**M. Com. International Business**

Syllabus

 AFFILIATEDCOLLEGES

**Program Code: 31S**

**2025 – 2026onwards**

**BHARATHIAR UNIVERSITY**

**(A State University, Accredited with “A” Grade by NAAC, Ranked 15th among Indian Universities by MoE-NIRF,**

**World Ranking :Times - 801-1000, Shanghai - 901-1000, URAP - 1047 )**

**Coimbatore - 641 046, Tamil Nadu, India**



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| **Program Educational Objectives (PEOs)** |
| M.Com.(International Business) program describes accomplishments that graduates areexpected to attain within five to seven years after graduation |
| PEO1 | Prepare students for a career with increased responsibility focusing on multiculturalconcerns, 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 |



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| **Program Specific Outcomes (PSOs)** |
| After the successful completion of the M.Com.(International Business) program, the students areexpected 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 timeproblems in import and export |
| PSO4 | Meet the needs of industry 4.0 |
| PSO5 | Communicate effectively with professionals |



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| **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 andexport |
| PO4 | Be able to do higher education and advance research in the field ofinternational 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 2025- 2026 onwards)*

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| **Course Code** | **Title of the Course** | **Cre dits** | **Hours** | **Maximum Marks** |
| **The ory** | **Prac tical** | **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 | 25 | 75 | 100 |
|  | Elective -II : | 4 | 5 | - | 25 | 75 | 100 |
| **THIRD SEMESTER** |
|  | Business Research Methods | 4 | 6 | - | 25 | 75 | 100 |
|  | International Financial Management | 4 | 5 | - | 25 | 75 | 100 |
|  | Introduction to Industry 4.0 | 4 | 5 | - | 25 | 75 | 100 |
|  | Indirect Tax Laws | 4 | 6 | - | 25 | 75 | 100 |
|  | Industrial Training | 1 |  - |  | 25 | - | 25 |
|  | Health and Wellness | 1 |  2 |  - | 25 | - | 25 |
|  | 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 | 25 | 75 | 100 |
|  | Project Work & Viva-Voce  (OR) In lieu of Project work, the following two papers may be opted.1. Principles and Practice of Insurance
2. IndustrialLaw
 | 844 |  1055 | -- | 502525 | 1507575 | 200100100 |
|  | 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 |

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| **VALUEADDED COURSE / CERTIFICATECOURSE (2 Credits Each)****Offered by SWAYAM - Online Mode** |
| **VALUEADDED COURSE** |
| 1. | SoftSkillDevelopment |
| 2. | ApplicationofSoftwarePackagesforResearch |
| **CERTIFICATECOURSE** |
| 1. | EntrepreneurshipDevelopment |
| 2. | PersonnelManagementand IndustrialRelations |

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| **ADD ON COURSES (2 Credits Each)****Skill Initiative Courses - (**[**https://www.naanmudhalvan.tn.gov.in/**](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:ListofGroupofElectivePapers:

(Colleges can choose any one of the Group Papers as Electives) **. GROUP-A GROUP-B**

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

**GROUP-C**

1. PrinciplesofInternationalTrade
2. Exportand ImportProcedure
3. InstitutionsFacilitatingInternationalTrade
4. India's InternationalTrade

**Institutional Training**

The students should undergo 21 day institutional training in any Banks,InsuranceCompanies,trading,manufacturingandserviceorganizations,auditorofficeand otherfinancialinstitutions during II Semester holidays and submit the report in III Semester. The students will be evaluated in departmentlevel by the internal examiner underthechairmanshipofHOD.

**Mark Split Up - CIA**

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| --- | --- | --- |
| S.No. | Components | Marks |
| 1 | Review - I | 5 |
| 2 | Review - II | 5 |
| 3 | Report  | 5 |
| 4 | Viva Voce | 10 |
|  **Total** | **25** |

 Marks for the industrial training out of 25 should be sent to the University along with the III Semester Internal marks.

**ProjectWork andViva-Voce**

**Mark Split Up - CIA**

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| --- | --- | --- |
| 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** |
| *The Student will be evaluated both by Internal and External Examiners (Duly Appointed by the University)* |

First Semester



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| **Course code** |  | **GLOBAL BUSINESS ENVIRONMENT** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Core | **6** |  | **-** | **4** |
| **Pre-requisite** | Basic knowledge on Global businessenvironment | **Syllabus Version** | **2025-2026** |
| **Course Objectives** |
| 1. To be familiar with the basic concept of international businessenvironment
2. To understand the national physical environment, including Rostow’s view and tax structure 3.To have insight knowledge about cultural factors andattitude
3. To develop and understanding of legal environment in InternationalBusiness
4. To learn Fundamentals of environmental protection and international policy
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| **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 themarket 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 towardsnationalbuilding. | 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 valuablesolution 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. |
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| **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 WesternCulture. |
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| **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. |
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| **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. |
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| **Unit:6** |  |  **2 Hours** |
| Asian Negotiating Style, Assignments, Seminar, Group Discussionand CurrentAffairs |
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|  | **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 GLOBALPERSPECTIVE" ,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: |

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| **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



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| **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** | **2025-2026** |
| **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 newproduct
4. To understand and evaluate the application ofmarketing
5. To acquire knowledge about GlobalMarketing
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| **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 |
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| **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. |
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| **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 |
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| **Unit:4** | **Promotion Mix Decisions** | **18hours** |
| Personal Selling – Publicity Methods and Impact – Sales Promotions – Overseas Product Exhibition & Trade Fair – Advertising – Impact of Webcast and Net Based Advertisement. |
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| **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 |

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| **Unit:6** |  |  **2 Hours** |
| Case studies ,Assignments, Seminar, Group Discussion and Current Affairs/Quiz/Self Study Components |
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|  | **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"NewDelhi, 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" Newdelhi, 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: |

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| **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



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| **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** | **2025-2026** |
| **Course Objectives:** |
| the main objectives of this course are to: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.
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| **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 |
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| **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. |
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| **Unit:2** | **Relational Approach** | **18 Hours** |
| Relational Approach: Relational Data Structure: relation, Domain, attributes keys.Relational Algebra: Introduction, Traditional set operation. Attribute names for derivedrelations, special relational operations. Embedded SQL. Introduction Operations not involving cursors involving cursors Dynamic statements. Query by Example - Retrieval operations, Built-in functions, update |
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| **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. |
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| **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. |
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| **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 - Datamanipulation. |
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| **Unit:6** | **Contemporary Issues** |  **2 Hours** |
| Online assignment , Group discussion and seminar |
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|  | **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> |

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



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| **Course code** |  | **FINANCIAL ACCOUNTING** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **CORE** | **6** |  | **-** | **4** |
| **Pre-requisite** | Basic knowledge in Accounting Concepts | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| The main objectives of this course are to:1. To enable the students to understand the basic concepts of accounting with Indian Accounting Standards.
2. To enable the students to learn about Single Entry System and RoyaltyAccounts.
3. To impart the knowledge about Departmental Accounts and BranchAccounts.
4. To provide the techniques about Depreciation Accounting
5. To offer the knowledge to prepare the accounts relating to insolvency of anindividual
 |
| **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 PurchaseSystem 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 |
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| **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 FixedAssets). |
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| **Unit:2** | **Hire purchase** | **18 Hours** |
| Hire purchase and Installment systems- Hire Purchasing Trading account- Goods on sale or Return |
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| **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. |



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| **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 Discussionand Current Affairs |
|  |
|  | **Total Lecture Hours** | **90 Hours** |
| **Books for study** |
| 1 | Arulanandam, M.A. and Raman, K.S. “Advanced Accounting”, Volume II, Sixth Edition, NewDelhi, Himalaya Publishing House, 2016. |
| 2 | Gupta, R.L. and Radhasamy, M., “Advanced Accountancy”, Volume II, Fifth Edition,NewDelhi,Sultan Chand and Sons,2015. |
| 3 | Iyengar, S.P,“Advanced Accountancy” Volume II, Fifth Edition, New Delhi, Sultan Chand andSons,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 |
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| **Related Online Contents** |
| 1 | https://testbook.com/learn/corporate-accounting/ |
| 2 | htt[ps://www.icsi.edu/m](http://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.p)e[dia/webmodules/Corporate%20and%20Management%20Accounting.p](http://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.p)df |
| Course Designed By: |

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| **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



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| **Course code** |  | **CUSTOMSPROCEDURES AND DOCUMENTATION** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Core | **5** |  | **-** | **4** |
| **Pre-requisite** | To equip the students with knowledge ofInternational Trade procedure | **Syllabus Version** | **2025-2026** |
| **Course Objectives:**1. To develop the students to convert themselves to familiar to do and to involve inthe internationalbusiness.
2. To familiarize the students about Different categories ofExporters
3. To impart the knowledge about Export and ImportDocumentation. 4.To provide Knowledge on Warehousing inExporters

5. To offer the knowledge to case studies |
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| **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 goodsunder 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 internationaltrade procedures | K5 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
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| **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. |
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| **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. |
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| **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. |



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| **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). |
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|  | **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: |

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| **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



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| **Course code** |  | **LOGISTICS & SUPPLY CHAIN MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Core | **5** |  | **-** | **4** |
| **Pre-requisite** | Basic Knowledge about SupplyChainManagement | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To create awareness about the logistics and supply chain activities taken in order to deliverthe good.
2. To understand supply chain managementproblems
3. Acquire knowledge about the supply chain integrates andstrategies
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. |



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| **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, LaxmiPublications,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 FiercelyCompetitive 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: |

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| **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



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| **Course code** |  | **FOREIGN EXCHANGE MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Core | **5** |  | **-** | **4** |
| **Pre-requisite** | Basic knowledge on Foreign ExchangeManagement | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To understand the evolution, growth, structure, components of the International and Domestic ForexMarket.
2. To understand various financial terminologies and transactions involved in the ForexMarket
3. To understand how the foreign exchange marketoperates
4. To understand the principles of currencyvalues
5. 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. |
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| **Unit:5** | **Case Studies** | **15 Hours** |
| Case Studies (based on the above units). |
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| **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", NewDelhi, Sultan Chand & Sons,2016. |
| 2 | Jaiswal, Bimal, "International Finance/Foreign Exchange Management", Lucknow, New RoyalBook 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/ |
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| Course Designed By: |

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| **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



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| **Course code** |  | **COST AND MANAGEMENT ACCOUNTING** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | Core | **5** |  | **-** | **4** |
| **Pre-requisite** | Knowledge in basics of Cost andManagement Accounting | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To facilitate the students about various tools and techniques available in Cost and Management Accounting
2. To give in-depth knowledge about the preparation of cost sheet and about material and labour costmanagement
3. To impart the knowledge about preparation of Fund flow and Cash flowstatements
4. To understand the application of marginal costtechniques
5. equip themselves in the preparation of variousbudgets
 |
| **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 techniquefor 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** |
| 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.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. |
|  |
| **Unit:2** | **Labor & Overheads** | **15 Hours** |
| 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.Overheads: Meaning – Classification – Allocation-Absorption- Over absorption and Under absorption – Meaning and causes. |
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| **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 CashBudget. |
| **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 Chandand 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 | htt[ps://www.coursera.o](http://www.coursera.org/projects/introduction-cost-accounting)r[g/projects/introduction-cost-accounting](http://www.coursera.org/projects/introduction-cost-accounting) |
| Course Designed By: |

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| **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



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| **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** | **2025-2026** |
| **Course Objectives:** |
| The main objectives of this course are to: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** |
| 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** |
| 1. Listening (Audios / Video Presentations)
2. Reading
3. TelephonicConversation – Based on Business Situations
4. Self-Introduction
5. Mock Interview
6. GroupDiscussion
7. Business Presentation
 |
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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

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| --- | --- |
| 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

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| --- | --- |
| **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) | 10Marks |
| **Total**  | **60 Marks** |
| ***Students Performance will be assessed jointly by the Internal and External Examiners(Duly Appointed by the University)*** |

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| **TextBook(s)** |
| 1 | RajendraPalKorahill,“EssentialsofBusinessCommunication”,SultanChand&Sons,NewDelhi,2012. |
| 2 | Ramesh,MS,&C.CPattanshetti,“BusinessCommunication”,R.Chand&Co,NewDelhi,2019. |
| 3 | Neeta Jain and ShomaMukherji,“EffectiveBusinessCommunicationConcept”McGraw Hill, Noida,,2020. |
|  |
| **ReferenceBooks** |
| 1 | RaghunathanVS,SanthanamV,“BusinessCommunication”, Margham Publications, Chennai, 2018 |
| 2 | Madhukar.R.K,“BusinessCommunication”, S. Chandand Co. Ltd.,Noida 2018 |
|  |
| **RelatedOnlineContents[MOOC,SWAYAM, NPTEL,Websitesetc.]** |
| 1 | <https://www.youtube.com/watch?v=12Prc9ZA81w> |
| 2 | <https://www.simplilearn.com/group-discussion-tips-article> |
| 3 | https://preply.com/en/blog/business-presentation-phrases/ |
| CourseDesigned By: |

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| **MappingwithProgrammeOutcomes** |
| **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



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| **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** | **2025-2026** |
| **Course Objectives:** |
| the main objectives of this course are to:1. Develop an idea about various research designs andtechniques
2. Understand sampling techniques of research and itsapplications
3. Emphasis the learners in application of appropriate tools inresearch
4. Make the learners to understand the significance of testing ofhypothesis
5. Lay a foundation to become familiar in style of preparing researchreport.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Explain the range of quantitative and / or qualitative researchtechniques to business and management problems / issues | K1 & K2 |
| 2 | Organize and conduct research in a more appropriate sampling methodmanner. | K2 |
| 3 | Make use of the necessary critical thinking skills in order to evaluatedifferent 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-Thurstonscale. |



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| **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; checkingplagiarism. |
| **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> |
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| **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 |
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\*S-Strong; M-Medium; L-Low



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| **Course code** |  | **INTERNATIONAL FINANCIAL MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/Elective/ Supportive** | CORE | **5** |  |  | **4** |
| **Pre-requisite** | Basic understanding aboutmanagementand it functions. | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To understand the concept and importance of international financialmanagement.
2. To identify the various International MonetaryInvestments.
3. To understand the various international bank andIMF.
4. To know Exchange Rate Theories andderivatives.
5. To introduce casestudies.
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| **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 themultinational firm. | K5 |
| 3 | Identify methods of financing international operations and strategies for foreign direct investment and alternativemethods. | K3 |
| 4 | Examine with the role of IMF and World Bank. | K5 |
| 5 | Demonstrate basic understanding of how to useforeignexchange derivatives and other techniquesto 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, IndianMoneyMarket–InternationalBondMarket–BondIssueDrill–BenchMarkDrill–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 – WorldBank. |
| **Unit:4** | **Export Import Finance** | **18 Hours** |
| Introduction – Terms of International Payments – Modes of International Payments – Deferred Payments - Buyers Credit – Sellers Credit.\_ |

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| **Unit:5** | **Pre and Post Shipment Finance** | **16Hours** |
| 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](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Thummuluri%2BSiddaiah&search-alias=stripbooks) , “International Financial Management”, Chennai,Pearson IndiaEducation 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, PHILearning Pvt. Ltd,2020. |
| **Related Online Contents** |
| 1 | htt[ps://www.digim](http://www.digimat.in/nptel/courses/video/110105057/L01.html)a[t.in/nptel/courses/video/110105057/L01.html](http://www.digimat.in/nptel/courses/video/110105057/L01.html) |
| 2 | https://nptel.ac.in/courses/110/105/110105031/ |
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| **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



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| **Course code** |  | **INTRODUCTION TO INDUSTRY 4.0** | **L** | **T** | **P** | **C** |
| **Core****/Elective/Supportive** | **CORE** | **5** |  |  | **4** |
| **Pre-requisite** | Basicunderstandingof industryand computerknowledge. | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| Themain objectives ofthis courseareto:1. AlignthetheoryandconceptswithIndustrialapplicationofcomputers
2. IntroducethebasicconceptsofIndustry4.0,ArtificialIntelligence,BigDataandInternetof Things.
3. Learntheapplicationsandtoolsof Industry4.0.
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| **Expected Course Outcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | UnderstandthebasicconceptsofIndustry4.0 | K2 |
| 2 | OutlinethefeaturesofArtificial Intelligence | K2 |
| 3 | SummarizetheBigdata domainstackand InternetofThings | K2 |
| 4 | Identifythe applicationsand ToolsofIndustry4.0 | K3 |
| 5 | Analyzetheskills requiredforfuture | K4 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
|  |
| **Unit:1** | **INDUSTRY4.0** | **18 Hours** |
| Need–ReasonforAdoptingIndustry4.0-Definition–GoalsandDesignPrinciples- TechnologiesofIndustry4.0–BigData–ArtificialIntelligence(AI)–IndustrialInternetofThings-Cyber Security– Cloud – Augmented Reality. |
| **Unit:2** | **ARTIFICIALINTELLIGENCE** | **18 Hours** |
|  ArtificialIntelligence:ArtificialIntelligence(AI)–What&Why?-HistoryofAI-FoundationsofAI-TheAI-Environment-SocietalInfluencesofAI-ApplicationDomains andTools -Associated Technologies ofAI-FutureProspects of AI-Challenges of AI. |
| **Unit:3** | **BIGDATAANDIOT** | **18 Hours** |
|  Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions -EssentialofBigDatainIndustry4.0-BigDataMeritsandAdvantages-BigDataComponents:BigDataCharacteristics-BigDataProcessingFrameworks-BigDataApplications-BigDataTools-BigDataDomainStack:BigDatainDataScience-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 DataRoles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture ofIoT-TechnologiesforIoT-DevelopingIoTApplications-ApplicationsofIoT-Securityin IoT. |
| **Unit:4** |  **APPLICATIONSANDTOOLSOFINDUSTRY 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 onBusiness,Government,People.ToolsforArtificial Intelligence, BigDataandDataAnalytics, VirtualReality,AugmentedReality,IoT,Robotics.  |
| **Unit:5** | **JOBS 2030** | **16 Hours** |
| Industry4.0–Education4.0–Curriculum4.0–Faculty4.0–SkillsrequiredforFuture-ToolsforEducation–ArtificialIntelligenceJobsin2030–Jobs2030-Frameworkfor aligningEducationwithIndustry4.0. |
| **Unit:6** | **CONTEMPORARYISSUES** | **2 Hours** |
| Expertlectures,onlineseminars –Webinars |
|  | **Total Lecture hours** | **90 Hours** |
| **Text Book(s)** |
| 1 | P.Kaliraj,T.Devi,HigherEducationforIndustry4.0andTransformationtoEducation5.0 |
| **Reference Books** |
| 1 |  AlasdairGilchrist.Industry4.0:The IndustrialInternetofThings,ApressPublications |
| **Related Online Contents** |
| 1 | Introduction to Industry 4.0 and Industrial Internet of Things by Prof.SudipMisra,IITKharagpur. |
| 2 | A Complete Guide toIndustry4.0-Udemy |
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| **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



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| **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 andservices tax law andrecommend solutions to practical problems | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To understand the features and importance ofGST
2. To understand the techniques of computationof GST
3. To develop an understanding of the customs laws and acquire the ability toanalyze andinterpret the provisions of suchlaws.
4. To develop an understanding of the basic concepts of foreign trade policy tothe extent relevant to indirect tax laws, and acquire the ability to analyzesuchconcepts.
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| **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 | Indentify 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-Statesupply,suppliesinterritorialwaters;Chargeoftaxincludingreversecharge;Exemptionfrom 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 taxincluding 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 MixedSupplies. |
| **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–provisionsrelatingtoapplicationofcustomslaw,taxableevent,chargeofcustomsduty,exceptions to levy of customs duty, exemption from custom duty- Types of customs duties- |

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| 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](http://www.gstcouncil.gov.in/) |
| 2 | [www.gst.gov.in](http://www.gst.gov.in/) |
| Course Designed By: |

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| **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

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| **Course code** | **33F** |  | **L** | **T** | **P** | **C** |
| **Core** | **PAPER XV – HEALTH AND WELLNESS** | **2** | **-** | **-** | **1** |
| **Pre-requisite** | **-** | **Syllabus Version** | **2025-****2026** |
| **Course Objectives:** |
| The main objective of this course is to* Teaching the elements of physical, mental, emotional, social, intellectual, environmental well-being which are essential for overall development of an individual.
* Addresses the dangers of substance abuse and online risks to promote emotional and mental health.
 |
| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | To demonstrate proficiency in sports training and physical fitness practices. | K2 |
| 2 | To improve their mental and emotional well-being, fostering a positive outlook on health and life. | K3 |
| 3 | To develop competence and commitment as professionals in the field of health and wellness. | K4 |
| 4 | To create awareness on drug addiction and its ill effects. | K4 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
| **Unit:1** | **INTRODUCTION TO HOLISTIC WELL-BEING** | **3 hours** |
| Introduction to Holistic Well-being- Wellness Wheel Exercise - Breaking Bad Habits |
| **Unit:2** | **PHYSICAL WELL-BEING** | **3 hours** |
| Physical Well-being- Fitness - Nutrition - Yoga - Meditation - Brain health - Heally lungs - Hygiene and Grooming |
| **Unit:3** | **EMOTIONAL WELL-BEING** | **2 hours** |
| Emotional Well-being – Stress Management-Importance of saying ‘No’ for their Physical and Mental well-being- Body Positivity and self-acceptance - Practicing Gratitude - Cultivating Kindness and Compassion- Practicing Forgiveness- Celebrating Differences - Digital Detox. |
| **Unit:4** | **INTELLECTUAL WELL-BEING** | **3 hours** |
| Intellectual Well-being – Being a lifelong learner- Digital literacy - Transfer of Learning – Environmental well-being- Mental well-being – Importance of self-reflection (Discussion) -Meditation Practices. |
| **Unit:5** | **DEVELOPING LIFE SKILLS** | **3 hours** |
| Situational Awareness (Developing Life Skills) -Being Street Smart - General first aid procedure, CPR procedure, Handling emergency situations like fire, flood etc.- Digital Awareness -Understanding Addiction- Impact of substance abuse-Adverse health conditions, Social isolation, ruined future, hidden financial loss and damaging the family reputation. |
| **Unit:6** | **CONTEMPORARY ISSUES** | **1 hours** |
| Expert lectures, online seminars – webinars |
|  | **Total Lecture hours** | **15 hours** |

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| **Text Book(s)** |
| 1 | Park’s Text books of preventive and social medicine |
| 2 | Food and Nutrition by L. Swaminathan |
| **Reference Books** |
| 1 | Dietics by Srilakshmi |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** |
| 1 | https://www.youtube.com/watch?v=\_5F9yTs7Al0 |
| 2 | https://www.youtube.com/playlist?list=PLwdnzlV3ogoVhUuHDwFHzCj325BtEGZei |
| 3 | https://[www.edx.org/learn/healthcare](http://www.edx.org/learn/healthcare) |
| 4 | https://open.umn.edu/opentextbooks/textbooks/662 |
| Course Designed By: **Dr. Gandhimathi R and Dr. Selvajeyanthi S** |

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| **Mapping with Programme Outcomes** |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** |
| **CO1** | S | S | S | S | S | S | M | M | M | L |
| **CO2** | S | S | S | S | M | M | M | L | L | L |
| **CO3** | S | M | S | S | S | L | M | M | M | L |
| **CO4** | S | S | S | S | S | S | L | S | M | L |

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



Fourth Semester



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| **Course code** |  | **GLOBAL BUSINESS STRATEGIES** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **CORE** | **5** | **-** | **-** | **4** |
| **Pre-requisite** | Basic understanding about management and itfunctions. | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To develop an idea about Strategic Management concepts and techniques.
2. To enrich the knowledge of the students with general and competitive business environment.
3. To help the students to learn the process of strategic decisionmaking,
4. To taught implementation and evaluation of corporatepolicies
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| **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 smallorganizations, 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. |

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| **Unit:5** | **Case studies** | **15 Hours** |
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|  | **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



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| **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** | **2025-2026** |
| **Course Objectives:** |
| 1. To familiarize the international trade and international tradetheories.
2. To understand the Balance of payment and itsimportance
3. To acquire knowledge about unilateral, bilateral and multilateraltrade.
4. To assess the impact of Foreign Economic Policies in Indianeconomy.
5. To understand International liquidity and impact ofDevaluation.
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| **Expected Course Outcomes:** |
| On the successful completion of the course, student will be able to: |
| 1 | Recollect the terminologies in international trade and international tradetheories. | K1 |
| 2 | Explain the balance of payment and its impact on Indian economy. | K2 |
| 3 | Indentify 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 |
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| **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. |

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| **Unit:5** | **International Liquidity** |  **15 Hours** |
| International liquidity – International Economics Institutions – IMF, World Bank IFC, IDA and ADB. |
| **Unit:6** | **CONTEMPORARYISSUES** |  **2 Hours** |
| Expertlectures,onlineseminars –Webinars |
|  | **Total Lecture hours** | **75Hours** |
| **Text Book(s)** |
| 1 | Metha P.L “Managerial Economics” New Delhi, Sultan Chand & Publication, 2016 |
| 2 | Sharma,Chandan, Salvatore,Dominick., "International Economics"13th 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: |

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| **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



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| **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** | **2025-2026** |
| **Course Objectives:** |
| 1. To gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.
2. To explore various methods that Information Technology can be used to support existing businesses andstrategies.
3. To investigate emerging technology in shaping new processes, strategies and businessmodels.
 |
| **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 computertechnology. | K2 |
| 3 | Work with simple design and development tasks for the main types of businessinformation systems | K3 |
| 4 | Achieve hands-on experience with productivity/application software to enhancebusiness activities. | K4 |
| 5 | Assess working with spreadsheets | K5 |
| **K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create |
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| **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 variousnewspaperstodisplaythepressnotesoftheworkshopconductedinyourdepartment:usemail 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 |



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| **Unit:3** | **MS POWERPOINT** | **15 Hours** |
| 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. |
| **Unit:4** | **MS ACCESS** | **15 Hours** |
| 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 percentageDo 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.SelectthedetailsoftheemployeeswhoseHRAisgreaterthan1000andDAgreaterthan 1000. |
| **Unit:5** | **TALLY** | **15 Hours** |
| 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 Averagemethod -Weighted AverageMethod.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). |
|  | **Total Lecture Hours** | **75 Hours** |
| **Books for study** |
| 1 | Computer Applications in Business” by Parameswaran R Anil Kumar, Dr. Pardeep Gupta, Dr.PardeepAhlawat, 2017 |
| 2 | Introduction to Computers Peter Norton ,,Sixth Edition McGrawHill, 2019 |
| 3 | Computer Fundamentals – P.K Sinha ( B.P.B publication ), 2014 |
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| **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 | htt[ps://www](http://www.youtube.com/watch?v=Mndo33lGYOo).[youtube.com/watch?v=Mndo33lGYOo](http://www.youtube.com/watch?v=Mndo33lGYOo) |
| 2 | NPTEL |
| 3 | Swayam / MOOCS |
| Course Designed By: |

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| **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

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| **Coursecode** |  | **PRINCIPLESANDPRACTICEOFINSURANCE** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **CORE** | **5** |  |  | **4** |
| **Pre-requisite** | **Basic understanding about the concept of insuranceand types** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis coursearetoenablethe students to1. Giveacomprehensive understandingonthegeneralprinciplesandconceptsofinsurance,insurancepractices andprocedures
2. Understandvarioustypesinsurance anditspolicies.
3. Createawarenessamongstudentson thelegalframework ofinsurance
4. Acquiredknowledgein healthinsurance,group insuranceproductsandmediclaimpolicies
5. AwareaboutIRDARegulationact2002
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Explainthegeneralprinciplesandconceptsofinsurance,insurancepracticesand procedures | K1&k2 |
| 2 | Examinevarioustypesof insurance anditsfunctions. | K4 |
| 3 | Evaluatethelegalframeworkaboutdifferentinsurancepolicies. | K5 |
| 4 | Promoteawarenessaboutdifferenthealthpoliciesandgroupinsurance | K6 |
| 5 | MakeuseofIRDAregulationact. | K3 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
|  |
| **Unit:1** | **Introduction** | **15hours** |
| IntroductiontoInsurance–Meaningdefinition–Natureandfunctions–TypesofInsurance–Roleandimportanceofinsurance-PrinciplesofinsuranceclassificationofInsurance. |
| **Unit:2** | **LifeInsurance** | **15hours** |
| LifeInsurance–Meaning–Kindsofpoliciesandplans–TypesofLifeInsuranceproducts– Annuitycontacts andtheir uses– Roleof L.I.C. ofIndia |
| **Unit:3** | **HealthInsurance** | **15hours** |
| Health Insurance–Individualand groupinsuranceproducts–Mediclaimpolicies –itsbenefits–CattleInsurance–Personalaccidentinsurance. |
| **Unit:4** | **Generalinsurance** | **15hours** |
| Generalinsurance–Marine,Fire,MotorandMiscellaneous Insurance–Insurancemarketing–Networkand customerservice. |
| **Unit:5** | **Claimsandsettlement** | **13hours** |
| Claimsandsettlement–Legalaspects–Guidelinesforsettlementofclaims–IRDA–RegulatoryprovisionsunderIRDAAct1999–Regulations2000–IRDARegulations2002–Protectionofpolicyholdersinterest. |
| **Unit:6** | **CONTEMPORARYISSUES** |  **2 hours** |
|  Expertlectures,onlineseminars –Webinars |
|  | **TotalLecturehours** | **75hours** |

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| **BooksforStudy** |
| 1 | MishraM.N&MishraS.B,”InsurancePrinciples andPractices”,NewDelhi,S-Chand&Co,2007 |
| 2 | PeriyasamyP,”Principles andPracticesof Insurance”,Mumbai,Himalaya Publications,2011. |
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| **BooksforReferences** |
| 1 | BodlaB.S,GargM.C &SinghK.P,”Insurance: Fundamentals,EnvironmentandProcedures”,NewDelhi,Deepand DeepPublications,2004. |
| 2 | MishraKaninika,”Fundamentalsof LifeInsurance”,NewDelhi,PHILearning,2010 |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.swayam2.ac.in/cec20_mg24/preview> |
| 2 | https:/[/www.coursera.o](http://www.coursera.org/lecture/health-economics-us-healthcare-systems/introduction-to-)r[g/lecture/health-economics-us-healthcare-systems/introduction-to-](http://www.coursera.org/lecture/health-economics-us-healthcare-systems/introduction-to-)insurance-5dbxD |
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| **MappingwithProgrammeOutcomes** |
| **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



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| **Coursecode** |  | **INDUSTRIALLAW** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **CORE** | **5** |  |  | **4** |
| **Pre-requisite** | **Basicunderstandingaboutbusinessregulatoryorganization and theirpractice.** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis coursearetoenablethe students to1. Acquireupdated knowledgeand developunderstandingofthe regulatoryframework forbusiness
2. Gainexpertknowledgeabout variousindustrialact.
3. Beawareofopportunitiesavailableinvariouslegalcompliancesso astoenablethememployable.
4. Impartknowledge aboutcurrentpracticeofindustriallaw.
5. Trainincalculationonpaymentofgratuity.
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Rememberupdated regulatoryframeworkfollowedbythe companies. | K1&K2 |
| 2 | Indentifytype ofindustrial act andits functions. | K3 |
| 3 | Analyze various opportunities available in various legal compliancessoas to enable them employable. | K4&K5 |
| 4 | Developcurrentpractice onindustriallaw | K6 |
| 5 | CalculatePaymentofGratuity. | K3 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
| **Unit:1** | **FactoriesAct** | **15hours** |
| Factories Act 1948 – Provisions relating to health, Safety, Welfare – Employment of Childandyoungmen–Auditworkers–Womenworkers–TheChildLabour(ProhibitionandRegulation)Act 1986–Child LabourRules 1988. |
| **Unit:2** | **TradeUnions Act** | **15hours** |
| Trade Unions Act 1926 – Definition – Registration – Rights and Privileges – Cancellationof registration - Political fund – Industrial Disputes Act 1947 – Provisions relating to strike,lockout,retrenchment,Layoffandclosure – Machinerytosolvedisputes. |
| **Unit:3** | **PaymentofBonusAct** | **15hours** |
| Payment of Bonus Act 1965 – Meaning of Gross Profit – Computation of available and allocablesurplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability oftheact–PaymentofwagesAct1936–permissibledeductions–TimeandModeofpayment–MinimumwagesAct1948 – TheTamilnaduPaymentofsubsistenceAllowanceAct1981. |
| **Unit:4** | **SocialsecurityLegislation** | **15hours** |
| Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board –Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneousProvisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PFScheme – Employees Family pension scheme and Fund – Workmen’s compensation Act 1923 –Employer’sliabilityandNon-liability–Waysopentoworkmenforclaimingcompensation–Disability– Partial –Permanent–Total disablement – Accusation– Diseases. |
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| **Unit:5** | **PaymentofGratuityAct** | **13hours** |
| ThePaymentofGratuityAct1972–Gratuity–Scopeandcoverage–Definition–PaymentofGratuity–CompulsoryInsurance–ProtectionofGratuity–EnvironmentalProtectionAct–TheIndustrialEmployment(Standingorder)Act1946. |
| **Unit:6** | **CONTEMPORARYISSUES** |  **2 hours** |
|  Expertlectures,onlineseminars –Webinars |
|  | **TotalLecturehours** | **75hours** |
| **BooksforStudy** |
| 1 | KapoorN.D,”Elements OfIndustrial Law”,NewDelhi,Sultanchand&Sons,2018. |
| 2 | Vaidyanathan.S,Srividhya,”FactoryLawsApplicableinTamilNadu”,Chennai,Madras BookAgency,2003. |
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| **BooksforReferences** |
| 1 | TheChild labour(Protection &Regulation)-Madras BookAgencyAct1986 |
| 2 | TheTamilNaduPaymentof Subsistence -MadrasBookAgencyAthouranceAct1981 |
| 3 | TheEnvironment(Protection)Act1986-ProfessionalBookPublishers - |
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| **RelatedOnlineContents** |
| 1 | https:/[/www.icsi.edu/m](http://www.icsi.edu/media/webmodules/publications/)e[dia/webmodules/publications/](http://www.icsi.edu/media/webmodules/publications/) |
| 2 | <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-6-New.pdf> |
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| **MappingwithProgrammeOutcomes** |
| **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



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| **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** | **2025-2026** |
| **Course Objectives:** |
| 1. To be familiar with type of vehicles and vehiclebody.
2. To understand main type of costingsystem.
3. To develop vehicle routing & solving schedulingissues.
4. To impart knowledge in planning and fleet management
5. To create awareness in advice planning anddocumentation.
 |
| **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 ofdocumentation | 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 – vehicleacquisition. |
| **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** |

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| **Text Book(s)** |
| 1 | Agrawal,D.K" Textbook of Logistics and Supply Chain Management", Chennai, LaxmiPublications,2003. |
| 2 | Singh,Kuldeepak., "A Handbook on Supply Chain Management"New Delhi, NotionPress,2021. |
| **Reference Books** |
| 1 | Chirstoper, Martin, "Logistics & Supply Chain Management" FT PublishingInternational,2016. |
| 2 | Sarkar,Suman, "The Supply Chain Revolution: Innovative Sourcing and Logistics for aFiercely 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: |

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| **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



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| **Course code** |  | **CHARTERING AND SHIP BROKING** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **Elective** | **5** |  |  | **4** |
| **Pre-requisite** | Basic understanding about the functionsof brokers. | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. To know the nature, principles and terminology ofChartering
2. To understand the role of brokers and theirfunctions.
3. To explore various type ofcharters.
4. To learn about Freight and hirecalculations.
5. To impart knowledge on individual rights, responsibilities andliabilities
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| **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** | **Contract**s | **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. |

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| **Unit:6** | **Contemporary Issues** |  **2 Hours** |
| Online assignment , Group dissuasion and seminar |
|  | **Total Lecture hours** | **75 Hours**  |
| **Text Book(s)** |
| 1 | [Plomaritou](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Evi%2BPlomaritou&search-alias=stripbooks),Evi"Shipbroking and Chartering Practice", Oxfordshire,Routledge,2019 |
| 2 | Gorton,Hillenius,lhre,& Sandevarn.,"Shipbroking and Chartering Practice",Lloyd'sPractical 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 | htt[ps://www](http://www.youtube.com/watch?v=0yrd0ACXyVg).[youtube.com/watch?v=0yrd0ACXyVg](http://www.youtube.com/watch?v=0yrd0ACXyVg) |
| 2 | htt[ps://www](http://www.youtube.com/watch?v=KxGb1O3Lt7w).[youtube.com/watch?v=KxGb1O3Lt7w](http://www.youtube.com/watch?v=KxGb1O3Lt7w) |
| Course Designed By: |

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| **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



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| **Course code** |  |  **PORT MANAGEMENT** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supporti ve** |  **ELECTIVE** | **6** |  |  | **4** |
| **Pre-requisite** | Basic understanding aboutPort ManagementandLegal Aspects | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| The main objectives of this course are to: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.
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| **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. |

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| **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 dissuasion 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/ |
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| **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



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| **Course code** |  | **AIRLINE MARKETING AND STRATEGIC AIRLINE ALLIANCE** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **Elective** | **5** |  |  | **4** |
| **Pre-requisite** | Basic understanding about airline transportservices | **Syllabus Version** | **2025-2026** |
| **Course Objectives:** |
| 1. Know the market for Air transportService.
2. Understand stages in the application of Marketing Principles of AirlineManagement.
3. Explore the theory of product analysis and its application to the AirlineIndustry.
4. Measuring the performance impact ofalliance.
5. Performance evaluation in air linebusiness.
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| **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 | Indentify the various stages in the application of Marketing Principles ofAirline 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 |
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| **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 – commonmistakes |
| **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 |

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| 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 revenueenhancement-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 PublishingLimited, 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](http://www.sciencedirect.com/journal/journal-of-air-transport-management) |
| 2 | https://[www.journals.elsevier.com/journal-of-air-transport-management/recentarticles](http://www.journals.elsevier.com/journal-of-air-transport-management/recentarticles) |
| 3 | https://[www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf](http://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf) |
| Course Designed By: |

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| **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

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| **Coursecode** |  | **FINANCIALMARKETSANDINSTITUTIONS** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **6** |  |  | **4** |
| **Pre-requisite** | **BasicknowledgeonfinancialmarketandInstitutions** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis courseareto enablethe students to1. Understandtheoverviewof IndianfinancialsystemandsecuritiesexchangeboardofIndia.
2. Acquireknowledgeinbanking,smallsavings,providentfunds,unittrustofIndiaandmutualfunds.
3. Beawareonthenonbankingfinancialintermediariesandnonbankstatutoryfinancialorganizations.
4. ExplaininvestmentinformationandcreditratingagencyofIndiaLimited.
5. Defining basicconceptsrelatedtofinancialinstitutions,moneymarketinstitutions,andInvestmentInformation andCredit RatingAgencyof IndiaLimited.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | DescribeIndianFinancialSystemandsecuritiesexchangeboardofIndia. | K1&K2 |
| 2 | ClassifySmallSavings,ProvidentFunds,UnitTrustofIndiaandMutualFunds. | K2 |
| 3 | Exploreactivitiesofnon-financialbanking | K4 |
| 4 | Assessabout variousinvestment informationandcreditratingagency | K5 |
| 5 | Identifyaboutvariousfinancialinstitutionsandrelatedtoitsworkingandfunctions | K3 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
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| **Unit:1** | **Introduction** | **18Hours** |
| FinancialMarkets–AnOverview–MoneyMarket–CallMoneyMarket–CommercialPaperMarket–CommercialBillMarket–CertificateofDeposit(CD)Market–TreasuryBillMarket– Government orGilt-edged Securities Market. |
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| **Unit:2** | **CapitalMarket** | **18Hours** |
| CapitalMarket–AnOverview–CapitalMarketInstruments–CapitalMarketReforms–NewIssueMarket(NIM)–DebtMarket–ForeignExchangeMarket–DerivativesMarket-OvertheCounterExchangeof India(OTCEI). |
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| **Unit:3** | **FinancialServicesInstitutions** | **18Hours** |
| FinancialServicesInstitutions–ClearingcorporationofIndiaLimited(CCIL)––DiscountandFinanceHouseof IndiaLimited(DFHIL). |
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| **Unit:4** | **RatingAgency** | **18Hours** |
| InvestmentInformationandCreditRatingAgencyofIndiaLimited(ICRA)-CreditRatingandInformationServicesofIndiaLimited(CRISIL)––NationalSecuritiesDepositoryLimited(NSDL) –Securities TradingCorporationof IndiaLimited(STCI). |

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| **Unit:5** | **FinancialInstitutions** | **16Hours** |
| FinancialInstitutions–MoneyMarketInstitutions–CapitalMarketInstitutions–NationalHousingBank–Functionsandworking–Export-Import(EXIM)BankofIndia–NABARD. |
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| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **90Hours**  |
| **BooksforStudy** |
| 1 | TripathyNalinaPrava,”FinancialServices ,NewDelhi,PHILearning,2007. |
| 2 | BoleL.M,”Financial InstitutionsandMarkets”,Chennai,McGrawHillEducation(India)PvtLtd,2010. |
|  |
| **BooksforReferences** |
| 1 | KhanM.Y,”FinancialServices”Chennai,McGrawHillEducation(India)PvtLtd,2016. |
| 2 | DrAnbarasuDJosheph&Others,”FinancialServicesNewDelhi,SultanChand&Sons,2015. |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.swayam2.ac.in/imb20_mg17/preview> |
| 2 | <https://onlinecourses.nptel.ac.in/noc20_mg10/preview> |
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| **MappingwithProgrammeOutcomes** |
| **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 |
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\*S-Strong;M-Medium;L-Low



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| **Coursecode** |  | **INDIANSTOCKEXCHANGES** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **5** |  |  | **4** |
| **Pre-requisite** | **BasicknowledgeonIndianstockexchange** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis coursearetoenablethe students to1. Understandtheoverview of IndianFinancialSystemandsecuritiesexchangeboardofIndia.
2. Acquireknowledgeinbanking,SmallSavings,ProvidentFunds,UnitTrustofIndiaandMutualFunds.
3. Beawareondifferent platforms fortradingof securitiesofvarious companies.
4. TaughtaboutE-commerceActandInternetStockTrading.
5. SummarizeaboutvariousconceptsrelatedinternetstocktradingfeaturesandSEBIfunctions.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | DescribeIndianstockexchangesandsecurities exchangeboardofIndia. | K1&K2 |
| 2 | Classifyandregulatethetradingtransactionswithproperrulesandregulations. | K2 |
| 3 | Exploreactivitiesoftheinvestorsof stockexchange | K4 |
| 4 | DeterminethesecuritiescontractsregulationactandimportantprovisionsrelatedtoSEBIfunctionsworkings. | K5 |
| 5 | Examinevariousbasicconceptsofinternetstock tradingfeatures | K4 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
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| **Unit:1** | **Introduction** | **15Hours** |
| Stock Exchange-Meaning and Functions – World's Stock Exchanges – Indian StockExchanges-Origin and Growth - OrganisationStructure-Mode of Organisation-Membership-StockExchangeTraders–StockExchangeTrading-JobbersVs.Brokers-StockExchangeDealingsTradingof Securities. |
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| **Unit:2** | **StockExchangeRegulatory Framework** | **15Hours** |
| Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence ofIndia Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities ContractsRules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian StockExchanges-Demutualization. |
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| **Unit:3** | **Listing** | **15Hours** |
| Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences ofNon-Listing – Delisting –Insider Trading – Speculation- Speculation Vs. Gambling-InvestorsVsSpeculators –Investor Protection. |
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| **Unit:4** | **SecuritiesContracts** | **15Hours** |
| TheSecuritiesContracts(Regulation)Act,1956-Importantprovisions–SEBI-Functionsandworking. |

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| **Unit:5** | **InternetStockTrading** | **13Hours** |
| InternetStockTrading-Meaningandfeatures-CurrentScenario-RegulatingInternetStock Trading-IPOs onthe Internet-e-IPO – E-commerce Act andInternet Stock Trading –Stock IndexFutures. |
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| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **75Hours** |
| **BooksforStudy** |
| 1 | KhanM.Y,”FinancialServices”Chennai,McGrawHillEducation(India)PvtLtd,2016. |
| 2 | DrAnbarasuDJosheph&Others,”FinancialServicesNew Delhi,SultanChand&Sons,2015. |
|  |
| **BooksforReferences** |
| 1 | BoleL.M,”Financial InstitutionsandMarkets”,Chennai,McGrawHillEducation(India)PvtLtd,2010. |
| 2 | GordonE&NatrajanK,”FinancialMarketsandServices”,Mumbai,HimalayaPublications,2019. |
| **RelatedOnlineContents** |
| 1 | https:/[/www.nseindi](http://www.nseindia.com/)a[.com/](http://www.nseindia.com/) |
| 2 | <https://onlinecourses.nptel.ac.in/noc20_mg10/preview> |
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| **MappingwithProgrammeOutcomes** |
| **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



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| **Coursecode** |  | **FUTURESANDOPTIONS** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **6** |  |  | **4** |
| **Pre-requisite** | **BasicknowledgeonDerivatemarket** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis coursearetoenablethe students to:1. Providedelegateswitha goodunderstandingof howthefuturesandoptionsmarketswork,togetherwith the functions of theclearinghouse.
2. Understand and valuate the basic derivatives and their applications in the financial riskmanagementand investment.
3. Learnthetheoreticalunderpinnings andthepracticalapplicationsinrealworldofderivativesecurities.
4. Learn the theoretical underpinnings and the practical applications in real world ofderivativesecurities.
5. Definingvarious types ofpayofffor buyerand identifyingcommoditymarkets
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| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Recalltheconceptsand market mechanicsofdifferenttypesoffinancialderivatives | K1 |
| 2 | Analyzehow financialderivatives arevalued,based ontheno-arbitrageandrisk-neutral valuationapproaches | K4 |
| 3 | Evaluatetheinstrumentsthat canbeused toimplementriskmanagementstrategies. | K5 |
| 4 | Explainvariouspayoff forbuyer offuturesandotheroptions likehedgingandspeculation. | K2 |
| 5 | Identifytheevolutionof commoditymarketsandexchangesinIndia. | K3 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
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| **Unit:1** | **Introduction** | **18Hours** |
| IntroductiontoDerivatives–Definitionofderivativesproducts–participantsinderivativesmarket, economicforever ofderivatives market. |
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| **Unit:2** | **IndexDerivatives** | **18Hours** |
| IndexDerivatives–Indexnumber–economicsignificanceofindexmovements–typesof Indices –desirable attributes ofan index–Derivatives in Niftyand Sensex. |
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| **Unit:3** | **Forwardcontracts** | **18Hours** |
| Forward contracts - Limitations of forward markets – futures – Distinction betweenFuture and Forward contracts – Futures terminitory options – Options terminitory , Call optionsand Putoption. |
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| **Unit:4** | **PayoffforBuyer** | **18Hours** |
| Payoffforbuyer(longfutures)offutures–payoffforseller(shortfutures)offutures* Hedging,speculationandarbitrage–Optionspayoff–payoffprofitforbuyerofcalloptions
* payoffprofit forwriterof calloptions. Hedgingandspeculation in options.
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| **Unit:5** | **CommodityMarkets** | **16Hours** |
| Evolution of Commodity Markets – Commodity markets in India – Newyork MercentileExchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange,ChicagoMercantile Exchange. |
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| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **90Hours** |
| **BooksforStudy** |
| 1 | Somanthan,“Derivatives”,Chennai,McGrawHill PublishingCompanyLimited,2017 |
| 2 | BoylePatrick &McDougallJessi,”Tradingand PricingFinancialDerivatives:AGuidetoFutures,Options,andSwaps”,Paperback,2018. |
|  |
| **BooksforReferences** |
| 1 | GuptaS.L, "FinancialDerivatives:Theory,ConceptsandProblems”,Hardcover,2017 |
| 2 | KolbWRobert&OverdhalAJames,”FinancialDerivatives:PricingandRiskManagement”,NewJersy,JohnWiley&Sons,2009. |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.nptel.ac.in/noc19_mg39/preview> |
| 2 | https:/[/www.classc](http://www.classcentral.com/course/swayam-financial-derivatives-risk-management-)e[ntral.com/course/swayam-financial-derivatives-risk-management-](http://www.classcentral.com/course/swayam-financial-derivatives-risk-management-)14056 |
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| **MappingwithProgrammeOutcomes** |
| **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



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| **Coursecode** |  | **FUNDAMENTALANDTECHNICALANALYSIS** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **5** |  |  | **4** |
| **Pre-requisite** | **BasicknowledgeonDerivativemarket** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives of this courseareto enablethe students to1. Discoveringvarious conceptsbased on investmentsand securityanalysis.
2. Definetechnicalanalysisandcontrastitwithfundamentalanalysis.
3. Explainthelogicbehindtechnicalanalysisandcompanyanalysis.
4. Discussthebasictoolsused bytechnical analysts.
5. Explainingtheconceptsbasedonmovingaverages,chartsanditsrelated functions.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Examinevariousconceptsrelatedtoinvestmentandapproaches tosecurityvaluation. | K4 |
| 2 | Outlinethetheoreticalcontextsofthefundamentalandtechnicalanalysis | K2 |
| 3 | Summarizeworkon thebasictools usedbytechnicalanalysts | K5 |
| 4 | Determinethe various theoryandtechnical analysis related meaning | K5 |
| 5 | Evaluatesecurities bymeasuringtheintrinsicvalueof stock | K5 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
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| **Unit:1** | **Introduction** | **15Hours** |
| Investment-meaning– importance–securityanalysis–riskandreturn–variousapproaches to securityvaluation. |
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| **Unit:2** | **Fundamentalsanalysis** | **15Hours** |
| Fundamentalsanalysis–meaning–Market analysis– IndicesofNSEandBSE |
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| **Unit:3** | **Industryanalysis** | **15Hours** |
| Industryanalysis– meaning–methods -Companyanalysis– meaning– methods. |
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| **Unit:4** | **Technicalanalysis** | **15Hours** |
| Technicalanalysis– meaning– DowTheory– Elliot WaveTheory |
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| **Unit:5** | **MovingAverages** | **13Hours** |
| MovingAverages –Charts–MACD-relativestrengths. |
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| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **75Hours** |
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| **BooksforStudy** |
| 1 | BhallaV.K,”InvestmentManagementNewDelhi,S-Chand&Co,2007. |
| 2 | Kevins,”SecurityAnalysisandPortfolioManagement”,NewDelhi,PHILearning,2006. |
|  |
| **BooksforReferences** |
| 1 | Chandra Prasanna,”Investment Analysis and Portfolio Management” Chennai,McGraw HillEducation(India) PvtLtd,2021 |
| 2 | AvadhaniV.A,”InvestmentManagement”Mumbai,HimalayaPublications,2012. |
|  |
| **RelatedOnlineContents** |
| 1 | https://nptel.ac.in/courses/110/105/110105036/ |
| 2 | https://nptel.ac.in/courses/110/105/110105035/ |
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| **MappingwithProgrammeOutcomes** |
| **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 |
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\*S-Strong;M-Medium;L-Low



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| **Coursecode** |  | **PRINCIPLESOFINTERNATIONALTRADE** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **6** |  |  | **4** |
| **Pre-requisite** | **BasicknowledgeonInternationaltrade** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis courseare toenablethe students to1. Befamiliarwiththeprocessofinternationalanddomestictradeprocedures.
2. Formabaseof policyframeworkin internationaltradingwithspecial emphasisonIndia.
3. Appraisethemof thedocumentationprocedures anditssanctityininternationalbusiness.
4. Toknowmoreaboutinternationalinvestmentsandfactorsaffectinginternational investments
5. SummarizeMultinationalCorporationandabouttheGlobalizations
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| **ExpectedCourseOutcomes:** |
| Onthesuccessfulcompletionofthecourse, studentwill beable to: |
| 1 | Rememberthemajormodelsofinternationaltradeandbeabletodistinguishbetweenthemintermsoftheirassumptionsandeconomicimplications | K2 |
| 2 | Applytheprincipleofcomparativeadvantageanditsformalexpressionandinterpretationwithindifferenttheoreticalmodels | K3 |
| 3 | Discussthetheoryofinternationaltradeaswellasinternationaltradepolicyand to demonstrate therelevanceof thetheory | K6 |
| 4 | Analyzethe variousinternationalinvestmentsanditslimitations,factorsaffectedbyinvestmentIndiancompanies | K4 |
| 5 | Explainconcepts based on multinational corporation and about theGlobalizations | K2 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
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| **Unit:1** | **Introduction** | **18Hours** |
| TheglobalEconomy–PerspectiveonthetheoryofInternationalTrade–Theimportance of International trade – Counter Trade – Forms of Counter Trade – Reasons forGrowthofCounterTrade– Global Trade and DevelopingCountries. |
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| **Unit:2** | **InternationalcommodityAgreements** | **18Hours** |
| InternationalcommodityAgreements–Quotaagreements,BufferstockAgreements–Carts–StateTrading–BilateralandMultilateralcontracts.GainsfromTrade–TermsofTrade–Factorsinfluencingthe termsoftrade. |
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| **Unit:3** | **Tariff** | **18Hours** |
| Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes –ExportSubsidies–ArgumentsforfreeTrade–Argumentsforprotection–Demeritsofprotection– Tradebarriers. |
|  |
| **Unit:4** | **InternationalInvestments** | **18Hours** |
| InternationalInvestments–TypesofForeignInvestment–significanceofForeignInvestments – Limitations and Dangerous of Foreign Capital – Factors affecting InternationalInvestment – ForeignInvestment byIndiancompanies. |

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| **Unit:5** | **MultinationalCorporation** | **16Hours** |
| Multinational Corporation – Definition and Meaning – Importance of MNCS – benefitsofMNCs–Criticism–Globalizations–Meaning–stages–EssentialconditionsforGlobalization–ImplicationsandImportanceofGlobalization–Benefits–ObstaclestoGlobalizationin India –FactorsfavoringGlobalization. |
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| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **90Hours** |
| **BooksforStudy** |
| 1 | MarkusenRJames,WilliamRMelvin,KaempferhMelvin,MaskusEKeith,”InternationalTrade–TheoryandEvidence”Chennai,McGraw HillEducation(India)PvtLtd,2017. |
| 2 | CherunilamFrancis,”InternationalTradeandExportManagement”Mumbai,HimalayaPublications,2015. |
|  |
| **BooksforReferences** |
| 1 | CherunilamFrancis“InternationalBusiness”,NewDelhi,PHILearningPvt.Ltd,2016. |
| 2 | NatrajanP,”InternationalBusiness”,Chennai,MargamPublications,2019. |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.nptel.ac.in/noc20_mg54/preview> |
| 2 | <https://onlinecourses.nptel.ac.in/noc21_hs46/preview> |
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| **MappingwithProgrammeOutcomes** |
| **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 |
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\*S-Strong;M-Medium;L-Low



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| **Coursecode** |  | **EXPORT AND IMPORTPROCEDURE** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **5** |  |  | **4** |
| **Pre-requisite** | **BasicknowledgeonEXIM** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis coursearetoenablethe students to1. Learntheexportandimporttradeprocedure
2. Knowthefunctions ofexportand importpromotioncouncil
3. Learntheroleofexportandimportconsultancylikeexciseprocedures
4. Givean understandingabouttheexportand importwarehousing lawsand theirregulations
5. Learnthecustompracticewhileimporting anddocumentationrelatedto rulesandregulations
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|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Recalltheexportandimportlicensingprocedure | K1 |
| 2 | Explainthefunctions ofexportand importpromotioncouncil | K2 |
| 3 | Analysetheknowledgeaboutcustomsprocedure | K4 |
| 4 | Evaluatethe tradingprocedure | K5 |
| 5 | Applythe exportandimportprocedureforthe givenproject | K3 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
|  |
| **Unit:1** | **Introduction** | **15Hours** |
| Exports–RecentmeasurestoboostCountry'sExports–Rules for successfulexporting–Preliminariesforstartingexportbusiness–Deemedexportsanditsbenefits–FinanceforExports. |
|  |
| **Unit:2** | **Categoriesofexporters** | **15Hours** |
| Different Categories of exporters - Registration of Exports – Appointing Overseashttps://onlinecourses.nptel.ac.in/noc20\_mg54/preview agents – Obtaining an export license –Arrangingfinanceforexports–Packing goodsfor exports – Marketinggoodsforexport. |
|  |
| **Unit:3** | **Exciseprocedure** | **15Hours** |
| Exciseprocedure–InsuringgoodsagainstMarinerisks–Preparingexportdocuments* InstitutionalsupportforExports–Compulsoryqualitycontrolandpre-shipmentInspection
* Labeling–Shippingand customsclearanceof goods.
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| **Unit:4** | **ImportTradelawin India** | **15Hours** |
| ImportTradelawinIndia–PreliminariesforstartingImportBusiness–Registrationof Importers – arranging finance for Import – Arranging letter of Credit for Imports – BalanceofPayments–Liberalization ofImports. |
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| **Unit:5** | **RetirementofImportDocuments** | **13Hours** |
| RetirementofImportDocumentsandRBI‟sdirectivesformakingpaymentforImports – Customs clearance of Imported Goods and payments of customs Duty – Importsunderspecial schemes. |
|  |
| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **75Hours** |
| **BooksforStudy** |
| 1 | KhuranaP.K, ”Exportmanagement”Noida,New Delhi,Galgotia,2018 |
| 2 | BalagobalT.A.S,”ExportManagement”Mumbai,HimalayaPublications,2019. |
|  |
| **BooksforReferences** |
| 1 | MahajnM.I,”AGuideon ExportPolicy,ProcedureandDocumentation”,Mumbai,Snowwhitepublications,2015 |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.nptel.ac.in/noc21_hs46/preview> |
| 2 | [https://www.mondaq.com/india/international-trade-investment/845604/import-and-](https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india)[export-procedures-in-india](https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india) |
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| **MappingwithProgrammeOutcomes** |
| **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 |
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\*S-Strong;M-Medium;L-Low



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| **Coursecode** |  | **INSTITUTIONS FACILITATINGINTERNATIONALTRADE** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **6** |  |  | **4** |
| **Pre-requisite** | **Basicknowledgeoninternationaltrade** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives of this courseareto enablethe students to1. Reduceglobalpovertyandimprovepeople'slivingconditionsandstandardsthroughfacilitatinginternal tradeinstitutions
2. Provideinformationabout exportpromotionin Indiaandrelated toitsagencies.
3. Supportsustainableeconomic,socialandinstitutionaldevelopmentoninternationaltrade
4. Promoteregionalcooperationandintegrationonfacilitatingtheinternationaltrade.
5. Assessingvariousinternationalmonetaryfundandinternationaldevelopmentfundanditsfeatures.
 |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Demonstratetheroleandsignificanceof foreigntradeanditsmarketswithitsimpactonvarioussectorsintheeconomy. | K2 |
| 2 | Recalltheconditionsoffinancial marketsanditsimpactinfacilitatingtheinternationaltrade | K1 |
| 3 | Evaluate the awareness on the changes in the composition as well asdirectionofforeigntradeafterinternationaltradeandknowthecausesandeffectsofdeficitsinthebalanceofpaymentsin facilitatinginstitutions. | K5 |
| 4 | Examineinternationalmonetaryfund and conceptsits principles | K4 |
| 5 | Identifyvariousconceptsbasedoninternationaldevelopmentassociationandfeatures | K3 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
| **Unit:1** | **ExportpromotioninIndia** | **18Hours** |
| Export promotion in India-Department of Commerce- Functional divisions- AdvisorybodiesCommodityorganizations-Exportpromotioncouncils(EPCs)-CommodityBoards-Autonomous bodies- Service Institutions and organizations-Government trading organizations-Statetradingcorporations-MajorSTC‟sinIndia-Stateexport–Promotionagencies-Impedimentsin export promotion. |
|  |
| **Unit:2** | **Roleof RBIinexportfinance** | **18Hours** |
| Role of RBI in export finance –Role of commercial banks-Small Industrial DevelopmentBankofIndia(SIDBI)-Objectives-Schemes-ExportandImportbankofIndia(EXIM)-Objectives-Functions-ExportCreditGuaranteeCorporationofIndia(ECGC)–Functions–Specialfunctions of ECGC. |
|  |
| **Unit:3** | **WTO** | **18Hours** |
| WorldTradeOrganization–GATT–Objectives-EvolutionofWTO-Functions-PrinciplesofWTO-Organizationstructure-WTOagreements-GATS-TRIMS-TRIPS-ObjectivesofIPRSbenefits-Limitations-Procedureofdisputesettlement–WTOandantidumpingmeasures Evaluation ofWTO-drawbacks/Criticisms. |



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| **Unit:4** | **IMF** | **18Hours** |
| InternationalMonetaryFund(IMF)-Objectives-Organizationandmanagement-Resources Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-PurposeOrganization structure-Guidingprinciple-Leadingprograms. |
|  |
| **Unit:5** | **IDA** | **16Hours** |
| InternationalDevelopmentAssociation(IDA)-Objectives-Memberships–LoanassistanceInternationalFinancialCorporation(IFC)-Objectives-Mainfeatures-AsianDevelopmentBank(ADB)-Objectives-UNCTAD-Functions-Basicprinciples-Internationaltradecentre. |
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| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
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|  | **TotalLecturehours** | **90Hours** |
| **BooksforStudy** |
| 1 | CherunilamFrancis“InternationalBusiness”,NewDelhi,PHILearningPvt. Ltd,2016. |
| 2 | RaoPSudha,”InternationalBusiness”,Mumbai,HimalayaPublications,2016 |
|  |
| **BooksforReferences** |
| 1 | CherunilamFrancis“InternationalBusinessenvironment”, NewDelhi,PHILearningPvt. Ltd,2016. |
| 2 | Acharya & Jain,”Export Marketing”, Achaya and Jain, Mumbai, HimalayaPublications,2013. |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.nptel.ac.in/noc21_hs46/preview> |
| 2 | [https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-](https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india)[procedures-in-india](https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india) |
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| **MappingwithProgrammeOutcomes** |
| **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 |
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\*S-Strong;M-Medium;L-Low



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| **Coursecode** |  | **INDIA’SINTERNATIONALTRADE** | **L** | **T** | **P** | **C** |
| **Core/Elective/Supportive** | **ELECTIVE** | **5** |  |  | **4** |
| **Pre-requisite** | **Basicknowledgeonexportmarket** | **SyllabusVersion** | **2025-2026** |
| **CourseObjectives:** |
| Themain objectives ofthis coursearetoenablethe students to1. Understandtheinternationaltradeenvironment,strategiesandmanagement.
2. Applyconcepts,principles andtheories tointernational tradesituations.
3. Beawareonthedifferentthinkingandviewpointsofdiversecultures.
4. Knowingmoreaboutimport andexportlaws relatedtoregulations.
5. Providing information about the global trades towards developing countries facingproblems
 |
|  |
| **ExpectedCourseOutcomes:** |
| Onthesuccessful completionofthecourse,student willbe ableto: |
| 1 | Identifythebasicdifferencebetweeninter-regionaland internationalTrade | K2&K6 |
| 2 | Applythe legalframework inthe reallifebusinesses relatedto foreigntraderegulationsinIndia. | K3 |
| 3 | EvaluateIndia'sinternationaltradeperformanceaboutitsobjectivesandprinciples. | K5 |
| 4 | Identifyvariousconceptsrelatedtoimportsrelatedtolawofprotectiontheirrights | K3 |
| 5 | Discovermoreaboutglobaltrades anddevelopingcountries andmajorproblemsfaced bysectors. | K4 |
| **K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create |
|  |
| **Unit:1** | **DevelopmentofForeignTradePolicy** | **15Hours** |
| Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 -Features;Foreign TradePolicy2004-2009 -Salient features. |
|  |
| **Unit:2** | **Legalframeworkof India'sforeigntrade** | **15Hours** |
| Legal frame work of India's foreign trade –Foreign trade (Development and regulation)Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from applicationofrules in certaincases)Order 1993 – Exchangecontrol regulationinIndia. |
|  |
| **Unit:3** | **India'sexporttrade** | **15Hours** |
| India'sexporttrade–Historicalprospective-Trends–Compositionofexporttrade–Directionofexportsofprincipalproducts–Exportofservices–Exportpromotion–Objectives–Promotionmeasures–EOUs,EPZsandSEZs. |
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| **Unit:4** | **Imports** | **15Hours** |
| Imports-Technologyimportcontract-Technologypolicyandenvironment–selectionandtransferissues–Law of protectionofintellectualPropertyrights, PatentsandTrademarks |
|  |
| **Unit:5** | **Globaltradeanddevelopingcountries** | **13Hours** |
| 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 recentchangesin foreign tradepolicy. |
|  |
| **Unit:6** | **ContemporaryIssue** | **2Hours** |
| Onlineassignmentandonlineseminar |
|  |
|  | **TotalLecturehours** | **75Hours** |
| **BooksforStudy** |
| 1 | CherunilamFrancis“IndustrialTradeandExportManagement”,NewDelhi,PHILearningPvt.Ltd,2015. |
| 2 | BalagobalT.A.S,”ExportManagement”Mumbai,HimalayaPublications,2019. |
|  |
| **BooksforReferences** |
| 1 | Keegan,”GlobalMarketingManagement”,NewDelhi,PearsonsEducation,2018. |
| **RelatedOnlineContents** |
| 1 | <https://onlinecourses.nptel.ac.in/noc21_hs46/preview> |
| 2 | [https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-](https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india)[procedures-in-india](https://www.mondaq.com/india/international-trade-investment/845604/import-and-export-procedures-in-india) |
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| **MappingwithProgrammeOutcomes** |
| **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.