents	
1	https://www.youtube.com/watch?v=Mndo33IGYOo
2	NPTEL
3	Swayam / MOOCS
Course Designed By:	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

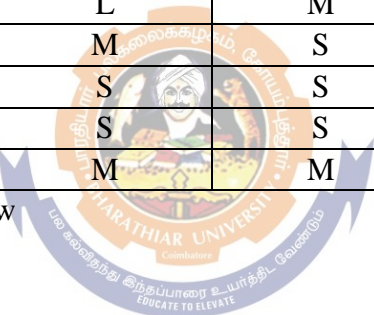


Course code	PRINCIPLES AND PRACTICE OF INSURANCE		L	T	P	C
Core/Elective/ Supportive	CORE		5			4
Pre-requisite	Basic understanding about the concept of insurance and types		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> 1. Give a comprehensive understanding on the general principles and concepts of insurance, insurance practices and procedures 2. Understand various types insurance and its policies. 3. Create awareness among students on the legal framework of insurance 4. Acquired knowledge in health insurance, group insurance products and mediclaim policies 5. Aware about IRDA Regulation act 2002 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the general principles and concepts of insurance, insurance practices and procedures		K1&k2			
2	Examine various types of insurance and its functions.		K4			
3	Evaluate the legal framework about different insurance policies.		K5			
4	Promote awareness about different health policies and group insurance		K6			
5	Make use of IRDA regulation act.		K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction		15 hours			
Introduction to Insurance – Meaning definition – Nature and functions – Types of Insurance – Role and importance of insurance - Principles of insurance classification of Insurance.						
Unit:2	Life Insurance		15 hours			
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:3	Health Insurance		15 hours			
Health Insurance – Individual and group insurance products – Mediclaim policies – its benefits – Cattle Insurance – Personal accident insurance.						
Unit:4	General insurance		15 hours			
General insurance – Marine, Fire, Motor and Miscellaneous Insurance – Insurance marketing – Network and customer service.						
Unit:5	Claims and settlement		13 hours			
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.						
Unit:6	CONTEMPORARY ISSUES		2 hours			
Expert lectures, online seminars – Webinars						
			Total Lecture hours		75 hours	

Books for Study	
1	Mishra M.N & Mishra S.B, "Insurance Principles and Practices", New Delhi, S-Chand & Co, 2007
2	Periyasamy P, "Principles and Practices of Insurance", Mumbai, Himalaya Publications, 2011.
Books for References	
1	Bodla B.S, Garg M.C & Singh K.P, "Insurance: Fundamentals, Environment and Procedures", New Delhi, Deep and Deep Publications, 2004.
2	Mishra Kaninika, "Fundamentals of Life Insurance", New Delhi, PHI Learning, 2010
Related Online Contents	
1	https://onlinecourses.swayam2.ac.in/cec20_mg24/preview
2	https://www.coursera.org/lecture/health-economics-us-healthcare-systems/introduction-to-insurance-5dbxD

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	M	S
CO2	S	M	S	S	S
CO3	S	S	S	M	M
CO4	S	S	S	S	L
CO5	S	M	M	S	M

*S-Strong; M-Medium; L-Low

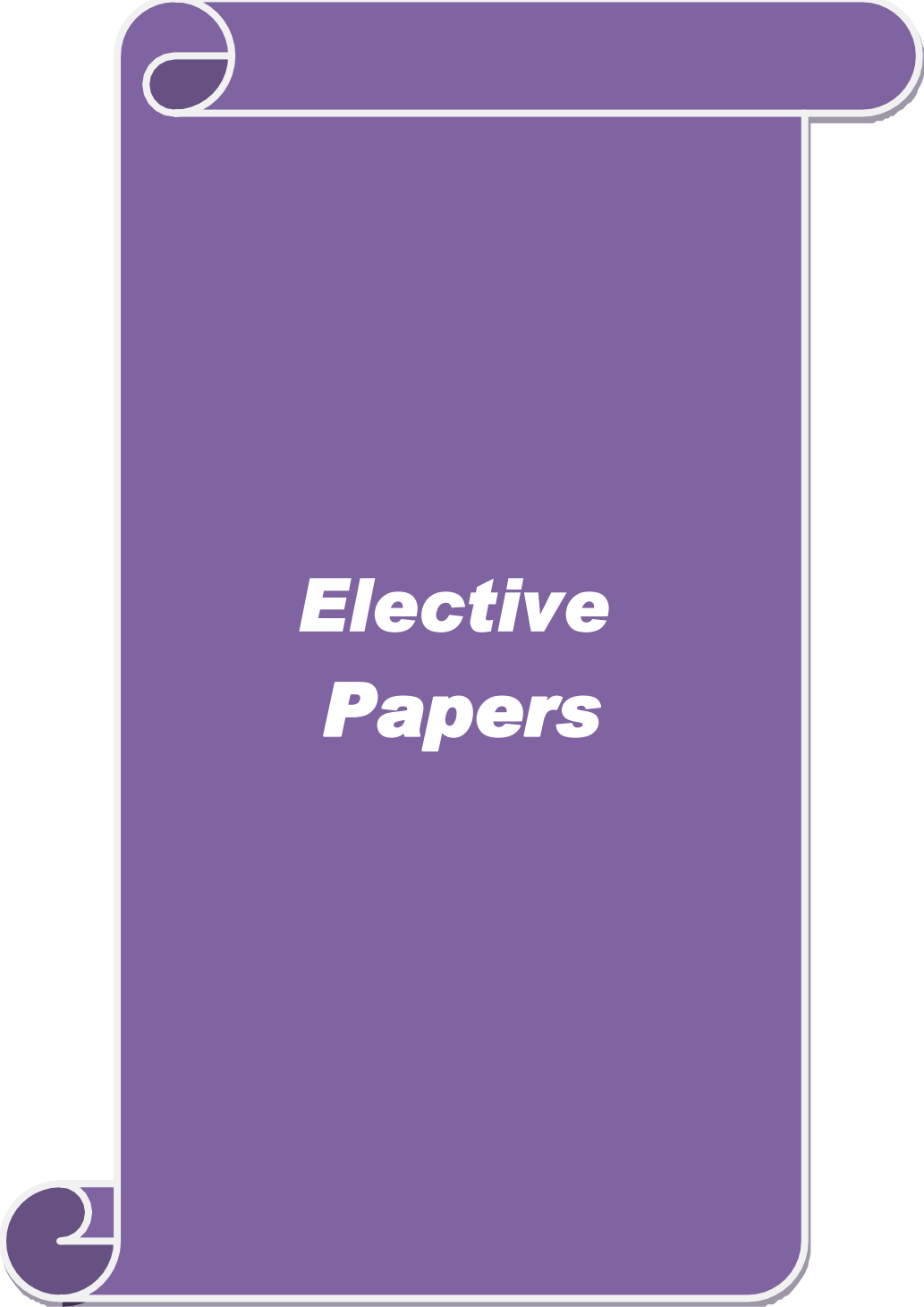


Course code	INDUSTRIAL LAW			L	T	P	C
Core/Elective/ Supportive	CORE			5			4
Pre-requisite	Basic understanding about business regulatory organization and their practice.			Syllabus Version		2023-2024	
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Acquire updated knowledge and develop understanding of the regulatory framework for business 2. Gain expert knowledge about various industrial act. 3. Be aware of opportunities available in various legal compliances so as to enable them employable. 4. Impart knowledge about current practice of industrial law. 5. Train in calculation on payment of gratuity. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Remember updated regulatory framework followed by the companies.			K1&K2			
2	Identify type of industrial act and its functions.			K3			
3	Analyze various opportunities available in various legal compliances so as to enable them employable.			K4&K5			
4	Develop current practice on industrial law			K6			
5	Calculate Payment of Gratuity.			K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Factories Act			15 hours			
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:2	Trade Unions Act			15 hours			
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:3	Payment of Bonus Act			15 hours			
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:4	Social security Legislation			15 hours			
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:5	Payment of Gratuity Act	13 hours
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.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – Webinars		
	Total Lecture hours	75 hours
Books for Study		
1	Kapoor N.D, "Elements Of Industrial Law", New Delhi, Sultan chand & Sons, 2018.	
2	Vaidyanathan .S, Srividhya, "Factory Laws Applicable in Tamil Nadu", Chennai, Madras Book Agency, 2003.	
Books for References		
1	The Child labour (Protection & Regulation) - Madras Book Agency Act 1986	
2	The Tamil Nadu Payment of Subsistence - Madras Book Agency Athourance Act 1981	
3	The Environment (Protection) Act 1986 -Professional Book Publishers -	
Related Online Contents		
1	https://www.icsi.edu/media/webmodules/publications/	
2	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-6-New.pdf	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	M	S
CO2	S	M	S	M	M
CO3	M	S	S	M	M
CO4	S	M	S	M	L
CO5	M	M	L	S	M

*S-Strong; M-Medium; L-Low



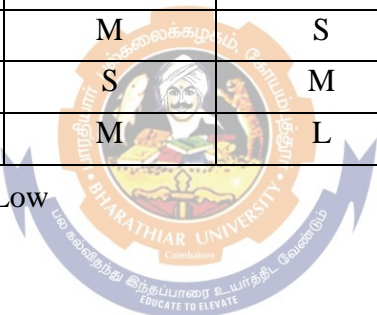
***Elective
Papers***

Course code	ROAD TRANSPORT MANAGEMENT		L	T	P	C
Core/Elective/Supportive	Elective		6			4
Pre-requisite	Basics understanding about the features of Logistics.		Syllabus Version		2023-2024	
Course Objectives:						
1. To be familiar with type of vehicles and vehicle body. 2. To understand main type of costing system. 3. To develop vehicle routing & solving scheduling issues. 4. To impart knowledge in planning and fleet management 5. To create awareness in advice planning and documentation.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall different type of vehicles and vehicle body.				K1	
2	Evaluate the indifferent types of costing system in domestic logistic.				K4	
3	Explain the concepts of driver licensing				K2	
4	Illustrate the concepts of documentation				K2	
3	Assess the vehicle routing & solving scheduling issues.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 Hours	
Vehicle Selection-Types of vehicles – types of operations – load types and characteristics – main types of vehicle body - Implications of vehicle selection – vehicle acquisition.						
Unit:2	Freight transport				18 Hours	
Reasons for road freight transport vehicle costing – Main types of costing systems – vehicle standing costs – vehicle running costs – overhead costs – costing the total transport operation – whole life costing – vehicle cost comparisons – zero-based budget.						
Unit:3	Legislation				18 Hours	
Legislation- Operator licensing – Driver licensing – Driver’s Hours regulations – Road transport directive – tachographs - vehicle dimensions.						
Unit:4	Planning				18 Hours	
Need for Planning – fleet management – main types of road freight transport – transport resource requirements – vehicle routing & scheduling issues – data requirements – computer routing & scheduling – information system applications – GPS – RFID						
Unit:5	Advices – Planning				16 Hours	
Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) - Consignment note CMR (EU & Canada) – Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals – Exceptional Loads (Project cargo).						
Unit:6	Contemporary Issues				2 Hours	
Online assignment , Group Discussion and seminar						
					Total Lecture hours	
					90 hours	

Text Book(s)	
1	Agrawal,D.K" Textbook of Logistics and Supply Chain Management", Chennai, Laxmi Publications,2003.
2	Singh,Kuldeepak., "A Handbook on Supply Chain Management"New Delhi, Notion Press,2021.
Reference Books	
1	Chirstoper, Martin, "Logistics & Supply Chain Management" FT Publishing International,2016.
2	Sarkar,Suman, "The Supply Chain Revolution: Innovative Sourcing and Logistics for a Fiercely Competitive World", Harpercollins leadership,2017.
Related Online Contents	
1	https://nptel.ac.in/courses/110/106/110106045/
2	https://nptel.ac.in/courses/110/107/110107074/
Course Designed By:	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	S	S	M	S
CO3	S	M	S	S	M
CO4	M	S	M	M	L
CO5	S	M	L	S	M

*S-Strong; M-Medium; L-Low



Course code	CHARTERING AND SHIP BROKING		L	T	P	C
Core/Elective/Supportive	Elective		5			4
Pre-requisite	Basic understanding about the functions of brokers.		Syllabus Version		2023-2024	
Course Objectives:						
1. To know the nature, principles and terminology of Chartering 2. To understand the role of brokers and their functions. 3. To explore various type of charters. 4. To learn about Freight and hire calculations. 5. To impart knowledge on individual rights, responsibilities and liabilities						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recollect the nature, principles and terminology of Chartering			K1		
2	Explain importance of brokers in chartering and their functions.			K2		
3	Examine various type of charters.			K4		
4	Evaluate Freight and hire calculations			K5		
5	Analyze Individual rights, responsibilities and liabilities			K4		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introductions			15 Hours		
Principles of Chartering-Introduction to Chartering – Chartering Terminology – Role of Broker – Types and Functions - forms and activities – Charter Parties						
Unit:2	Types of Charter			15 Hours		
Types of Charter - Voyage Ships –Vessel Descriptions - Vessel requirements - tramp chartering services - Passenger Ship Chartering – Cargoes - Freight Markets - Liner Operations – Tanker Charter - tanker trades - International Tanker Chartering Market						
Unit:3	Purchase and Registration			15 Hours		
Purchase and Registration of Vessels - Exemptions and immunities - trading limits - drydocking - protective clauses -stevedore damage						
Unit:4	Freight and hire calculations			15 Hours		
Freight and hire calculations – Voyage Estimation – Checks – Cargo Capacity – Time estimation in Port– Lay time Calculations - Vessel Negotiations – Statement of Facts – Time Count - Demurrage and Dispatches - Classification Societies – Spares and Black lists – Delivery Methods – Auctions						
Unit:5	Contracts			13 Hours		
Contracts - Individual rights, responsibilities and liabilities - Clauses in time charters - Bill of lading-Chartering Market Practice - Ethical requirements - lien clause – Disputes - General Arbitrations.						

Unit:6	Contemporary Issues	2 Hours
Online assignment , Group discussion and seminar		
	Total Lecture hours	75 Hours
Text Book(s)		
1	Plomaritou,Evi"Shipbroking and Chartering Practice", Oxfordshire,Routledge,2019	
2	Gorton,Hillenius,lhre,& Sandevam.,"Shipbroking and Chartering Practice", Lloyd's Practical Shipping Guides,2014	
Reference Books		
1	Stevens,Edward.,"Shipping Practice - With A Consideration Of The Law Relating Thereto" Vancouver,Read Books,2009	
Related Online Contents		
1	https://www.youtube.com/watch?v=0yrd0ACXyVg	
2	https://www.youtube.com/watch?v=KxGb1O3Lt7w	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	S	L	M	S
CO3	S	M	S	S	S
CO4	S	S	M	M	L
CO5	M	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	PORT MANAGEMENT		L	T	P	C
Core/Elective/Supportive	ELECTIVE		6			4
Pre-requisite	Basic understanding about Port Management and Legal Aspects		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the aware of different types of ships and ports 2. Understand the importance cargo handling 3. Know the role of statutory bodies related to ports 4. Create knowledge on the port charges. 5. Legal Aspects of Port Management. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recollect the role of port in EXIM growth				K1	
2	Illustrate the Laws relating to port				K2	
3	Explain the Management of cargo operations				K2	
4	Recollect the Nature of Port Competition				K1	
5	Evaluate the Impact of international conventions on ports.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Ports and their functions				18 Hours	
Functions of ports, Types of ports, Dry ports (ICD), its significance and role in EXIM growth, International Hub ports and strategic advantages of these port, geographical reasons for port location, Ownership structure of Ports, Free port/ Free trade zones as an economic tool.						
Unit:2	Ships and Cargoes				18 Hours	
Types of ship required for different cargoes and trade routes, Differences between dry bulk cargo ships, general-purpose ships, liners (container, break-bulk and Ro-Ro) and tankers, including Ore/Oil and Ore/Bulk/Oil carriers						
Unit:3	Port Management				18 Hours	
Basic rationale of Port Business, Measurement of Port performance, Management of cargo operations on board and ashore, Importance of safety management, Role of statutory bodies - Customs, Immigration, Port Health, Marine Safety etc. Needs of port users - ship owners and operators, ship agents, forwarders, truckers, rail and barge operations						
Unit:4	Port Competition and Marketing				18 Hours	
Nature of Port Competition, Need for Market Information including Trade Growth, Vessel Development, and financial viability. Nature and types of port charges including those incorporating statutory navigational services, services to vessels, services to cargoes.						

Unit:5	Legal Aspects of Port Management	16 Hours
Nature of port constitutions and the legal framework of ownership. Laws relating to port security, operators liability and insurance. Port laws and bye-laws, Impact of international conventions on ports.		
Unit:6	Contemporary Issues	2 Hours
Online assignment , Group discussion and seminar		
Total Lecture hours		90 Hours
Text Book(s)		
1	Cherunilam, F. (2017). International Trade and Export Management, Himalaya Pub House.	
2	Justin, P. (2016). Export-Import management. Oxford.	
Reference Books		
1	Justin, P. (2016). Export-Import management. Oxford.	
2	Burns, M. G. (2014). Port Management and Operations. UK: CRS Press.	
Related Online Contents		
1	https://nptel.ac.in/courses/110/106/110106045/	
2	https://nptel.ac.in/courses/110/107/110107074/	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	S	M
CO2	M	S	L	M	S
CO3	S	M	S	S	S
CO4	S	S	S	M	M
CO5	S	L	S	S	M

*S-Strong; M-Medium; L-Low

Course code	AIRLINE MARKETING AND STRATEGIC AIRLINE ALLIANCE		L	T	P	C
Core/Elective/Supportive	Elective		5			4
Pre-requisite	Basic understanding about airline transport services		Syllabus Version		2023-2024	
Course Objectives:						
<ol style="list-style-type: none"> 1. Know the market for Air transport Service. 2. Understand stages in the application of Marketing Principles of Airline Management. 3. Explore the theory of product analysis and its application to the Airline Industry. 4. Measuring the performance impact of alliance. 5. Performance evaluation in air line business. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the market for Air transport Service.				K2	
2	Identify the various stages in the application of Marketing Principles of Airline Management				K3	
3	Evaluate the theory of product analysis and its application to the Airline Industry.				K5	
4	Measure the performance impact of alliance				K5	
5	Examine Performance of air line business.				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introductions				15 Hours	
Market For Air transport Service-Definition-Marketing Mix- stages in the application of Marketing Principles of Airline Management – successful Airlines –Air Freight Market – market segmentation – concept- segmentation variables in the air passenger market-customer requirements- Marketing Strategy: PESTE analysis : political factors – economic factors – social factors – technological factors – environmental factors – introduction of Airline Business and Marketing Strategies – Porters Five Forces and their application to the Airline Industry – strategic families – differentiation airlines – the future – focus strategies – Airline Business and marketing strategies – common mistakes						
Unit:2	Product Analysis				15 Hours	
Product Analysis-What is product- theory of product analysis and its application to the Airline Industry – fleet and schedules – related product features – customer service – related product features – controlling product quality – introduction of Pricing and revenue management – building blocks in airline pricing policy – uniform and differential pricing – the structures of air freight pricing-Distribution Of Product And Brand Relationship-Distribution channel strategies – The Travel Agency Distribution system – Global Distribution System (GDS) – Distribution Channels in the Air Freight market – Brands and Commodities – Brand –Building in the Airline Industry – Brand Strategies						
Unit:3	Promotion Marketing				15 Hours	
Promotion Marketing-Fundamentals of relationship marketing – components of a relationship						

marketing strategy – frequent flyer programmers –the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms.		
Unit:4	Glimpse at Alliancing	15 Hours
A Historical glimpse at Alliancing objectives-Reasons for Airlines building Alliances Objectives of Alliances- Introduction- Marketing-driven objectives for alliances-Turbulence in marketing channels-Changes to airline marketing-Determinates of alliance image-Benefit challenges and cost of alliance brand association-Marketing and information. Performance measurement in airlines- Measuring the performance impact of alliance-Time continuum in performance assessment-Traffic and revenue enhancement-Cost-Productivity-Profitability.		
Unit:5	Airline business	13 Hours
Introduction- Success drivers in airline business- Premises and objectives – Finding suitable partners – governance structure- degree of integration and trust- Organization,,s commitment-Ensuring flow of information- Performance evaluation-Managing cultural differences- In conclusion. Scenarios for the future- The internal dynamics of alliancing- a look into the future of airline alliance groups.		
Unit:6	Contemporary Issues	2 Hours
Online assignment , Group dissuasion and seminar		
	Total Lecture hours	75 Hours
Text Book(s)		
1	Shaw,Stephen., "Airline Marketing and Management" Farnham ,UK,Ashgate Publishing Limited, 2011.	
2	Kleymann,Birgit,& Seristo,Hannu., "Managing Strategic Airline Alliances", Farnham, UK, Ashsgate Publishing Limited, 2017	
Related Online Contents		
1	https://www.sciencedirect.com/journal/journal-of-air-transport-management	
2	https://www.journals.elsevier.com/journal-of-air-transport-management/recentarticles	
3	https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	S	M
CO2	M	S	L	M	S
CO3	M	M	S	S	S
CO4	S	S	M	M	L
CO5	M	L	S	M	M

*S-Strong; M-Medium; L-Low

Course code	FINANCIAL MARKETS AND INSTITUTIONS		L	T	P	C
Core/Elective/ Supportive	ELECTIVE		6			4
Pre-requisite	Basic knowledge on financial market and Institutions		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> Understand the overview of Indian financial system and securities exchange board of India. Acquire knowledge in banking, small savings, provident funds, unit trust of India and mutual funds. Be aware on the non banking financial intermediaries and non bank statutory financial organizations. Explain investment information and credit rating agency of India Limited. Defining basic concepts related to financial institutions, money market institutions, and Investment Information and Credit Rating Agency of India Limited. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe Indian Financial System and securities exchange board of India.		K1&K2			
2	Classify Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.		K2			
3	Explore activities of non-financial banking		K4			
4	Assess about various investment information and credit rating agency		K5			
5	Identify about various financial institutions and related to its working and functions		K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 Hours	
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:2	Capital Market				18 Hours	
Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Debt Market – Foreign Exchange Market – Derivatives Market–Over the Counter Exchange of India (OTCEI).						
Unit:3	Financial Services Institutions				18 Hours	
Financial Services Institutions – Clearing corporation of India Limited (CCIL) — Discount and Finance House of India Limited (DFHIL).						
Unit:4	Rating Agency				18 Hours	
Investment Information and Credit Rating Agency of India Limited (ICRA) -Credit Rating and Information Services of India Limited (CRISIL) — National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).						

Unit:5	Financial Institutions	16 Hours
Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		90 Hours
Books for Study		
1	Tripathy Nalina Prava, "Financial Services ,New Delhi, PHI Learning, 2007.	
2	Bole L.M, " Financial Institutions and Markets", Chennai, McGraw Hill Education (India) Pvt Ltd, 2010.	
Books for References		
1	Khan M.Y, "Financial Services" Chennai, McGraw Hill Education (India) Pvt Ltd, 2016.	
2	Dr Anbarasu D Josheph & Others, "Financial Services New Delhi, Sultan Chand & Sons, 2015.	
Related Online Contents		
1	https://onlinecourses.swayam2.ac.in/imb20_mg17/preview	
2	https://onlinecourses.nptel.ac.in/noc20_mg10/preview	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	M	S	M
CO3	M	S	S	S	M
CO4	S	S	S	M	S
CO5	M	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	INDIAN STOCK EXCHANGES		L	T	P	C
Core/Elective/ Supportive	ELECTIVE		5			4
Pre-requisite	Basic knowledge on Indian stock exchange		Syllabus Version		2023- 2024	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Understand the overview of Indian Financial System and securities exchange board of India.						
2. Acquire knowledge in banking, Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.						
3. Be aware on different platforms for trading of securities of various companies.						
4. Taught about E-commerce Act and Internet Stock Trading.						
5. Summarize about various concepts related internet stock trading features and SEBI functions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe Indian stock exchanges and securities exchange board of India.		K1&K2			
2	Classify and regulate the trading transactions with proper rules and regulations.		K2			
3	Explore activities of the investors of stock exchange		K4			
4	Determine the securities contracts regulation act and important provisions related to SEBI functions workings.		K5			
5	Examine various basic concepts of internet stock trading features		K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction		15 Hours			
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:2	Stock Exchange Regulatory Framework		15 Hours			
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:3	Listing		15 Hours			
Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.						
Unit:4	Securities Contracts		15 Hours			
The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.						

Unit:5	Internet Stock Trading	13 Hours
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.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		75 Hours
Books for Study		
1	Khan M.Y, "Financial Services" Chennai, McGraw Hill Education (India) Pvt Ltd, 2016.	
2	Dr Anbarasu D Josheph & Others, "Financial Services" New Delhi, Sultan Chand & Sons, 2015.	
Books for References		
1	Bole L.M, "Financial Institutions and Markets", Chennai, McGraw Hill Education (India) Pvt Ltd, 2010.	
2	Gordon E & Natrajan K, "Financial Markets and Services", Mumbai, Himalaya Publications, 2019.	
Related Online Contents		
1	https://www.nseindia.com/	
2	https://onlinecourses.nptel.ac.in/noc20_mg10/preview	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	M	S	S	M	M
CO3	S	S	M	M	S
CO4	M	M	S	S	M
CO5	M	M	S	S	M

*S-Strong; M-Medium; L-Low

Course code	FUTURES AND OPTIONS		L	T	P	C
Core/Elective/ Supportive	ELECTIVE		6			4
Pre-requisite	Basic knowledge on Derivate market		Syllabus Version		2023- 2024	
Course Objectives:						
The main objectives of this course are to enable the students to:						
<ol style="list-style-type: none"> 1. Provide delegates with a good understanding of how the futures and options markets work, together with the functions of the clearing house. 2. Understand and value the basic derivatives and their applications in the financial risk management and investment. 3. Learn the theoretical underpinnings and the practical applications in real world of derivative securities. 4. Learn the theoretical underpinnings and the practical applications in real world of derivative securities. 5. Defining various types of pay off for buyer and identifying commodity markets 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the concepts and market mechanics of different types of financial derivatives				K1	
2	Analyze how financial derivatives are valued, based on the no-arbitrage and risk-neutral valuation approaches				K4	
3	Evaluate the instruments that can be used to implement risk management strategies.				K5	
4	Explain various pay off for buyer of futures and other options like hedging and speculation.				K2	
5	Identify the evolution of commodity markets and exchanges in India.				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 Hours	
Introduction to Derivatives – Definition of derivatives products – participants in derivatives market, economic forever of derivatives market.						
Unit:2	Index Derivatives				18 Hours	
Index Derivatives – Index number – economic significance of index movements – types of Indices – desirable attributes of an index – Derivatives in Nifty and Sensex.						
Unit:3	Forward contracts				18 Hours	
Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.						

Unit:4	Pay off for Buyer	18 Hours
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:5	Commodity Markets	16 Hours
Evolution of Commodity Markets – Commodity markets in India – Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		90 Hours
Books for Study		
1	Somanthan, “Derivatives”, Chennai,McGraw Hill Publishing Company Limited ,2017	
2	Boyle Patrick & McDougall Jessi, ” Trading and Pricing Financial Derivatives: A Guide to Futures, Options, and Swaps”,Paperback,2018.	
Books for References		
1	Gupta S.L, " Financial Derivatives: Theory, Concepts and Problems”, Hardcover, 2017	
2	Kolb W Robert& Overdhal A James, ”Financial Derivatives:Pricing and Risk Management”,New Jersy, John Wiley & Sons,2009.	
Related Online Contents		
1	https://onlinecourses.nptel.ac.in/noc19_mg39/preview	
2	https://www.classcentral.com/course/swayam-financial-derivatives-risk-management-14056	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	S	M	M	M
CO3	M	S	S	M	S
CO4	M	M	S	S	M
CO5	M	S	S	S	S

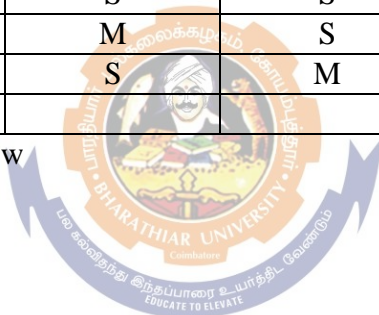
*S-Strong; M-Medium; L-Low

Course code	FUNDAMENTAL AND TECHNICAL ANALYSIS			L	T	P	C
Core/Elective/Supportive	ELECTIVE			5			4
Pre-requisite	Basic knowledge on Derivative market			Syllabus Version		2023-2024	
Course Objectives:							
The main objectives of this course are to enable the students to							
1. Discovering various concepts based on investments and security analysis.							
2. Define technical analysis and contrast it with fundamental analysis.							
3. Explain the logic behind technical analysis and company analysis.							
4. Discuss the basic tools used by technical analysts.							
5. Explaining the concepts based on moving averages, charts and its related functions.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Examine various concepts related to investment and approaches to security valuation.			K4			
2	Outline the theoretical contexts of the fundamental and technical analysis			K2			
3	Summarize work on the basic tools used by technical analysts			K5			
4	Determine the various theory and technical analysis related meaning			K5			
5	Evaluate securities by measuring the intrinsic value of stock			K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction			15 Hours			
Investment - meaning – importance – security analysis – risk and return – various approaches to security valuation.							
Unit:2	Fundamentals analysis			15 Hours			
Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE							
Unit:3	Industry analysis			15 Hours			
Industry analysis – meaning – methods - Company analysis – meaning – methods.							
Unit:4	Technical analysis			15 Hours			
Technical analysis – meaning – Dow Theory – Elliot Wave Theory							
Unit:5	Moving Averages			13 Hours			
Moving Averages – Charts – MACD -relative strengths.							
Unit:6	Contemporary Issue			2 Hours			
Online assignment and online seminar							
			Total Lecture hours			75 Hours	

Books for Study	
1	Bhalla V.K ,”Investment ManagementNew Delhi, S-Chand & Co, 2007.
2	Kevin s, ”Security Analysis and Portfolio Management”,New Delhi,PHI Learning,2006.
Books for References	
1	Chandra Prasanna, ”Investment Analysis and Portfolio Management” Chennai,McGraw Hill Education (India) Pvt Ltd,2021
2	Avadhani V.A, ”Investment Management” Mumbai,Himalaya Publications,2012.
Related Online Contents	
1	https://nptel.ac.in/courses/110/105/110105036/
2	https://nptel.ac.in/courses/110/105/110105035/

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	M	M	S	M	M
CO3	M	S	S	M	S
CO4	M	M	S	S	M
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low



Course code	PRINCIPLES OF INTERNATIONAL TRADE			L	T	P	C
Core/Elective/Supportive	ELECTIVE			6			4
Pre-requisite	Basic knowledge on International trade			Syllabus Version	2023-2024		
Course Objectives:							
The main objectives of this course are to enable the students to							
1. Be familiar with the process of international and domestic trade procedures.							
2. Form a base of policy framework in international trading with special emphasis on India.							
3. Appraise them of the documentation procedures and its sanctity in international business.							
4. To know more about international investments and factors affecting international investments							
5. Summarize Multinational Corporation and about the Globalizations							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Remember the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications					K2	
2	Apply the principle of comparative advantage and its formal expression and interpretation within different theoretical models					K3	
3	Discuss the theory of international trade as well as international trade policy and to demonstrate the relevance of the theory					K6	
4	Analyze the various international investments and its limitations, factors affected by investment Indian companies					K4	
5	Explain concepts based on multinational corporation and about the Globalizations					K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction					18 Hours	
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:2	International commodity Agreements					18 Hours	
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:3	Tariff					18 Hours	
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:4	International Investments					18 Hours	
International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Dangerous of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.							

Unit:5	Multinational Corporation	16 Hours
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.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		90 Hours
Books for Study		
1	Markusen R James, William R Melvin, Kaempfer h Melvin, Maskus E Keith, "International Trade – Theory and Evidence" Chennai, McGraw Hill Education (India) Pvt Ltd, 2017.	
2	Cherunilam Francis, "International Trade and Export Management" Mumbai, Himalaya Publications, 2015.	
Books for References		
1	Cherunilam Francis "International Business", New Delhi, PHI Learning Pvt. Ltd ,2016.	
2	Natrajan P , "International Business", Chennai, Margam Publications, 2019.	
Related Online Contents		
1	https://onlinecourses.nptel.ac.in/noc20_mg54/preview	
2	https://onlinecourses.nptel.ac.in/noc21_hs46/preview	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	S	S	M	M	S
CO3	M	S	S	M	M
CO4	M	S	S	M	S
CO5	S	S	M	M	S

*S-Strong; M-Medium; L-Low

Course code	EXPORT AND IMPORT PROCEDURE			L	T	P	C
Core/Elective/Supportive	ELECTIVE			5			4
Pre-requisite	Basic knowledge on EXIM			Syllabus Version		2023-2024	
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Learn the export and import trade procedure 2. Know the functions of export and import promotion council 3. Learn the role of export and import consultancy like excise procedures 4. Give an understanding about the export and import warehousing laws and their regulations 5. Learn the custom practice while importing and documentation related to rules and regulations 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recall the export and import licensing procedure			K1			
2	Explain the functions of export and import promotion council			K2			
3	Analyse the knowledge about customs procedure			K4			
4	Evaluate the trading procedure			K5			
5	Apply the export and import procedure for the given project			K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction			15 Hours			
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:2	Categories of exporters			15 Hours			
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:3	Excise procedure			15 Hours			
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:4	Import Trade law in India			15 Hours			
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:5	Retirement of Import Documents	13 Hours
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.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		75 Hours
Books for Study		
1	Khurana P.K , "Export management" Noida, New Delhi,Galgotia,2018	
2	Balagobal T.A.S, "Export Management" Mumbai, Himalaya Publications,2019.	
Books for References		
1	Mahajn M.I,"A Guide on Export Policy, Procedure and Documentation", Mumbai, Snow white publications, 2015	
Related Online Contents		
1	https://onlinecourses.nptel.ac.in/noc21_hs46/preview	
2	https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	M	S	S	S	M
CO3	M	M	S	S	S
CO4	S	S	M	S	S
CO5	S	M	S	S	M

*S-Strong; M-Medium; L-Low

Course code	INSTITUTIONS FACILITATING INTERNATIONAL TRADE		L	T	P	C
Core/Elective/Supportive	ELECTIVE		6			4
Pre-requisite	Basic knowledge on international trade		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Reduce global poverty and improve people's living conditions and standards through facilitating internal trade institutions						
2. Provide information about export promotion in India and related to its agencies.						
3. Support sustainable economic, social and institutional development on international trade						
4. Promote regional cooperation and integration on facilitating the international trade.						
5. Assessing various international monetary fund and international development fund and its features.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.			K2		
2	Recall the conditions of financial markets and its impact in facilitating the international trade			K1		
3	Evaluate the awareness on the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments in facilitating institutions.			K5		
4	Examine international monetary fund and concepts its principles			K4		
5	Identify various concepts based on international development association and features			K3		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Export promotion in India				18 Hours	
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:2	Role of RBI in export finance				18 Hours	
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:3	WTO				18 Hours	
World Trade Organization – GATT – Objectives-Evolution of WTO-Functions-Principles of WTO- Organization 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:4	IMF	18 Hours
International Monetary Fund (IMF)-Objectives- Organization and management- Resources Financing facilities- Conditions on borrowers- Special drawing rights-World Bank- Purpose Organization structure- Guiding principle- Leading programs.		
Unit:5	IDA	16 Hours
International Development Association (IDA)-Objectives-Memberships – Loanassistance International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- Internationaltrade centre.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		90 Hours
Books for Study		
1	Cherunilam Francis“International Business”, New Delhi, PHI Learning Pvt. Ltd ,2016.	
2	Rao P Sudha,”International Business”, Mumbai, Himalaya Publications,2016	
Books for References		
1	Cherunilam Francis“International Business environment”, New Delhi, PHI Learning Pvt. Ltd ,2016.	
2	Acharya & Jain,”Export Marketing”, Achaya and Jain, Mumbai, Himalaya Publications,2013.	
Related Online Contents		
1	https://onlinecourses.nptel.ac.in/noc21_hs46/preview	
2	https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	S	M	M	M
CO3	S	S	S	M	S
CO4	S	S	M	M	S
CO5	S	M	M	S	M

*S-Strong; M-Medium; L-Low

Course code	INDIA'S INTERNATIONAL TRADE		L	T	P	C
Core/Elective/Supportive	ELECTIVE		5			4
Pre-requisite	Basic knowledge on export market		Syllabus Version		2023-2024	
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> 1. Understand the international trade environment, strategies and management. 2. Apply concepts, principles and theories to international trade situations. 3. Be aware on the different thinking and viewpoints of diverse cultures. 4. Knowing more about import and export laws related to regulations. 5. Providing information about the global trades towards developing countries facing problems 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify the basic difference between inter-regional and international Trade		K2 & K6			
2	Apply the legal framework in the real life businesses related to foreign trade regulations in India.		K3			
3	Evaluate India's international trade performance about its objectives and principles.		K5			
4	Identify various concepts related to imports related to law of protection their rights		K3			
5	Discover more about global trades and developing countries and major problems faced by sectors.		K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Development of Foreign Trade Policy		15 Hours			
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:2	Legal frame work of India's foreign trade		15 Hours			
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:3	India's export trade		15 Hours			
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:4	Imports	15 Hours
Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks		
Unit:5	Global trade and developing countries	13 Hours
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.		
Unit:6	Contemporary Issue	2 Hours
Online assignment and online seminar		
Total Lecture hours		75 Hours
Books for Study		
1	Cherunilam Francis“Industrial Trade and Export Management”,New Delhi, PHI Learning Pvt. Ltd ,2015.	
2	Balagobal T.A.S,”Export Management” Mumbai,Himalaya Publications,2019.	
Books for References		
1	Keegan,”Global Marketing Management”, New Delhi,Pearsons Education,2018.	
Related Online Contents		
1	https://onlinecourses.nptel.ac.in/noc21_hs46/preview	
2	https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	M	M	S	S	M
CO5	S	M	M	S	S

*S-Strong; M-Medium; L-Low



Annexure

ELIGIBILITY FOR ADMISSION TO THE COURSE

“An Under Graduate in Commerce with any Specialization”

DURATION OF THE COURSE

The course shall extend over a period of two years comprising four Semesters, with two Semesters per year.

