

## **ABOUT THE INSTITUTION**

The Kovai Kalaimagal Educational Trust established in the year 1992 with an aspiration to quench the educational thirst of the poor and the needy strata of the society particularly from rural area. It sprouted with the establishment of a school and soon extended to add Kovai Kalaimagal College of Arts and Science in the year 1996 – 1997, Coimbatore Institute of Management and Technology in 1996 – 1997, Coimbatore Institute of Engineering and Technology in 2001 – 2002 and CIET School of Architecture in 2013 – 2014. The trust is managed by the dedicated team of trustees Dr. T. Banumathi, Dr. T. Namradha, Dr. K. A. Chinnaraju, Tmt. P. Shanmugadevi, Thiru. S. Subramanian and Thiru. M. Thangavelu who fully devote their time for the development of the institutions under the trust and it is due to their tireless efforts, the colleges have carved a name for themselves in the academic circle.

The college is situated in a serene atmosphere surrounded by picturesque mountains offering a very conducive environment for the academic perseverance. It is an ISO 9001:2008 certified institution and it has also been accredited by NAAC with ‘A’ grade. Committed to make quality education affordable especially to economically weaker sections particularly from rural area and strengthen the areas of research, enhance the process of sensitizing the students to personal values, spiritual growth and social responsibility. The college has taken every effort to ensure sustenance and enhancement of the quality in education.

### **Promoting Body**

The Kovai Kalaimagal Educational Trust (KKET) was started in 1992 to establish educational institutions with the motto: ‘Light the Light within’. The trust has, so far, established Kovai Kalaimagal College of Arts and Science, Coimbatore Institute of Engineering and Technology, CIET School of Architecture and Coimbatore Institute of Management And Technology at Vellimalaipattinam, Narasipuram Post, Thondamuthur Via, Coimbatore - 641 109.

### **Environment**

KKCAS is located at Vellimalaipattinam, near Narasipuram, sprawling over a land area of 10.58 acres, surrounded by green hillocks. The campus has a serene and studious atmosphere with least disturbance and distraction. The students find the environment to be very conducive for their studies. Facilities in the campus meet their needs for extra / co-curricular activities.

## **1. ISO 9001:2008**

As our institution is an ISO 9001:2008 certified institution, we have a strong system which takes care of the planned activities for enhancing quality in every respect. The institution implemented the Quality Management System and registered for the ISO certification since 2002. After implementation of the Quality Management System, not a single non-conformance was noticed in any of the QMS audit.

## **NAAC**

Our institution was accredited with “A” grade by NAAC in the year 2011 and again Re-accredited with “A” grade by NAAC from September 2016.

## **2. Centre for Research**

There is a research committee constituted in KKCAS which takes care of the promotion of research activities. Majority of members of faculty of Computer Science are the research guides guiding the scholars who pursue MPhil programme. This committee motivates the eligible faculty to apply for more number of research projects sponsored by UGC in topics of current interest.

The committee reviews the progress made by the research scholars periodically and advises them accordingly. In case the progress is not satisfactory, the reason for the same is found out and a solution to progress further is provided.

The committee recommends the research scholars and faculty pursuing Ph.D to participate and present papers in seminars and conferences and also publish research articles in reputed national and international journals. Those who are yet to register for pursuing M.Phil or Ph.D programmes are advised to register immediately and necessary support is also provided for finding suitable guides. The committee also recommends cash awards to those who publish research articles in refereed journals and sanction of additional increments and promotions to those who complete the Ph.D degrees. This has created a good impact as is evidenced by the number of faculty coming forward to pursue Ph.D programme.

## **Placement Cell**

The institution has a placement cell which is effectively functioning under a placement officer and a placement coordinator. The responsibility of the placement officer is to identify the skills that are required to be possessed by the students as per the requirements of the companies

and arrange for training programs for developing such skills among the students. Thus a number of training programs are organized to develop the communication skills, mathematical and English aptitude, group discussion and technical skills by the professors and professional trainers.

It also arranges career-counselling programmes through psychometric tests. These tests bring out the students strengths, weaknesses and their personal interests and attitude towards various career options available to them. If needed, it arranges for any follow-up programmes to overcome the weaknesses. Regular seminars are organized to enhance their capability for grabbing various career options.As a results nearly 75% of students are able to get placements from reputed companies.

### **Hostel**

Separate and comfortable accommodation for boys and girls is provided within the college campus to accommodate 650 boys and 750 girls. Facilities for playing indoor games and common reading rooms with audio visual equipments are available in all the hostels.

The institution plans for providing residential accommodation to the staff and there is a proposal for the construction of staff quarters. As there is a separate RO plant, purified and safe drinking water is provided to all the students.

### **Recognitions**

The college has been recognized for the welfare schemes implemented for the benefit of the students and has been rewarded with “Best College Award” during 2007 – 2008 by the Bharathiar University. It has also been awarded with “Third Best College Award” for overall performances during the year 2008-2009 based on ten different criteria such as Results of University Examinations, Conducting Seminars, Workshops, Symposia and State and National Level Conferences, Self Development Programmes for Students, Number of Placements made in the Campus Interviews, Student Supporting Services, Faculty Development Programmes, Publication of Books and Research articles in Journals and Magazines, Research Activities, Social Service through NSS, YRC and RRC and achievements in Sports and Games. The institute was awarded with “A” Grade by National Assessment and Accreditation Council (NAAC). The college was granted Autonomous status by UGC, New Delhi for six years with effect from 2016-2017.

# KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous Institute Affiliated to Bharathiar University)

Re-accredited with “A” grade by NAAC

## Regulations for Post Graduate Programmes

(Under Choice Based Credit System)

### 1. REGULATIONS

This regulation is effective from the academic year 2017 -‘18.

#### 1.1 Eligibility for Admission

S.No.	Course	Eligibility Condition
1.	M.Com(IB)	Different branches of B.Com, BBM, BCS, BBA(CA) and B.Sc (other than pure science)

#### 1.2 Duration and Course of study

Two Academic years with four semesters, the duration of the first and third from June to November and the second and fourth semesters from December to April. The duration of each semester is 90 working days with 5 hours a day.

#### 1.3 The Medium of Instruction and Examinations

The medium of instruction and examinations shall be English.

#### 1.4 Requirements for Attendance

- A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.
- A candidate who has secured attendance less than 75% but 65% and above shall apply with the prescribed fee for the condonation of lack of attendance. On the recommendation of the Principal, he will be permitted to take up the examination.
- A candidate who has secured attendance less than 65% but 55% and above in any semester, will be permitted to continue the course but will not be permitted to appear for the examination in the current papers. However he/she will be permitted to appear for the

examination in the papers in which he/she has arrears. He/she will have to compensate the shortage of attendance in the subsequent semester and take the examination in the papers of both the semester together .

- A candidate who has secured less than 55% of attendance in any semester will not be permitted to take the regular examinations and to continue the study in the subsequent semester. He/she has to re-do the course by rejoining in the semester in which the attendance is less than 55%.
- A candidate who has secured less than 65% of attendance in the final semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the Department concerned after rejoining the course.

### **1.5 Restriction to take the Examinations**

- a) Any candidate having arrear paper(s) shall have the option to take the examinations in any arrear paper(s) along with the subsequent regular semester papers.
- b) Candidates who fail in any of the papers shall pass the paper(s) concerned within five years from the date of admission to the said course. If they fail to do so, they shall take the examination in the revised text / syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the text / syllabus they shall take the examination in that paper with the syllabus in vogue, until there is a change in the text or syllabus.

In the event of removal of that paper consequent to the change of regulations and / or curriculum after a five year period, the candidates shall have to take up on equivalent paper in the revised syllabus as suggested by the chairman and fulfil the requirements as per regulations/curriculum for the award of the degree.

### **1.6 The Evaluation System**

The major objective of the institution's evaluation system is to motivate all students to excel in their performance. The students' performance is continually assessed through Continuous Internal Assessment (CIA) and End Assessment Examinations(EAE). The CIA, EAE break up for theory papers is 25:75 and practical is 40:60.

**1.6.1 Break Up of Continuous Internal Assessment (CIA) Marks****For PG Courses - Theory**

<b>Content</b>	<b>Marks Awarded</b>
Internal Assessment Test	05
Online Test	05
Model Examination	10
Assignment (1 Number) & Seminar (1 Number)	05
<b>Total</b>	<b>25</b>

**For PG Courses - Practical**

<b>Content</b>	<b>Marks Awarded</b>
Minimum ten Experiments / Practical Paper / Semester	20
Internal Assessment Tests	05
Model Examination	10
Record Note Book	05
<b>Total</b>	<b>40</b>

**For PG Courses - Project Viva Voce**

<b>Content</b>	<b>Marks Awarded</b>
Review & Content Presentation (3 Reviews ) 3*40	120
Record	40
<b>Total</b>	<b>160</b>

**1.6.2 End Assessment Examination (EAE)**

- a) Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- b) End Assessment Examination for the odd semester will generally be held during November and even semester during April.
- c) The question papers for all the courses will be set by the external examiners.
- d) The exam will be conducted for a maximum of 75 marks for three hours. The passing minimum is 50% (38 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 50%.
- e) Question Paper Pattern: **(Major & Elective)**

<b>Part A</b>	10 Marks	10 Questions - 1 Mark each-Objective Type
<b>Part B</b>	25 Marks	5 Questions- 5 Marks each – either or type.
<b>Part C</b>	40 Marks	5 Questions- 8 Marks each – either or type.
<b>Total</b>	<b>75 Marks</b>	

- f) Extra Credit Course will be valued for a total of 100 marks. The pattern of the Question paper will be as follows:

Question paper pattern: **(Extra Credit Courses)**

<b>Part A</b>	40 Marks	5 Questions- 8 Marks each – either or type.
<b>Part B</b>	60 Marks	5 Questions- 12 Marks each – either or type.
<b>Total</b>	<b>100 Marks</b>	

- g) The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 50% marks and above.
- h) The students will be allowed to opt for only two papers per semester under the extra credit courses from first semester onwards.
- i) The extra credit courses are self learning courses for which only guidance will be provided by the faculty.
- j) There will be two independent valuations for all theory PG courses with first valuation by the course faculty and the second valuation by external examiner. The average marks of first and second valuation will be taken as the final marks. If there is a difference of 15% or more between the first and second valuations, then paper will be referred for third valuation and the average of the marks which are closer among the three valuations will taken as the final marks.
- k) Supplementary examination will be conducted for the benefit of final year students after 15 days of the declaration of the final semester results. Candidate who has arrears in any semester subject to maximum of three papers can appear for the supplementary exam conducted after the final semester.
- l) A candidate may request for re-totalling of his/her answer script by applying application addressing to the Controller of Examination through the Principal, paying prescribed fees. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of theory/ practical papers.
- m) Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The

improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

### 1.6.3 Break Up of End Assessment Examination (EAE) Marks

#### PG Courses – Practical

<b>Content</b>	<b>Marks Awarded</b>
Program – 1	20
Program – 2	20
Viva voce	10
Record	10
<b>Total</b>	<b>60</b>

#### PG Courses - Project Viva Voce

<b>Content</b>	<b>Marks Awarded</b>
Report	10
Power Point Presentation	<b>10</b>
Viva Voce	<b>20</b>
<i>Total</i>	<b>40</b>

## 1.7 Grading

The following table gives the marks grade points, letter grades and classification to indicate the performance of the candidate.

#### Conversion of Marks to Grade Points and Letter Grade

<b>Range of Marks</b>	<b>Grade Points</b>	<b>Letter Grade</b>	<b>Description</b>
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good



50-59	5.0-5.9	B	Average
00-49	0.0	RA	Re – Appear
ABSENT	0.0	AB	Absent

$C_i$  = Credits earned for course i in any semester

$G_i$  = Grade Point obtained for course i in any semester

n = refers to the semester in which such course were credited

#### For a Semester:

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

#### For the Entire Programme:

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	
5.0 and above but below 5.5	B	Second Class
0.0 and above but below 5.0	U	
		Re – Appearance

#### Classification of Successful Candidates

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows for each part:

CGPA	Grade	Classification of Final Result
9.5 and above up to 10.0	O+	First Class – Exemplary*

9.0 and above but below 9.5	O	First Class with Distinction*
8.5 and above but below 9.0	D++	
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re - Appearance

**\* The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major and Elective Course alone) are eligible.**

### **1.8 Course Completion**

**Students shall complete the programme within a period not exceeding two years for PG courses from the date of admission.**

**SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE****M.Com (International Business) (2017 - 2019)**

Sem	Subject Code	Study Components	Ins. Hours per week	CIA	Ext	Total	Credit
<b>I</b>	17P1IBCT01	<b>Core 1:</b> Global Business Environment	4	25	75	100	3
	17P1IBCT02	<b>Core 2:</b> International Marketing Management	5	25	75	100	3
	17P1IBCT03	<b>Core 3:</b> Cargo Management	6	25	75	100	4
	17P1IBCT04	<b>Core 4:</b> Foreign Exchange Management	6	25	75	100	4
		<b>Elective : 1</b>	5	25	75	100	4
	17P1SBST01	<b>Skill Based Subject 1:</b> Mathematics for Competitive Examination-I	2	50	-	50	2
	<b>Library</b>	2	-	-	-	-	
						<b>Total Credits</b>	<b>20</b>
<b>II</b>	17P2IBCT05	<b>Core 5:</b> Export Import Finance	5	25	75	100	4
	17P2IBCT06	<b>Core 6:</b> Logistics and Supply chain Management	4	25	75	100	3
	17P2IBCT07	<b>Core 7:</b> Accounting and Finance	5	25	75	100	4
	17P2IBCT08	<b>Core 8:</b> Trade Procedure and Documentation	4	25	75	100	4
	17P2IBCP09	<b>Core : 9</b> Documentation Practical	3	40	60	100	3
		<b>Elective : 2</b>	5	25	75	100	4
	17P2SBST02	<b>Skill Based Subject 2 :</b> Communication Skill-I	2	50	-	50	2
		<b>Library</b>	2	-	-	-	-
						<b>Total Credits</b>	<b>24</b>
<b>III</b>	17P3IBCT10	<b>Core 10:</b> Research Methods For International Business	6	25	75	100	4
	17P3IBCT11	<b>Core 11:</b> Global Strategic Management	5	25	75	100	3
	17P3IBCP12	<b>Core 12:</b> Tally ERP.9 Practical	5	25	75	100	3
	17P3IBCT13	<b>Core 13:</b> International Human Resource Management	5	25	75	100	4
		<b>Elective : 3</b>	5	25	75	100	4
	17P3SBST03	<b>Skill Based Subject 3:</b> Mathematics for Competitive Examination-II	2	50	-	50	2
		<b>Library</b>	2	-	-	-	-
						<b>Total Credits</b>	<b>20</b>

<b>IV</b>	17P4IBCT14	<b>Core 14:</b> International Business Relations	4	25	75	100	4
	17P4IBCT15	<b>Core 15:</b> Economics in Global Trade	4	25	75	100	3
	17P4IBCT16	<b>Core 16:</b> Global Financial Management	5	25	75	100	5
	17P4IBCV17	<b>Core 17:</b> Project Work and Viva-Voce	8	160	40	200	8
		<b>Elective:4</b>	5	25	75	100	4
	17P4SBST04	<b>Skill Based Subject 4:</b> Communication Skill-II	2	50	-	50	2
		<b>Library</b>	2	-	-	-	-
<b>Total Credits</b>							<b>26</b>
<b>Total</b>			<b>120</b>			<b>2400</b>	<b>90</b>

### LIST OF ELECTIVE PAPERS

<b>ELECTIVE : 1</b>	17P1IBET1A	Management of Multinational Corporation
	17P1IBET1B	Financial Markets and Institutions
	17P1IBET1C	Principles of Marketing of Services
<b>ELECTIVE : 2</b>	17P2IBET2A	Port Operations and Management
	17P2IBET2B	Indian Stock Exchange
	17P2IBET2C	Marketing of Financial Services
<b>ELECTIVE : 3</b>	17P3IBET3A	International Logistics Management
	17P3IBET3B	Futures and Options
	17P3IBET3C	Marketing of Health Services
<b>ELECTIVE : 4</b>	17P4IBET4A	Travel and Tourism Management
	17P4IBET4B	Fundamental and Technical Analysis
	17P4IBET4C	Travel and Hospitality Services

### LIST OF EXTRA CREDIT COURSES

S.No.	SUB. CODE	SUBJECTS	CREDITS
1	17PIBECCO1	Indian Economy and Trade Dependencies	2
2	17PIBECCO2	International Banking	2
3	17PIBECCO3	Cross Culture Management	2
4	17PIBECCO4	International Accounting	2
5	17PIBECCO5	Global Marketing Communication	2
6	17PIBECCO6	Risk and Insurance in International Trade	2

## SEMESTER - I

### CORE 1: GLOBAL BUSINESS ENVIRONMENT

**Subject Code: 17P1IBCT01**

**Total Hrs: 60**

**No. of Credits: 3**

**Objective:** On successful completion of the course, the students should have understood

- International Marketing Environment
- Cultural Environment
- Legal Environment and Environmental problems.

**UNIT-I (12 Hrs )**

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

**UNIT-II (10 Hrs )**

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

**UNIT-III (10 Hrs )**

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

**UNIT-IV (14 Hrs)**

Legal environment – Bases for legal system – Jurisdiction International Legal Disputes– International dispute resolution crime, Corruption and law – Commercial Law within countries– Impact on International law on Business of human Rights. WTO- Objectives, Functions and It’s Recent Trends.

**UNIT-V (14 Hrs )**

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.

**TEXT BOOK:-**

1.International Marketing- Onkvist & Shaw,Publisher- Routledge, Edition- 4

**REFERENCE BOOKS:-**

1. Philip R. Careora - International Marketing- Publisher- McGraw Hill- Edition-15,
2. Katyal,Timmy & Satake- Environmental Pollution-Anmol publishers Pvt.ltd,-Edition-1.
3. M. Karpagam- Environmental Economics- PubSterling publishers Pvt.ltd -Edition-1.
4. Dr.N.Rajendhiran and Dr.V.r.palanivelu –global business environment and its impact , Himalaya publishing House- Edition- 3 2012

## SEMESTER - I

### CORE 2 : INTERNATIONAL MARKETING MANAGEMENT

**Subject Code: 17P1IBCT02**

**Total Hrs: 75**

**No. of Credits: 3**

**Objective:** On successful completion of the course, the students should have understood

- Special features, Benefits & Barriers of International Marketing
- International market selection and decisions
- Online marketing and its challenges.

#### UNIT-I

**(16 Hrs )**

International Marketing – Definition, National & International Marketing - Special features of International Marketing - Benefits of international marketing – Difficulties & Barriers in International Marketing -Future of Global Marketing.

#### UNIT-II

**(16 Hrs )**

Managing Marketing - Defining Customer Value & Satisfaction – retaining customers-delivering. Customer value & satisfaction-Implementing total quality marketing-Competitive marketing Strategies-Balancing customer and Customer Orientation.

#### UNIT-III

**(13 Hrs )**

International market selection and segmentation – market selection process - research – planning and control.

#### UNIT-IV

**(14 Hrs )**

International Marketing decisions-Product strategies and product planning- Branding and Packaging decision-Pricing strategies, Promotion Strategies.

#### UNIT-V

**(16 Hrs )**

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

#### TEXT BOOK:-

1. Philip R. Careora- International Marketing – Publisher- McGraw Hill -Edition-15.

#### REFERENCE BOOKS:-

1. Philip Kotler (Millennium edition)-Marketing Management- Prentice Hall India, Edition, 2007
2. Onkvist & Shaw- International Marketing- Publisher- Routledge-Edition- 4.
- 3.Rakesh Mohan Joshi - International Marketing,Oxford university press India Edition 2,2014
- 4.Russ Winer and Ravi Dhar - Marketing Management, Pearson Education .Edition- 4 2013

## SEMESTER - I

### CORE 3 : CARGO MANAGEMENT

**Subject Code: 17P1IBCT03**

**Total Hrs: 90**

**No. of Credits: 4**

**Objective:** On successful completion of the course, the students should have understood

- Concept of cargo and cargo industry.
- Air cargo and role of agents
- Dry cargo

#### UNIT I

**(17 Hrs)**

Cargo Management- Concept, Origin, Nature- classification of cargo- Transportation types- overview of cargo industry- cargo marketing- cargo trends.

#### UNIT II

**(17Hrs)**

Cargo Handling- concept-cargo handling operations, systems, classification- cargo handling services. National association of cargo transportation, Customs clearance process.

#### UNIT III

**(20 Hrs)**

Air cargo- air cargo industry- overview air cargo in India- types of air cargo- cargo and freight agent- role of cargo agents- duties & responsibilities- International air cargo association. IATA- cargo agent, Operations, Service Functions.

#### UNIT IV

**(20 Hrs)**

**OAG** Air cargo guide – Aircraft loading Procedures- Devices (ULDs)- Air cargo acceptance – cargo booking – cargo automation – air cargo rating & charges – preparation of airway bills.

#### UNIT V

**(16 Hrs)**

Dry cargo- dry cargo containers –International Association of Dry cargo – types of dry cargo – Dry cargo Chartering. Liquid cargo- Transportation of liquid bulk cargos.

#### TEXT BOOK:

1. K.Elliot Cheatham- Cargo Management-Random Publications, Edition-1

#### REFERENCE BOOKS:

1. Michael Sales-Air Cargo Management-Routledge Publishers- Edition-2
2. Prem Nath Dhar-Global Cargo Management-Kanishka Publishers- Edition-1
3. Manoi Dixit- Cargo Management- Global Perspectives- New Royal Book co- Edition - 2007
4. Alan Humphries- Dry Cargo Chartering –Institute of Chartered Shipbroker-Edition-2014

## SEMESTER - I

### CORE 4: FOREIGN EXCHANGE MANAGEMENT

**Subject Code: 17P1IBCT04**

**Total Hrs: 90**

**No. of Credits: 4**

**Objective :** On successful completion of the course, the students should have understood

- Administration and transaction of Foreign Exchange
- Various types of Exchange rate,
- Exchange risk and exposure.

**UNIT – I (18 Hrs )**

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

**UNIT – II (18 Hrs )**

Foreign exchange market – Functions – Exchange rates – Exchange quotations – spot and forward transactions – Merchant rates – TT Selling rate- TT Buying rate-Forward exchange contract-Features of Forward exchange contract.

**UNIT – III (18 Hrs )**

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

**UNIT – IV (18 Hrs)**

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

**UNIT – V (18 Hrs)**

Currency futures and option market- future contract Vs forward contract- link between future and forward contract- Currency option- exchange traded option- OTC option.

**Note:** Question paper shall cover 80% Theory and 20% Problems (only from Unit-II).

**TEXT BOOK:**

1. Bharat –Foreign Exchange –Bharath law House Pvt Ltd., Edition-8.

**REFERENCE BOOKS:**

1. A. V. Rajwade -Foreign Exchange, International Finance- (Latest Edition)
2. C. Jeevanandham , Sultan Chand & sons- Foreign Exchange Arithmetic -Edition 2013
3. Shasi K.Gupta and Praneet Rangi- Foreign Exchange Management- Kalyani Publishers, Edition-2015
4. Esha Sharma- Foreign Exchange Management- Lakshmi Publication Pvt Ltd.,Edition-4, 2011.



**SEMESTER I**

**SKILL BASED SUBJECT 1: MATHEMATICS FOR COMPETITIVE EXAMINATIONS -I**

**Subject Code: 17P1SBST01**

**Total Hrs: 30**

**No. of Credits: 2**

**Objectives:**

- To understand the fundamental arithmetic skills and problem solving.
- To solve problem related to Ages and Calander and Clocks.
- To develop the ability in solving Permutation , Combinations and Bankers Discount

**UNIT I**

**(6 HRS)**

Numbers – H.C.F and L.C.M of Numbers – Decimal Fractions – Simplification-Square Roots and Cube Roots – Average - Problems on Numbers

**UNIT II**

**(6 HRS)**

Problems on Ages - Surds and Indices-Percentage-Races and games of skill – Calendar

**UNIT III**

**(6 HRS)**

Clocks – Stocks and shares - Profit and Loss – Ratio and Proportion

**UNIT IV**

**(6 HRS)**

Partnership – Chain Rule - Tme and Distance – Time and work

**UNIT V**

**(6 HRS)**

Permutation & Combinations - True Discount- Bankers Discount

**(Simple Problems Only)**

**Text Book:**

R. S. Agarwal : Quantitative Aptitude (for Competitive Examinations), S. Chand and Company Limited, 7th Revised Edition -2007.

Unit I	: Chapters 1 -7
Unit II	: Chapter 8- 10, 26 and 27
Unit III	: Chapters 28 and 29, 11 and 12
Unit IV	: Chapter 13 and 14 , 15 and 17
Unit V	: Chapter 30 - 33

**Reference Books:**

1. Hand Book On Mental Ability And Logical Reasoning prescribed by Bharathiar University.
2. R.V.Praveen: Quantitative Aptitude and Resoning, PHI Learning pvt. Ltd-2012.
3. Abhijit Guha : Quantitative Aptitude for Competitive Examinations, Tata Mc-Graw Hill Publishing Company, 7<sup>th</sup> reprint-2003.

## SEMESTER – II

### CORE 5: EXPORT-IMPORT FINANCE

**Subject Code: 17P2IBCT05**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective :** On successful completion of the course, the students should have understood

- International payments & credit system
- Pre-shipment and post- shipment finance.
- Various financial agencies providing credits.

#### **UNIT – I**

**(15 Hrs )**

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

#### **UNIT – II**

**(18 Hrs )**

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance.

#### **UNIT –III**

**(15 Hrs )**

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports.

#### **UNIT – IV**

**(13 Hrs )**

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

#### **UNIT – V**

**(14 Hrs)**

Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation – ICICI – IDBI – IFCI.

#### **TEXT BOOK:**

1. Parasram- Export Import Finance –Anupam Publishers-Edition-17-2010-2011

#### **REFERENCE BOOKS:**

1. Justin Paul and Rajiv A Serkar - Export import management- Oxford university press India edition 2,2013
- 2.Harry m. Venedikian and Gerald a. Warfield- export import financing ,John Wiley & sons edition 4,2011
3. P.R.Shukla –International Trade Finance- Anmol Publications (P) Ltd, Edition-1992
4. Justin paul & Rajiv Asekar- Export Import Management- Oxford Publications- Edition 2-2013.

## SEMESTER - II

### CORE 6: LOGISTICS & SUPPLY CHAIN MANAGEMENT

**Subject Code: 17P2IBCT06**

**Total Hrs: 60**

**No. of Credits: 3**

**Objective:** On successful completion of the course, the students should have understood

- Concept and types of Logistics
- Concept and role of supply chain management.

#### **UNIT- I**

**(11 Hrs )**

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-II**

**(11 Hrs )**

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-III**

**(12 Hrs )**

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

#### **UNIT-IV**

**(11 Hrs )**

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-V**

**(15 Hrs )**

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.

#### **TEXT BOOK:**

1. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan, Edition-1, 2013

#### **REFERENCE BOOKS:**

1. Logistics and Supply Chain Management - Cases. G Raghuram& N Rangaraj, Mac Millan.
2. Logistics & Supply Chain Management: Creating Value-Adding Networks: Martin Christopher, FT Press.
3. Supply Chain Management: Janat Shah, Text and Cases, Edition-1, Pearson.
4. Donald J. Bowersox and David J. Closs- and Supply Chain logistics Management McGraw Hill- Edition 3 ,2016

## SEMESTER II

### CORE 7: ACCOUNTING AND FINANCE

**Subject Code: 17P2IBCT07**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective:** To acquired the students with

- The fundamental principles of financial , cost & Management Accounting;
- To enable the students to take decisions using management accounting tools and
- To exposes the students to various concepts and principles of financial management for making efficient financing and investment decisions.

**UNIT-I ( 15 Hrs)**

An Introduction to Company Final Accounts - International Accounting Standards – An Introduction to Tally Package. Capital and Revenue Expenditure- Deferred Revenue Expenditure – Capital and Revenue Receipts – Depreciation – Definition – Causes and need for depreciation – Different Methods of Calculating Depreciation.

**UNIT-II (15 Hrs)**

Ratio Analysis – Profitability, Coverage Ratios, Turnover Ratios, Financial Ratios - uses and limitations of Ratio Analysis – Funds Flow Analysis – uses and limitations - Cash Flow Analysis – uses and limitations.

**UNIT-III (16 Hrs)**

Marginal Costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Profit Planning - Decisions involving Alternative Choices: Determination of sales mix. Concept of cost – Elements of Cost – Cost Accounting – Objectives –preparation of Cost Sheet (Problems) – Classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing.

**UNIT-IV (14 Hrs)**

Concept of cost – Elements of Cost – Cost Accounting – Objectives –preparation of Cost Sheet (Problems) – Classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing.

**UNIT-V (15 Hrs)**

Budgeting and Budgetary Control – definition, importance, essentials, classification of budgets – steps in budgetary control – preparation of budgets – steps in budgetary control – preparation of different budgets – material budget, material cost budget, production budget, production cost budget, cash budget and flexible budget.

**Note:** Question Papers shall cover 40% theory and 60 % problem

**TEXT BOOK:**

1. S.P.Jain, K.L.Narang, Cost and Management Accounting, Kalyani Publicatins, Edition-1, 2015.

**REFERENCE BOOKS:**

1. T.S.Reddy, Financial Accounting, Margham Publication, Edition-1, 2012.
2. S.P.Jain, K.L.Narang, Cost Accounting, Kalyani Publicatins, Edition-1, 2010.
3. C.Paramasivan, Financial Management, New Age International P.Ltd., Edition-2008.
4. Khan and Jain, Management Accounting, Mcgraw Hill Education, Edition -5

## SEMESTER II

### CORE 8 : TRADE PROCEDURE AND DOCUMENTATION

**Subject Code: 17P2IBCT08**

**Total Hrs: 60**

**No. of Credits: 4**

**Objective:** On successful completion of the course, the students should have understood

- Export and Import Licensing procedures & obtaining IEC code.
- Customs Procedures for import
- Export Import Documentation.

#### **UNIT-I**

**(10 Hrs )**

Export and Import- Meaning, types of exports and Imports, Project exports and consultancy exports. Export Trade Control: Different categories of Exporters- Export licensing procedures and formalities- Role of ECGC in export promotion –Deemed exports and its benefits.

#### **UNIT - II**

**(11 Hrs )**

Registered Exporters: Definition of export House and Trading House- Incentives given to Free trade Zones, 100% EOU's and SEZs -salient features and benefits – Norms governing the establishment and governing of the units. Agriculture and Process Products.

#### **UNIT – III**

**(14 Hrs )**

Import Trade Control: License-Duty Entitlement Passbook Scheme - Import of capital goods under EPCG scheme –Import of raw materials and components under OGL actual user condition – Import for stock and sale-Restricted and Banned items for imports – Canalization of Imports and various canalizing agencies – SCOMET.

#### **UNIT – IV**

**(11 Hrs )**

Warehousing in connection with imports- Bonded warehousing –special facilities for NRI's and the norms for import of various items by them-Import of Capital goods and raw materials for Free Trade Zones and 100 % EOU's.

#### **UNIT – V**

**(14 Hrs )**

Export and Import Documentation, Customs Procedures for Exports and Imports –Customs duty and Indians Customs tariff.

#### **TEXT BOOK:**

1. M.L.Mahajan -A Guide on Export Policy Procedure and Documentation - Publisher- Delhi Dhanpat Rai and Sons -Edition-11.

#### **REFERENCE BOOKS:**

1. Nabhi Board of Editors -How to Import - Nabhis Publication- Edition-20.
2. Nabhi Board of Editors- How to Export - Nabhis Publication - Edition-25.
- 3.Rathor- Export marketing- Jain Book House- Edition-3.
4. T.A.S.Balagopal-Export Marketing - Himalaya Publishing House- Edition-5.

## SEMESTER-II

### CORE 9 : DOCUMENTATION PRACTICAL

Sub. Code:17P2IBCP09

Total Hrs: 45

No. of Credits: 3

#### MS WORD

3. Prepare a L/C in MS Word.
4. Prepare a Bill of Exchange
3. Collect and Prepare the Certificate of Origin
4. Collect and Prepare the Certificate of Manufacture
5. Collect and Prepare a Packing List.
6. Collect and Prepare a Bill of Lading.
7. Prepare the Commercial Invoice in MS Word.
8. Prepare Inspection Certificate
9. Collect and Prepare Dock Receipt.
10. Prepare a Quotation to Various suppliers in Various Country to Purchase Raw Materials using Mail Merge.
11. Prepare a diagrammatic representation showing the elements of a BOP.
12. You have a problem with your shipment. So prepare a requisition letter regarding that issue to the following offices using Mail Merge to Importer, Customs Department, DGFT Office, Shipping Agent / Shipping Company and Your Bank.

#### MS POWERPOINT

1. Prepare a Presentation showing Restricted and Banned Items for Import and Export.
2. Prepare a PowerPoint presentation showing the functions of IMF.
3. Prepare a presentation showing the different types of ships used in International Logistics.

#### MS EXCEL

1. Prepare a table showing Imports and Exports for period of Five years.
2. Prepare a chart showing the Export trend of India for the past 10 years
3. Prepare a market survey report for few International Branded products.

#### MS ACCESS

1. Create a company's database showing Import/Export figures. Prepare a report using Report wizard.
2. Type exporters address and draft a report using design view add at least 10 addresses Sort the names in alphabetical order apply sort option to display records Generate report using the queries.

## **INTERNET**

1. Use Export 911.com and Download few Export document and display it in Power Point.
2. Using any search Engine, collect 10 year export-import Data of a product (of your choice) and prepare a report
3. Visit RBI, and DGFT, websites and draft a report.
4. Browse and collect Various Major and Minor ports in India.
5. Collect the details of Panamax Canal and download its route map.

**SEMESTER-II**  
**SKILL BASED SUBJECT 2: COMMUNICATION SKILLS-I**

**Subject Code:17P2SBST02**

**Total Hrs: 30**

**No. of Credits: 2**

**OBJECTIVES:**

- To enhance Listening, Speaking, Reading and Writing Skills among students.
- To familiarise the students with the Sounds and Symbols used in English Language.
- To emphasize the importance of Communication in the Global Scenario.

**Unit –I- Communication Theory**

1. Process of Communication
  - Barriers to Communication
  - Corporate Communication
- 2.Communication through BodyLanguage
  - Personal Appearance
  - Posture
  - Gesture
  - Facial Expression
  - Eye Contact
- 3.Communication through Technology
  - Word Processor
  - Desktop Publisher
  - Power point Presentation
  - Electronic mail
  - Voice mail

**Unit II- Oral Communication**

- 1.Seminar and Conferences
  - Types of Discussion groups
  - Conducting Seminars
  - Organising Conferences
- 2.Audio-Visual aids
  - Basic Principles & Guidelines
  - Types of Audio-Visual aids & thier use
- 3.Effective Speaking
  - Presentation and Speeches
  - Rules of Pronunciation

**Unit III-Written Communication**

- 1.Memorandum Writing
  - Contents
  - Types
  - Structure
- 2.Research Papers & Articles
- 3.Advertising & Job Description

**Text Books:**

- 1.Communication Skills by Meenakshi Raman ( Oxford University Press)
- 2.Developing Communication Skills by Krishna Mohan(Macmillan)

**Reference Books:**

- 1.Communication Skills a multi- skill course by Course team, Bharathiyar University(Macmillan)
- 2.Essential Communication Skills by Shalini Aggarwal ( Ane Books Pvt.Ltd. New Delhi)
- 3.Technical English – II by Joyce Pereire( Vijay Nicole Imprints Pvt.Ltd.)



## SEMESTER III

### CORE 10: RESEARCH METHODS FOR INTERNATIONAL BUSINESS

**Subject Code: 17P3IBCT10**

**Total Hrs: 90**

**No. of Credit: 4**

**Objective:** On successful completion of this course, the students should have understood

- Research methods and sampling techniques
- Analysis and interpretation of data
- Application of research in Business

**UNIT -I (17 Hrs)**

Over view of Research methodology: Meaning and purpose – types of research: Exploratory, Analytical, Descriptive, Experimental and Case study.

**UNIT -II (18 Hrs)**

Research Focus: Problem definition, Selection and formulation – Review of Literature – Delimitation of the scope of the study – Setting Objectives –Definition of the concepts – Formulation of hypothesis – Preparation of Research design – Field work and Data collection.

**UNIT -III (19 Hrs)**

Data Collection: Primary and Secondary Data: Observation, Interview, Telephonic Interview, Questionnaire – Internal and External source of Secondary data – Construction of Interview schedule and Questionnaire – Pre testing and Pilot Study – Reliability and Validity tests – Processing and data analysis: Checking, Coding, transcription and tabulation of data

**UNIT -IV (20 Hrs)**

Meaning of Hypothesis – Types of Hypothesis – Sources of hypothesis – Testing of Hypothesis – Errors in Testing – Measurements – Scaling techniques and Scale Construction – Sample size – Sampling error –Sampling Methods and Applications.

**UNIT –V (16 Hrs)**

Data Analysis using Computers: Parametric and Non Parametric testing – Correlation and Regression analysis – Time Series – Basic Multivariate analysis. Report writing: Types of report, Contents of report, Styles and Conventions in report writing - Steps in drafting a report: Cover page, Introduction, Text, Bibliography and Appendix.

Note: Question Papers shall cover 60% theory and 40 % problem ( only form unit IV and V)

**TEXT BOOK:**

1. Kothari, C.R, “Research Methodology” - Methods and Techniques, New Age International Publishers, 2012.

**REFERENCE BOOKS:**

1. R.Panerselvam,” Research Methodology”- Prentice Hill of India Pvt Ltd, New Delhi, 2004.
2. Donald R. Cooper, “ Business Research Methods”, Tata Mcgraw – Hill Publication company Ltd, Edition-9, 2006.
3. K.N.Kishnaswamy, Appaiyer Sivakumar, M.Mathiajan, “Management Research Methodology – Integration of Principles, methods and techniques” ,Pearsons Education, New Delhi, 2008.
4. Donald R.Cooper, Business Research Methods,McGraw-Hill Education; Edition-12 (March 5, 2013)

## SEMESTER - III

### CORE 11: GLOBAL STRATEGIC MANAGEMENT

**Subject Code: 17P3IBCT11**

**Total Hrs: 75**

**No of Credits:3**

**Objective:** On successful completion of this course, the students should have understood ;

- Fair understanding of strategy formulation, implementation, monitoring evaluation, functional strategies and global strategies.
- The capabilities and analyze cases and develop global strategic Solutions.

#### **UNIT -I (16Hrs)**

Introduction: Concept and Role of Strategy; The Strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors and Top Management; Strategic Intent; Concept of Strategic Fit, Leverage and Stretch; Global Strategy and Global Strategic Management; Strategic flexibility and learning organization.

#### **UNIT- II (18Hrs)**

Environmental Analysis: Analysis of Global Environment- Environmental Profile; Constructing Scenarios; Environmental scanning techniques- ETOP, PEST and SWOT (TOWS) Matrix; Michael Porter's Diamond Framework; Analysis of Operating Environment - Michael Porters Model of Industry Analysis; Strategic Group Analysis, Analysis of Internal Environment.

#### **UNIT –III (16 Hrs)**

Strategic Choice: Strategic options at Corporate Level – Growth, Stability and Retrenchment Strategies; Corporate Restructuring Strategic options at Business Level- Michael Porters' Competitive Strategies and Cooperative Strategies; Evaluation of Strategic Alternatives – Product Portfolio Models (BCG matrix, GE Matrix, etc.)

#### **UNIT –IV (15 Hrs)**

Strategic Issues and Alternatives in Globally Competitive Markets: Reasons and process of firms internationalization; International entry options; Multi-country and global strategies; Outsourcing strategies- KPO, LPO & BPO.

#### **UNIT –V (10Hrs)**

Case study (Based on the above units)

#### **TEXT BOOK:**

1. Ghosh, P.K., Strategic Management- Text and Cases, Sultan Chand and Sons, Edition-1

#### **REFERENCE BOOKS:**

1. Ditt Morschett & Joachim Zentes, Global Strategic Management, Wiesbaden Publications, Edition-3, 2015.
2. Kamel Mellahi, Jedrej George, Global Strategic Management, Oxford University Edition-3, 2015.
3. Davidson, W.H., Global Strategic Management, John Wiley, Edition-2013,
4. Thompson, Arthur A. and A. J. Strickland, Strategic Management, McGraw Hill, New York. Edition-2010.

**SEMESTER-III**  
**CORE 12: TALLY ERP. 9- PRACTICAL**

**Subject Code: 17P3IBCP12**

**Total Hrs: 75**

**No. of Credits:3**

**1. Create a Company with relevant details**

**2. Enter the following transactions and generate**

Arun started the business on 1-4-2016

1. Received capital by cash Rs 2,00,000
  2. Cash deposited in Indian bank Rs 50,000
  3. Credit purchases from Krishna traders Rs. 20000 invoice no 12
  4. Credit purchases from PRAVIN traders Rs 20,000 invoice no 12
  5. Credit purchase from KRISHNA traders Rs 20000 invoice no 14
  6. Credit purchase from PRAVIN traders Rs 20,000 invoice no 44
  7. Returned goods to KRISHNA traders Rs 5000 invoice no 12
  8. Returned goods to PRAVIN traders Rs 5000 invoice no 44
  9. Credit sales to RAVI & co Rs 50,000 inv no 1
  10. Credit sales to KUMAR & co Rs 50,000 inv no 2
  11. Cash sales Rs 20,000 inv no 3
  12. Credit sales to RAVI & co Rs 50,000 inv no 2
  13. Credit sales to RAVI & co Rs 50000 inv no 5
  14. Goods returned by RAVI & co Rs 5000 inv no 1
  15. Goods returned by KUMAR & co Rs 5000 inv no 1
  16. Payment made by cheque to KRISHNA TRADERS Rs 30,000 ch no 302302
  17. Payment made by cheque to PRAVIN TRADERS Rs 30,000 ch no 116210
- Received cheque from: Ravi & co and Kumar & co Rs.75, 000 each.
- Payments made by cash
18. Paid to petty cash by cash Rs.1000
  19. Furniture purchased Rs.20000
  20. Salaries paid Rs. 10000
  21. rent Rs.4000
  22. electricity charges Rs.3000
  23. telephone charges Rs.3500
  24. cash purchases Rs.5000
- Payments made by petty cash:
25. conveyance Rs.150
  26. postage Rs.100
  27. stationeries Rs.200
  28. staff welfare Rs.100
  29. stationeries purchased from Sriram& co Rs.1500 on credit
  30. depreciation on furniture 10%

**3. Royal Electricals started a business of Electricals items and home appliances from 1-4-16 received cash for capital 5, 00,000**

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

Ceiling fan      100nos at      Rs 800

Table fan 100nos at Rs 1000  
 Mixies 100nos at Rs 1500  
 Grinders 100nos at Rs 2000

10-4 credit Sales Ram electricals in no 1:

Ceiling fan 70nos at Rs 1000  
 Table fan 70nos at Rs 1500  
 Mixies 70nos at Rs 2000  
 Grinders 70nos at Rs 2500

+TNGST 4% ON TOTAL SALES

10-4 Cash Sales in no 2:

Ceiling fan 10nos at Rs 1000  
 Table fan 10nos at Rs 1500  
 Mixies 10nos at Rs 2000  
 Grinders 10nos at Rs 2500

+TNGST 4% ON TOTAL SALES

CASH discount 5%

15-4 Paid cheque to Govinelectricals Rs 2, 00,000

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

Payment made by cash

Paid to petty cash Rs 2000

Furniture Rs 15,000

Salaries Rs 10,000

Wages Rs 7,000

Carriage inward Rs 1500

25-04 Payment made by petty cash

Conveyance Rs 200

Postage Rs 150

Stationeries Rs 150

Staff Welfare Rs 200

30-4 Journal depreciate 10% on furniture:

Prepare Trading Profit and Loss Account and Balance sheet.

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

Stock	9,300
Repairs	310
Machinery	12,670
Furniture	1330
Office expenses	750
Trading expenses	310
Land and buildings	15,400
Bank charges	50
Misc income	200
Purchases	15,450
Purchase return	440
Sales return	120
Sundry creditors	12,370
Advertisement	500

Cash in hand	160
Cash at bank	5870
Sales	20,560
Sundry expenses	150
Insurance	500
Traveling expenses	200
Capital	24,500
Loan	5,000
Closing stock	7580

## INVENTORY VALUATION

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

#### Find the stock summary:

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

Stock items:	Item	Qty	Rate	Units
Boost	25	80	nos	
Sports star	20	15	nos	
Potato	260	30	kgs	
Star dust	20	25	nos	
The hindu	50	3.25	nos	
Tomato	150	15	kgs	
Fanta	10	25	lit	
Dinamalar	40	2.50	nos	
Coco	55	120	nos	
Horlicks	60	70	nos	
India today	10	10	nos	
Lactogin	10	100	nos	

## MAINTAIN BILLWISE DETAILS

### 6. Create Credit bill wise details from the following

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

### 7. Cost categories and Cost center

Nov 1: Purchased Goods from Abc & Co 15,000

BANGLORE BRANCH 5,000

CHENNAI BRANCH 10,000

ALLOCATE THE COST TO THE PRODUCTS

MOUSE 7000  
 KEYBOARD 15,000  
 2. Sold Goods for Cash Rs 20,000  
 BANGLORE BRANCH 7,000  
 CHENNAI BRANCH 13,000  
 ALLOCATE THE COST TO THE PRODUCTS  
 MOUSE 9000  
 KEYBOARD 11,000  
 3. Paid To ABC & Co Rs 15,000  
 4. Salary Paid 3000 Rs to Salesman Mr.Raj 1600 Mr.Ravi 1400

### Currencies

#### 8. Calculate forex value

On 1-12-sold to foreign customer 100 bags of wheat at the rate of 25\$ per bag  
 (new ref export 1 due dates 7 days)  
 On 15-12 received from foreign customer 2000 \$ @ 39 per \$ plus bank  
 Charge 50 \$ std rate 35 per \$ selling rate 36 \$ buying rate 37 per \$  
 On 1-12 the rates for pounds are as follows  
 Std rate 50 per pound: selling rate 51 per pound: buying rate 52 per pound  
 On 12-12 purchased from foreign supplier 200 bags of wheat @ 5 pound per bag. The rupee  
 was being traded at Rs 52 per pound. Due days is 15 days  
 On 20-12 paid to the foreign supplier 1000 pounds at Rs 53 per pound bank charges incurred  
 was Rs 2000

### Foreign gain/loss

#### 9. Calculate foreign exchange gain or loss

01.01.2005  
 Purchased goods from U.K supplier 1000 £  
 02.01.2005  
 Sold goods to U.S buyer 1500  
 03.01.2005  
 Cash received from U.S buyer 1500  
 (Selling rate rs.46/\$)  
 04.02.2005  
 Paid cash to U.K supplier 1000  
 (Selling rate rs 53/ £)  
 Dollar \$:  
 Std rate - 1\$ - 43 Rs  
 Sales rate - 1\$ - 44 Rs  
 Buying rate - 1\$ - 42 Rs  
 Pound £: Std rate - 1 £ - 51 Rs  
 Sales rate - 1 £ - 50 Rs  
 Buying rate - 1 £ - 52 Rs

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

### **11. CHEQUE PRINTING**

Print a cheque:

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

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

### **12. INTEREST CALCULATIONS**

Cash deposited in Canara bank Rs 1, 00,000

Sold goods to Ganesh Rs 25,000

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

Sold goods to Ganesh 50,000

Interest parameters rate 16% per 365 days year

**SEMESTER III****CORE 13: INTERNATIONAL HUMAN RESOURCE MANAGEMENT****Subject Code: 17P3IBCT13****Total Hrs: 75****No. of Credit: 4****Objective:** On successful completion of this course, the students should have understood

- Various facts of Managing People Internationally
- Understanding Practices and Policies of International Human Resource Management.

**UNIT – I (16 Hrs)**

HRM- Introduction, Roles and Responsibilities of Manager, Introduction to IHRM- Meaning- Significant IHRM activities & issues-Domestic vs. IHRM. HRM Practices in Asian Countries like India and China- Japan- U.S.A., U.K and France.

**UNIT – II (15 Hrs)**

Global human resource planning- Issues in supply of International human resources- Types of International human resources- Steps for strategic planning of an MNC. Recruitment of Overseas Assignments- Sources at macro & micro level. Global Staffing Practices- Selection- Career cycle of expatriates- Expatriates failure situations & rates- Selection techniques.

**UNIT – III (15 Hrs)**

Training and Development: Global training- Areas of global training- Process of cross- cultural training- International team training. Performance Management- Challenges of International Performance Management- Areas to be appraised- Methods- Criteria for Performance Appraisal of Expatriates- System of Performance appraisal- Problems- Effectiveness of Performance Appraisal.

**UNIT – IV (15 Hrs)**

Global Compensation Practices- Complexities in International Compensation- Factors affecting International Compensation- Compensation in International Perspective and Practices in Countries- Compensation for Expatriates- Structure of International Compensation Package.

**UNIT – V (14 Hrs)**

International Industrial Relations- Three actors of IR- Trade Unions- Functions & role of trade union- Trade union structure- Concerns of trade unions in MNC's- Collective negotiations- Disputes/ Conflicts.

**TEXT BOOK:**

1. Aswathappa.K & Sadhna Dash, International Human Resource Management, Tata McGraw Hill, Edition 2,2013.

**REFERENCE BOOKS:**

1. P. Subba Rao, International Human Resource Management ,Himalaya Publishing House, Edition 3,2011 .
2. Edwards, International Human Resource Management, Pearson India, Edition: 1, 2007.
3. S C Gupta, International Human Resource Management, Macmillan Publishers India Ltd, Edition 2 2010.
4. Harish Kukreja, International human resource management, Surendra Publication, Edition 2 2009.



### SEMESTER III

#### SKILL BASED SUBJECT 2 :MATHEMATICS FOR COMPETITIVE EXAMINATIONS II

Subject Code: 17P3SBST03

Total Hrs: 30

No. of Credits: 2

#### Objectives:

- To make the students to know the concept of Probability and Problem on Trains.
- To solve problem related to Problems on Boats and Streams and Venn Diagram.
- To develop the skills in solving problems in Mental Ability and Logical reasoning.

#### UNIT I

(6 HRS)

Pipes and cistern – Probability - Problems on trains

#### UNIT II

(6 HRS)

Problems on Boats and Streams - Alligation or mixture

#### UNIT III

(6 HRS)

Heights & Distance- Odd Man Out & Series - Simple Interest-Compound Interest -Logical Venn Diagram

#### UNIT IV

(6 HRS)

Logarithms – Sequence and series - Area-Volume and Surface areas

#### UNIT V

(6 HRS)

Tabulation-Bar Graphs-Puzzles - Pie Charts-line Graphs- Mental Ability and Logical reasoning

**(Simple Problems Only)**

#### Text Book:

1.R. S. Agarwal : Quantitative Aptitude (for Competitive Examinations), S. Chand and Company Limited, 7<sup>th</sup> Revised Edition -2007.

**Unit I** : Chapter 16 ,18 and 31

**Unit II** : Chapter 19,20

**Unit III** : Chapter 34 and 35, 21 and 22

**Unit IV** : Chapter 23 - 25

**Unit V** : Chapter 36 – 39

#### Reference Books:

1. Hand Book On Mental Ability And Logical Reasoning prescribed by Bharathiar University.
- 2.R.V.Praveen: Quantitative Aptitude and Reasoning, PHI Learning pvt. Ltd-2012.
3. Abhijit Guha : Quantitative Aptitude for Competitive Examinations, Tata Mc-Graw Hill Publishing Company, 7<sup>th</sup> reprint-2003.

## SEMESTER IV

### CORE 14: INTERNATIONAL BUSINESS RELATIONS

**Subject Code: 17P4IBCT14**

**Total Hrs: 60**

**No. of Credit: 4**

**Objective:** On successful completion of this course, the students should have understood

- Various facts of International Relations and its Policy.
- Understanding Policies of International Organisation and regional grouping.
- Understanding India's Neighbourhood relations .

**UNIT – I (13 Hrs)**

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

**UNIT – II (12 Hrs)**

The nature and content of international law- the codification of international law. The balance of power- its nature-definition-characteristics-devices for maintaining the balance of power – collective security and balance of power-balance.

**UNIT – III (12 Hrs)**

Evolution of international organization and regional grouping for the development of international relations-role of regional grouping (viz) EU, ASEAN, NAFTA, SAARC AND ARAB LEAGUE- world bodies - UN and WTO- economic grouping (viz) G-8,G-15, and G-77, BRICs.

**UNIT – IV (13 Hrs)**

Foreign policy of India-Nehru's foreign policy-its distinctive features- non-alignment- foreign policy since 1962-Indo-Soviet relations- relations with China and Great Britain-Indo-U.S relations-Indo-Pakistan relations- Disarmament efforts by India –India's neighbourhood relations

**UNIT – V (10 Hrs)**

Case Studies (Based on the above units)

**TEXT BOOK:**

1. Palmer & Perkins ,International Relations, CBS Publishers & Distributors, Edition-3, 2009

**REFERENCE BOOKS:**

1. Ghosh Peu, International relations, PHI Learning Pvt Ltd, Edition 4, 2016 .
2. V N Khanna, Foreign Policy of India, Vikas Publishing House Pvt Ltd, Edition: 6, 2010.
3. V.N. Khanna, International Relations, S.Chand (G/L) & Company Ltd, Edition 5, 2009.
4. Prem Arora, Prakash Chander, international relations, Cosmos Bookhive Pvt Ltd, Edition-3, 2015.

## SEMESTER IV

### CORE 15: ECONOMICS IN GLOBAL TRADE

**Subject Code: 17P4IBCT15**

**Total Hrs: 60**

**No. of Credit: 3**

**Objective:** On successful completion of this course, the students should have understood

- The various aspects of International Trade,
- Commercial Policy as well as recent trends and
- Developments in international trade.

#### **UNIT-I**

**(13 Hrs)**

International Trade - Internal & International trade – Economic growth and International trade – Features of International Transactions –International Trade Theories – Comparative cost theory – Opportunity cost theory – H.O theory - International Trade Equilibrium

#### **UNIT-II**

**(12 Hrs)**

Gains from international trade – Terms of trade – Technical progress and Trade – Balance of Trade – Balance of Payments and Indian perspective – Economic effects and Trade restrictions – Bilateralism – OPEC & other international cartels.

#### **UNIT-III**

**(13 Hrs)**

International Movements - Meaning – Goods, Services, Unilateral transfers & capitals, Current account – Export and Import of merchandise and services – Role of International Movements. International Investments - Nature, Character, Policies and results. International Payments - Meaning, Financing International Transactions, Regional monetary systems: Blocks, Areas & Zones – Rates of exchange.

#### **UNIT-IV**

**(14 Hrs)**

Foreign Economic Policies: Systems, Concepts, Characters and methods of formulation – Euro – Dollar Market – International liquidity – Devaluation – International Lending and the World debt crisis. International Economic Development & Co-operation – Development of under developed countries – United Nation’s Financial Programs – Economic Union and communities.

#### **UNIT-V**

**(08 Hrs)**

Case study (Based on the above units)

#### **TEXT BOOK:**

1. Doha and Beyond, The Future of the Multilateral Trading System Author, Mike Moore (Ed.) Publisher, Cambridge University Press, Edition-2004.

#### **REFERENCE BOOKS:**

1. Economic Geography: The Integration of Regions and Nations Author: Pierre Philippe Combes, Thierry Mayer, Jacques-Francois Thisse Publisher: Princeton University Press, Ed-2008.
2. Vinod K. Aggarwal - EU Trade Strategies: Regionalism and Globalism - Publisher: Palgrave Macmillan, Edition- 2004.
3. Dominick Salvatore- Introduction to International Economics Author: Publisher: John Wiley& Sons, Edition-2011.
4. Peter Kenen: The International Economy, (4ed.) Cambridge University Press, Edition-2000.

## SEMESTER - IV

### CORE 16: GLOBAL FINANCIAL MANAGEMENT

**Subject Code: 17P4IBCT16**

**Total Hrs: 75**

**No of Credits:5**

**Objective:** On successful completion of this course, the students should have understood

- Overall view of the International financial System and how Multinational organization operates.
- Functioning of Derivatives market
- The capabilities and analyze cases and develop global financial Solutions.
- Operations of international institutions.

**UNIT –I (16Hrs)**

Financial Management- Meaning, Objectives, Sources of Finance, International Money Markets – Money Market Instruments – International Capital Markets – Comparison of New York, Indian Money Market – International Bond Market – Bond Issue Drill – Bench Mark Drill – Euro Currency Market – Euro Dollar – Euro Deposit and Loans.

**UNIT – II (14Hrs)**

International Monetary and Financial Environment – International Monetary Investments – Balance of Payments.

**UNIT – III (17Hrs)**

Capital Budgeting, Exchange Rate Theories –Types, Derivatives –International Banking – Role of IMF in International Liquidity – International Institutions – World Bank.

**UNIT – IV (15 Hrs)**

International Development Associations – International Finance Corporation – The International Debt and Country Analysis – Recent Changes in International Financing. Financial Inclusion- Current Scenario- Indian Contest- Demonetisation- Impact- Digitalization of Financial Services.

**UNIT – V (13Hrs)**

Case Studies (Based on the above units)

**TEXT BOOK:**

1. Dr.Alon C.Shapiro, Global Financial Management, Jhon Wiley & Sons ,Edition- 2009.

**REFERENCE BOOKS:**

1. Finnish, Raman K Dave, Global Financial Management, Ykin Neha Publishers, Edition- 2011.
2. Ankit Rajpul, International Financial Management, Global Publication, Edition-2013
3. Arora, Amrit Kumar, Financial Management, Global vision Publishing House, Edition-1,2015
4. V.K.Bhalla, International Financial Management, Anmol Publication, Edition-11,2012.

## SEMESTER IV

### CORE: 17 PROJECT WORK AND VIVA VOCE

Sub Code :17P4IBCV17

Total Hrs: 75

No. of Credits: 8

#### Components of the Major Project Work

##### a) Project Review

The students are expected to submit their work in progress to a panel of two faculty members, of which one would be their respective faculty co-ordinator, for the purpose of review. Three such project reviews would be conducted before the preparation of the final project report and viva - voce.

##### First Project Review

To be conducted before the commencement of the field work / study.

##### Details to be reviewed

1. Review of literature and arrival of research gap.
2. Finalization of the objective of the study.
3. Scope and need for the study.
4. Framing of the hypothesis if any.
5. Details on the methodology of the study.
6. Selection of the statistical tools.
7. Finalization of questionnaire.

(If primary data collection is adopted)

##### Second Project Review

To be conducted after the completion of field work and data collection.

##### Details to be reviewed

1. Adequacy of data collected.
2. Analysis and interpretation of the data by using the chosen statistical tools.

##### Third Project Review

To be conducted after the completion of the analysis and interpretation of the data before the preparation of the final report.

##### Details to be reviewed

1. Finalization of the analysis and interpretation.

2. Drawing the findings, suggestions, recommendations and conclusions.

After the third project review, the students are to prepare a rough draft and submit the same to their respective co-ordinator for approval before preparing the final report and submit the same for the viva - voce.

**Documents and other details to be submitted to the Faculty Co-ordinator**

Completion Certificate obtained from the organization in which the study was conducted, mentioning the duration of the study and the successful completion of the same.

**b) Project Report**

After getting the approval for the final draft from the staff co-ordinator, the students should prepare their report and submit the same to the department on or before the last date of submission. The report submitted by the student after the notified day (the last date of submission), will be rejected and the same will be treated as 'Not Completed'.

**c) Viva-Voce**

The students are to appear for a viva - voce before the panel consisting of the External & Internal Examiners. The external examiners may be called either from the academia or from the industry. The students who have abstained from attending the viva-voce will be marked absent and the same will be treated as 'Not Completed'.

**SEMESTER-IV**  
**SKILL BASED SUBJECT 4 : COMMUNICATION SKILLS-II**

**Subject Code:17P4SBST04**

**Total Hrs: 30**

**No. of Credits: 2**

**OBJECTIVES:**

- 1.To enhance Listening, Speaking, Reading and Writing Skills among students.
2. To familiarise the students with the Sounds and Symbols used in English Language.
3. To emphasize the importance of Communication in the Global Scenario.

**Unit –I-Introduction to Modern Communication Media**

- 1.Technology based Communication tools  
Telephone &Voice mail  
Facsimile Machines,Computers  
Internet,Instant Messaging,E-mails

**Unit –II-Oral Communication**

- 1.Public Speaking &Oral presentation  
Preparatory Steps  
Structuring the Contents  
Modes of Delivery  
Time Management  
Handling Questions
- 2.Meetings  
Purpose  
Procedure  
Chairmanship  
Participation  
Physical Arrangements

**Unit III-Written Communication**

- 1.Business and Technical reports  
Definition  
Preparatory steps  
Types  
Structure
- 2.Paragraph Development  
Central Components of a Paragraph  
Topic Sentence  
Coherence  
Techniques for Paragraph Development

**Text Books:**

- 1.Communication Skills by Meenakshi Raman ( Oxford University Press)
- 2.Developing Communication Skills by Krishna Mohan(Macmillan)

**Reference Books:**

- 1.Communication Skills a multi- skill course by Course team, Bharathiyar University(Macmillan)
- 2.Essential Communication Skills by Shalini Aggarwal ( Ane Books Pvt.Ltd. New Delhi)
- 3.Technical English – II by Joyce Pereire( Vijay Nicole Imprints Pvt.Ltd.)

## SEMESTER-I

### ELECTIVE1: MANAGEMENT OF MULTINATIONAL CORPORATION

**Subject Code: 17P1IBET1A**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective :** On successful completion of the course, the students should have understood

- Trends, challenges and opportunities of MNC's
- Importance, scope & Methods of comparative management.
- Internationalization of Indian business firms and their operations abroad.

#### **UNIT-I** **(13 Hrs )**

International Management: Trends, challenges and opportunities; different schools of thought of international management.

#### **UNIT-II** **(14 Hrs )**

Growth and Development of MNCs: Role and Significance of MNCs – Pattern of Growth Country of Origin – Different Management Styles – Strategic Issues involved.

#### **UNIT-III** **(16 Hrs )**

Comparative Management: Importance and scope; Methods of comparative management; management styles and practices in US, India; Organizational structure of international corporations; Headquarter and subsidiary relations in international firms.

#### **UNIT-IV** **(16 Hrs )**

International Business Strategy: Creating strategy for international business; Management of production, and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business.

#### **UNIT-V** **(16 Hrs )**

Indian Perspectives and Policy: Internationalization of Indian business firms and their operations abroad; Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances- Changing government policy on entry of FIs and FIIs.

#### **TEXT BOOK:**

1. Hodgetts -International Management - Publisher - Irwin/McGraw-hill –Edition-6.

#### **REFERENCE BOOKS:**

1. Anant R Negandhi- International Management - Publisher- Allyn and Bacon- Edition-1.
2. Manab, Gene E. Burton, and B.N.Srivastava, -International Management: Concepts and Cases - Thakur Publications,
3. Christophher Bartlett and Sumantra Ghoshal -Transnational Management: Text and Cases - Publisher -McGraw-hill.
4. Management: The Global Perspective - Koonts and Wheirich, McGraw-Hill Education- (Asia); Edition-11 (July 2004).



## SEMESTER I

### ELECTIVE 1: FINANCIAL MARKETS & INSTITUTIONS

**Subject Code: 17P1IBET1B**

**Total Hrs:75**

**No. of Credits: 4**

**Objective :** On successful completion of the course, the students should have understood

- Financial markets and Capital Markets
- Financial institutions and Financial service institutions.

#### UNIT-I

**(15 Hrs )**

Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.

#### UNIT-II

**(15 Hrs )**

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

#### UNIT-III

**(14 Hrs )**

Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).

#### UNIT-IV

**(16 Hrs )**

Investment Information and Credit Rating Agency of India Limited (Icra) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) –Securities Trading Corporation of India Limited (STCI).

#### UNIT-V

**(15 Hrs )**

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

#### TEXT BOOK:

1. S.Gurusamy, -“Financial Markets and Institutions”,Tata McGraw- Hill Publications, Edition-3, 2011.

#### REFERENCE BOOKS:

1. E.Gurudon-Financial Markets and Services- Himalaya Publishing house, Edition-1, 2005.
2. V. K. Gupta- Financial Markets and Services- Ane books Private Limited, Edition-2 2010.
3. L.M Bole, Jitendra Mahakrt- Financial Markets and Institutions-Mc Graw Hill-Edition-5,2009.
4. Frank. J. Fabozzi- Foundations of Financial Markets and Institutions- Pearson Education- Edition-4, 2014

## SEMESTER I

### ELECTIVE 1: PRINCIPLES OF MARKETING OF SERVICES

**Subject Code: 17P1IBET1C**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective :** On successful completion of the course, the students should have understood

- Concept and significant of service marketing
- Marketing mix of Service marketing
- Service Quality and its scope & causes.

#### **UNIT-I**

**(18 Hrs )**

Services: Meaning , Importance of services in Indian Environment- Classification of Services- Characteristics and Features of services- Growth of Service sector- Economic policy on services- Difference between goods and services.

#### **UNIT-II**

**(14 Hrs )**

Service Marketing: Concept, significance-Customer's expectation in services marketing- Managing demand and supply in service business.

#### **UNIT-III**

**(14 Hrs )**

Marketing Mix for services- Marketing mix of selected services-Personal care marketing- Entertainment marketing- Education marketing- Communication Marketing- Electricity Marketing.

#### **UNIT-IV**

**(13 Hrs )**

Key Service Marketing- Banking Services- Insurance services- Transport Services- Tourism Services- Hotel Services- Consultancy services- Hospital Services- Market segmentation.

#### **UNIT V**

**(16 Hrs )**

Service Quality- Introduction- Measurement of service quality- scope of service quality-tools for achieving service quality- causes of service quality-problems- Principles guiding improving of service quality.

#### **TEXT BOOK:**

1. Prof.Kishloy- Marketing of services-Everest Publishing House -Edition 1.

#### **REFERENCE BOOKS:**

1. P.N.Reddy, H.R. Appannaiah, S.Anil Kumar, Nirmala -Service Marketing. Edition-1
2. S.M.Jha -Service Marketing-, Himalaya Publishing House Edition-2012
3. Garima Gupta- Marketing of Services-New century Publication Edition-2011
4. Jaspreet Kaur- Marketing of Services-Global Vision Publishing House Edition-2013.

## SEMESTER II

### ELECTIVE 2: PORT OPERATIONS AND MANAGEMENT

**Subject Code: 17P2IBET2A**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective:** On successful completion of the course, the students should have understood

- Concept of Port, Domestic and International Port.
- Measuring Port performance and productivity
- Management structure, Employees and relations, Management systems, Budgeting, ect.,

#### **UNIT-I (12 Hrs )**

Basic concept of port, Functions, facilities, Port authorities, Role of port authorities, brief history of ports, types of ports- based on cargo and based on location, Management and operations of Dry ports.

#### **UNIT-II (16 Hrs )**

Role of port in national and regional development, domestic and international port, Port planning and design, Port Location, Site selection, competition, Current and Future port issues to consider, How to plan for present and future needs, Design and layout, Operating System.

#### **UNIT-III (12 Hrs)**

The intermodal connection- Interfacing between water, land and air transportation in the receipt, transport, and delivery of goods, Port warehouse and its procedures.

#### **UNIT-IV (18 Hrs)**

Managing and operating a port- Services to be provided Marketing, Port/ client accountabilities, Management structure, Employees and relations, Management systems, Budgeting, Control, Tariffs and Operating Agreements.

#### **UNIT-V (17 Hrs )**

Measuring Port performance and productivity - duration of ships in port- performance measures for cargo handling on board and on shore- Models and methods for Operations in Port container terminals.

#### **TEXT BOOK:**

1. Evrim Ursavas Guldogan-Port Operations and Container Terminal Management –Edition-1.

#### **REFERENCE BOOKS:**

1. Maria G. Burns -Port Management and Operation – CRC Press, Edition 2014
2. Alderton, Patrick M- Port Management and Operation-Lloyd'sList- Revised Edition-3,2008
- 3.Khalid bichou- Risk Management in Port Operations-InfornaLaw From Routledge- 2007
- 4.Adolf K.Ng & Jhon Lie- Port Focal Logistics and Global Supply Chains- Pgrave Macmillan- Edition-2014.

## SEMESTER II

### ELECTIVE 2: INDIAN STOCK EXCHANGE

**Subject Code: 17P2IBET2B**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective:** On successful completion of the course, the students should have understood

- Origin, growth and Profile of Indian Stock Exchange
- Listing and De-listing of Companies.
- Functions of SEBI and concept of Internet stock trading

#### UNIT-I

**(19 Hrs )**

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

#### UNIT-II

**(13 Hrs )**

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defense of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

#### UNIT-III

**(13 Hrs )**

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

#### UNIT-IV

**(12 Hrs )**

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

#### UNIT V

**(18 Hrs )**

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

#### TEXT BOOK:

1. Dr.S.Gurusamy- Financial Service and Markets-Vijay Nicole Imprints (P) Ltd. –Edition-3, 2010.

#### REFERENCE BOOKS :

1. Dr.D.JosephAnbarasu& Others -Financial Services- Sultan Chand & Sons, Edition-1
2. L.M.Bhole- Financial Institutions and Markets-Tata McGraw – Hill Publishing Company Limited, Edition-1
- 3 .S.Kevin- Security analysis & Portfolio Management- Printice Hall (P) Ltd., Edition -2, Revised 2015.
4. P.Pandian- Security analysis & Portfolio Management- Sultanchan- Edition 2-2012.

## SEMESTER II

### ELECTIVE 2: MARKETING OF FINANCIAL SERVICES

**Subject Code: 17P2IBET2C**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective :** On successful completion of the course, the students should have understood

- Financial markets in India, NSE & BSE.
- Current trends in credit card Industry
- Development in the Indian Real Estate Markets

#### **UNIT-I**

**(16 Hrs )**

Financial market in India- Financial Sector reforms- Money market- Capital market-Bond Market- Types of Bonds.

#### **UNIT-II**

**(13 Hrs)**

Stock Exchanges- Objectives of NSE- Bombay Stock Exchange(BSE)- OTCEI.

#### **UNIT-III**

**(15 Hrs)**

Plastic cards- Types of card- Current trends in credit card Industry- Benefits of Plastic cards- Disadvantages- of Plastic cards. Bank assurance- Benefits, Distribution channels – Success of Bank assurance.

#### **UNIT IV**

**(13 Hrs )**

Insurance services- Insurance sector reforms- Types of Insurance companies- Need of Insurance- Types of Insurance Policy- Role of Life Insurance.

#### **UNIT V**

**(18 Hrs )**

Real Estate Industry- Concept- classification- Benefit of real estate investment- Development in the Indian Real Estate Markets. Securitization- Mechanism of Securitization- Advantages- Securitization in India.

#### **TEXT BOOK:**

1. Estelami Hooman -Marketing Financial services- Bertrams Print -Edition-2

#### **REFERENCE BOOKS:**

1. Duke Fanelli and Evelyn,-Financial Services Marketing- Edition(Latest)
2. Christine Ennew- Financial Service Marketing –Terf Publication - Edition-2-2013
3. Md Faizanuddin, Binay Kumar- Marketing of Financial Services- Aph Publishing Corporation- Edition-2011
4. Ennew- Financial Services Marketing- Taylord Francis Indian (P) Ltd., Edition-2010.

## SEMESTER III

### ELECTIVE 3: INTERNATIONAL LOGISTICS MANAGEMENT

**Subject Code: 17P3IBET3A**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective:** On successful completion of the course, the students should have understood

- Concept of Logistics
- Multi modal Transportation and its Freight charges
- Warehousing, Containerisation and Documentation procedures

#### UNIT-I

**(15 Hrs)**

Concepts, objectives and elements of logistics- Logistics subsystem-Integrated logistics – customer focused marketing – International Marketing – International marketing Channel.

#### UNIT-II

**(14 Hrs)**

Transportation- Multimodal Transportation – International air transport- Freight – freight structure and Practice

#### UNIT-III

**(15 Hrs)**

Warehousing – Materials handling – automated materials handling - Containerisation – Inland container Depot- Chartering

#### UNIT-IV

**(16 Hrs)**

Inventory Management- Packaging and packing- packing for transportation – terms of sales- Documentation in Logistics.

#### UNIT-V

**(15 Hrs)**

Role of intermediaries – General structure of shipping industry – World seaborne trade and World shipping- U.N. convention on liner code of conduct.

#### TEXT BOOK:

1. Rajput Ruchika- A text on International Logistics Management- Lap Lambert Publishing – Edition 2012.

#### REFERENCE BOOKS:

1. Mariotti ilaria- Transport and Logistics in a Globalizing World-Edition 2014.
2. Pierre David- The Management of International Trade Operations- Cicero Books- Edition 2013
3. Faustino taderera- International Logistics-Lap Lambert Publishing- Edition 2010.
4. D.KAgrawal, Logistics and Supply chain Management- MacMillan- Edition-1

## SEMESTER III

### ELECTIVE 3: FUTURES AND OPTIONS

**Subject Code: 17P3IBET3B**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective:** On successful completion of the course, the students should have understood

- Derivative markets and index
- Forward and Future contracts
- Hedging and Speculation
- Commodity markets

#### **UNIT-I**

**(14 Hrs)**

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

#### **UNIT-II**

**(14 Hrs)**

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

#### **UNIT-III**

**(16 Hrs)**

Forward contract – Limitations of forward markets- futures- Distinction between future and forward contracts- Futures terminitory options- Options terminitory, call options and put options.

#### **UNIT-IV**

**(16 Hrs)**

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

#### **UNIT-V**

**(15 Hrs)**

Evolution of Commodity markets- Commodity markets in India- Newyork Mercentile Exchange- London Metal Exchange, Chicago Board of Trade- Tokyo Commodity Exchange.

#### **TEXT BOOK:**

1. Dr.S.Gurusamy- Financial Services and Markets- Vijay Nicole Imprints (P) Ltd.,

#### **REFERENCE BOOKS:**

- 1.Todd E.Petzel- Financial Futures and Options-Quorum Books- Edition-1989.
- 2.Gomez Clifford- Financial Markets, Institution and Financial Services-Phi Learning- Edition-1
- 3.Benson Kunjukunju & Mohanan- Fiancial markets and services- New century Publication- Edition 2012.
- 4.R.Maria Inigo- Financial markets and services- Regal Publication- Edition2012

## SEMESTER III

### ELECTIVE 3: MARKETING OF HEALTH SERVICES

**Subject Code: 17P3IBET3C**

**Total Hrs: 75**

**No. of Credits: 4**

**Objective:** On successful completion of this course, the students should have understood

- Understanding marketing plans and different marketing mix in health industry.
- Understanding Marketing Mix in different areas .

**UNIT – I** (16 Hrs)

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model

**UNIT – II** (15 Hrs)

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

**UNIT – III** (15 Hrs)

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

**UNIT – IV** (15 Hrs)

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

**UNIT – V** (14 Hrs)

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies  
Note: Question paper shall cover 100% Theory

**TEXT BOOK:**

1. Richard K. Thomas, Marketing Health Services, Health Administration Pr, Edition-2 2009

**REFERENCE BOOKS:**

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide, Edition-2, 2008.
2. Zeithaml, Services Marketing, Mcgraw Hill Education, Edition-6, 2013.
3. Lovelock, Services Marketing, Pearson India, Edition-7, 2011.
4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning, Edition-3, 2010.



## SEMESTER IV

### ELECTIVE 4: TRAVEL AND TOURISM MANAGEMENT

**Subject Code: 17P4IBET4A**

**Total Hrs: 75**

**No. of Credit: 4**

**Objective:** On completion of the course the students are able to

- To understand the various elements of Tourism Management.
- To evaluate the role of various organizations of tourism.
- To identify the methods to improve tourism.

#### **UNIT - I**

**(15 Hrs)**

Tourism: Concepts: Definitions and Historical development of tourism. Distinction between Tourist –Traveler –Visitor -Excursionists. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics.

#### **UNIT- II**

**(15 Hrs)**

Domestic and International tourism: Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Destination regions. Patterns of growth and Profile.

#### **UNIT- III**

**(15 Hrs)**

Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

#### **UNIT – IV**

**(15 Hrs)**

Tourism Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political Environment. Status of Tourism in India. The Tourism Industry : Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies.

#### **UNIT – V**

**( 15 Hrs)**

Tourism Industry- consequences. International Tourism Institutions and organizations, and their role in promoting international movement-UN,WTO , WTTC, TAAI, IATO, IATA, ITC.

#### **TEXT BOOK:**

1. Md.Abu Barkat Ali,Travel and Tourism Management, Prentice Hall India Learning Private Limited, Edition- 2015

#### **REFERENCE BOOKS:**

1. Sunetra Roday, Archana Biwal & Vandana Joshi, Tourism: Operations and Management, Oxford University Press, Edition-1,2009.
2. A.K.Bhatia, Business of Travel Agency & Tour Operations, Sterling Publishers Pvt.Ltd, Edition-2012
3. Xcess' Board of Editors,Guide to starting a travel Agency and Tour operation, Xcess Infostore Pvt.Ltd, Edition-2013

## SEMESTER IV

### ELECTIVE 4: FUNDAMENTAL AND TECHNICAL ANALYSIS

**Subject Code: 17P4IBET4B**

**Total Hrs: 75**

**No. of Credit: 4**

**Objective:** On successful completion of the course, the students should have understood

- Investments risk and returns
- NSE and BSE
- Industry and Company analysis
- Technical analysis

**UNIT-I** (16 Hrs)

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

**UNIT-II** (14 Hrs)

Fundamental analysis – meaning- market analysis- Indices of NSE and BSE

**UNIT-III** (16 Hrs)

Industry analysis- meaning- methods- company analysis – meaning- methods.

**UNIT-IV** (15 Hrs)

Technical analysis – meaning- Dow Theory – Elliot Wave Theory

**UNIT-V** (14 Hrs)

Moving Averages-Charts-macd – relative strengths.

**TEXT BOOK:**

1.Prasanna Chandra- Investment analysis and Portfolio Management- McGraw Hill Education- Edition-2012.

**REFERENCE BOOKS:**

1.S. Kevin- Security Analysis and Portfolio Management- Prentice- Hall of India Pvt.Ltd., - Edition-2013

2.S. Kevin- Portfolio Management- PHI publications- Edition-2

3.Bhalla.K-Fundamental of Investment Managemet-S Chand & Company- Edition-2008

4. Yogesh Maheshwari- Investment Management- Prentice Hall India Pvt.Ltd.,- Edition-2008

## SEMESTER IV

### ELECTIVE 4: TRAVEL AND HOSPITALITY SERVICES

**Subject Code: 17P4IBET4C**

**Total Hrs: 75**

**No. of Credit: 4**

**Objective:** On successful completion of this course, the students should have understood

- Understanding the Nature and Elements of Tourism .
- Understanding Marketing mix of Tourism and in different areas.

**UNIT – I (16 Hrs)**

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification –  
Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism  
– Definitions of Tourist and Foreign Tourist – Elements of Tourism.

**UNIT – II (15 Hrs)**

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism  
Services – Product Planning and Development – Market Segmentation for Tourism – Marketing  
Information System for Tourism

**UNIT – III (15 Hrs)**

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

**UNIT – IV (14 Hrs)**

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

**UNIT – V (15 Hrs)**

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

Note: Question paper shall cover 100% Theory

**TEXT BOOK:**

- 1.Ghosh B, Tourism and Travel Management, Vikas publishing house Pvt. Ltd. -Noida, Edition: 2, 2007.

**REFERENCE BOOKS:**

- 1.Md. Abu Barkat Ali, Travel and Tourism Management PHI, Edition 2 , 2015.
- 2.S. P. Singh, Travel and tourism management, A B D Publishers, Edition 1, 2006.
- 3.Richard K. Thomas, Health Services Marketing, Springer, Edition 4, 2008 .
4. Johny Sue Reynolds, Hospitality Services, Goodheart- Willcox, Edition-3, 2013.

## EXTRA CREDIT COURSE

### INDIAN ECONOMY AND TRADE DEPENDENCIES

**Subject Code:17PIBECC01**

**No. of Credit :2**

**Objectives:** On successful completion of the course, the students should have understood

- The diversity of issues prevalent in the Indian Economy.
- Trade related issues of the Indian Economy.
- The importance of trade in the present globalized era.

#### UNIT- I

Introduction to Indian Economy : Alternative Development Strategies – Trends in National Income, Growth and Structure since 1991 - New Industrial Policy 1991 – Recent changes in Trade Policy - Competition Policy - Public Sector Reform - Privatization and Disinvestments – Progress of Human Development in India.

#### UNIT-II

Planning and Economic Development : Redefining the Role of the State –Human Capital Formation in India – Problem of Foreign Aid – Economic Reforms and Reduction of Poverty – Measures to Remove Regional Disparities.

#### UNIT-III

Indian Industries : Review of Industrial Growth under 10<sup>th</sup> and 11<sup>th</sup> Five year plan - Growth and present state of IT industry in India – Outsourcing, Nationalism and Globalization – Small Sector Industrial Policy.

#### UNIT-IV

Foreign Trade: Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991. Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows –Role of Special Economic Zones (SEZ)

#### UNIT-V

India in the Global Setting : India in Global Trade – Liberalization and Integration with the Global Economy – Globalization Strategies – India's Foreign Exchange Reserves –Convertibility of the Rupee – WTO and India.

#### TEXT BOOK:

1. Ramesh Singh, Indian Economy, Mcgraw Hill Education, Edition-7, 2015.

#### REFERENCE BOOKS:

1. P.Arunachalam-Indian Economy and Trade, Serial Publication, Edition-1,2011.
2. Sankarganesh,Indian Economy Key concepts, Kavin Mukhil Publications, Edition-4,2016
3. Gaurav Kumar, Indian Economy, Kd Publication, Edition-1, 2016.
4. Puri Misra, Indian Economy, Himalaya Publication, Edition-26, 2008.

**EXTRA CREDIT COURSE**  
**INTERNATIONAL BANKING**

**Subject Code:17PIBECC02**

**No.of Credit :2**

**Objectives:** The course aims to provide the students with

- a sound grasp of the practices of modern international banking
- the central themes and issues will be examined in an international and comparative context.

**UNIT-I**

Global trends and development in international banking – Outline of international banking and finance. Wholesale banking – Retail banking – Private banking – Interbank business – Regulatory framework – BASEL-II.

**UNIT-II**

International financial centers – Offshore banking units – Special Economic Zones – Foreign exchange management control – International loan agreements – International debt management.

**UNIT-III**

Asset liability management – Profitability of international banking operations – Investment banking – Correspondent banking – Bank Regulation: Regulation and prudential supervision of banks in the UK and EU. International regulatory and supervisory convergence. Regulating the multifunctional bank.

**UNIT-IV**

International financial institutions – IMF, IBRD, BIS, IFC, ADB, WTO – international competitiveness – implications and effectiveness and country risk.

**UNIT-V**

Treasury and risk management – bank risk management – letters of credit mechanism – buyers and sellers credit – bilateral and counter trade.

**TEXT BOOKS:**

1.Indian Institute of Banking and Finance, International Banking, Macmillan, Edition-2011.

**REFERENCE BOOKS:**

1. Ruonarayan Bose, Fundamentals of International Banking, Laxmi Publications, Edition-2014.
2. Indaian Institute of Banking and Finance, International Banking Operations, Macmillan, Edition-2017.
3. Yoon S. Park, International Banking and Financial Centers, Springer Publications, Edition-2011.
4. Emmanuel N Roussakis, International Banking, Greenwood Press, Edition-1983.

**EXTRA CREDIT COURSE**

**CROSS CULTURE MANAGEMENT**

**Subject Code:17PIBECC03**

**No.of Credit :2**

**Objective:** To provide a thorough understanding

- The impact of an international context on management practices based on culture.
- Frameworks for guiding cultural and managerial practice in international business.

**UNIT-I**

Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication –Needs and Incentives – Dispute Resolution and Negotiation.

**UNIT-II**

Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture –Government-Business Patronage – Guanxi – Managing Informal Systems –Implications.

**UNIT-III**

Globalization & Cross Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies –Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implications.

**UNIT-IV**

Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implications.

**UNIT-V**

Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control – Implications.

**TEXT BOOK:**

1. Jean-Francois Chanlat, Cross Culture Management, T&F publication, Edition-2013.

**REFERENCE BOOKS:**

1. Neal Mark, The Culture Factor: Cross-national Management and Foreign Venture, Macmillan, Edition-1998.
2. Prashant Faldu, Cross Culture Management, Presence Institute of Image Consulting Pvt.Ltd., Edition-2015.
3. Dipak Kumar, Cross Culture Management: Text and Case, PHI Publication, Edition-2010.
4. Richard R.Gesteland, Cross-Culture Business Behaviour, Copenhagen Business School Press, Edition-1999.

**EXTRA CREDIT COURSE**

**INTERNATIONAL ACCOUNTING**

**Subject Code:17PIBECC04**

**No. of Credit :2**

**Objective:** To make the students understand

- the concept and nuances of international accounting standards and practices for international business firms
- the importance of financial reporting in international environment.

**UNIT-I**

Objective of International Financial Reporting – Concept International Accounting Practices, introduction to inter corporate investments – inter company transaction – Global Joint Venture Accounting, Foreign Currency Translation accounting

**UNIT-II**

Financial instruments – Presentation and disclosure – Convertible securities – recognition and measurement of financial instruments –comprehensive income – settlement Date Vs Trade Date Accounting.

**UNIT-III**

Inter corporate investment – Temporary and Portfolio investments –Business combination and reporting methods – consolidation procedures –Financial statements disclosure.

**UNIT-IV**

Global mergers & acquisitions accounting – consolidating wholly, non wholly owned subsidiary under equity and cost recording – Inter company revenue, expenses & inter company profile profit & expenses.

**UNIT-V**

Financial reporting in an international environment – Integrated Vs Self Sustaining foreign subsidiary – GAAP for public sector organizations.

**TEXT BOOK:**

1. A. K. Das Mohapatra,International Accounting,Prentice Hall India Learning Private Limited , Edition 2, 2012.

**REFERENCE BOOKS:**

1. Med ,Accounting and Finance for Bankers,Macmillan Education Edition 3, 2012.
2. Timothy Doupnik,International Accounting,McGraw-Hill Higher Education; Edition 3, 2011
3. Frederick D.S. Choi,International Accounting,Pearson Education; Edition 5, 2007
4. Shirin Rathore ,International Accounting,PHI, Edition 2,2011.

## EXTRA CREDIT COURSE

### GLOBAL MARKETING COMMUNICATIONS

**Subject Code:17PIBECC05**

**No. of Credit :2**

**Objective:** To make the students understand

- the impact of culture (values and lifestyles) on consumer attitude towards and the execution of various marketing communication tools
- the concepts and applications of communications and contemporary mass media w.r.t. global marketing communication.

#### UNIT-I

Nature of Global Marketing Communication - The Global marketing environment: Opposing concepts of global marketing: local adaptation versus global standardization, Global versus micro or "niche" marketing, Global marketing strategies. Overview of global marketing communication, various business sectors in the global marketplace -manufacturing , knowledge-based industries, services, logistics and government sectors.

#### UNIT-II

Market Planning: Marketing research and strategy formulations in the dynamic global marketplace, The global consumer behaviour - Analyzing customer needs, desires and costs of the target market, Involvement and engagement in the consumer behaviour process, Connecting consumer research and consumer behaviour, Segmenting target audience.

#### UNIT-III

Integrated Global Marketing: The strategic Marcom plan, Understanding brand strategy in the global environment, Marcom objectives, Selecting the best marketing mix options for the client and its target audience, Advertising, Public relations, Interactive, digital and social marketing, Sales promotion, Direct sales, Viral marketing, blog marketing .

#### UNIT-IV

Situation Analysis: The marketplace battleground of the brand, service or organization: global analysis, domestic analysis, product category. Marketplace: competition in category, competing categories, market growth potential. SWOT Analysis. Client: corporate culture. Marketing mix strategy and creative strategy of client and competition.

#### UNIT-V

Mass markets and niche markets - Communication Objectives, Communication strategy, Positioning: differentiation, USP. Campaign communication theme - Big idea - creative



expression of the message. Brand vision, insight and perceptions. Integration strategy. Creative strategy Marketing Mix Plan. Promotional mix strategy. Media mix. Flighting. Place and sales outlets.

**TEXT BOOK:**

1. Keegan, Global Marketing, W. J. & Green, M. C. Edition-6, 2011.

**REFERENCE BOOKS:**

1. Prentice Hall. GM De Mooij, M. , Global Marketing and Advertising: Understanding Cultural Paradoxes , Sage Publications ,Edition-3, 2010.
2. Cooper-Chen, A. Global Entertainment Media: Content, Audiences, Issues. Mahwah, NJ: Lawrence Erlbaum Associates, Editio-2011.
3. M. Kotabe, K. Helsen, Global Marketing Management, John Wiley & Sons, Inc, Edition-5
4. Jeannet, Global Marketing Strategies, Houghton Mifflin Company, Edition-1995.

**EXTRA CREDIT COURSE**

## **RISK AND INSURANCE IN INTERNATIONAL TRADE**

**Subject Code:17PIBECC06**

**No. of Credit :2**

**Objective:** On successful completion of this course, the students should have understood

- basic principles of insurance and risk management
- Understanding contemporary issues related to insurance

### **UNIT-I**

Nature and History of Insurance Business - Insurance Business in India Europe, UK and USA - insurance Act 1938 -General insurance business -Nationalisation - Insurance as a social security tool – Insurance and economic development - IRDA- Entry of private players into Insurance business -Actuarial profession -Global Trends and developments in Insurance Business

### **UNIT-II**

Principles of Legal aspects of Insurance - Principles of Insurable Interest – Principles of Utmost Good Faith – Principles of Indemnity - Principles of Subrogation -Doctrine of Proximate Cause - Tariff Advisory Committee – Legal Aspects of Life Assurance - Global Insurance Regulatory Frame work.

### **UNIT-III**

Global Non-life Insurance: Principles & Practices Fire insurance – Standard fire policy; Marine - Cargo and Hull insurance – Types; Motor insurance – Liability insurance, Types of policies; Engineering insurance – Electronic equipment insurance, Burglary insurance – Underwriting Practices – Claims settlement in International Perspectives.

### **UNIT-IV**

Risk management process – Risk identifications: perception of risk, Threat analysis, Even analysis, Safety Audit – Risk evaluation – Concept of probability –Statistical methods of risk evaluation – Value at Risk (VaR)

### **UNIT-V**

Risk Management Methods – Contingency Planning – Risk Transfer – Captive Insurance agreements – Reinsurance – Catastrophe covers – Legal Aspects of Reinsurance – Reinsurance Markets – Lloyds Markets – Risk Management techniques for global insurance market players.

### **TEXT BOOK:**

1.Mishra, M.N,Insurance principles and practices, S. Chand and Co, Delhi, Edition 4, 2007 .

### **REFERENCE BOOKS:**

- 1.Tripathy N.P,Insurance principles and practices,Prentice Hall India Learning Private Limited Edition 3, 2009
2. Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani Publishers Edition 4, 2011.
3. Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An imprint of LexisNexis Edition 1, 2016.
4. S K Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law Publishing - An Imprint of Lexis Nexis; Edition 1, 2016