

VISION , MISSION AND QUALITY POLICY OF THE COLLEGE

VISION

KovaiKalaimagal College of Arts & Science shall inspire and guide students to acquire knowledge, develop skill and a positive attitude that will enhance their personality, providing self confidence to face the competitiveworld.

MISSION

- To Strive for excellence in academics.
- To inculcate a positive attitude and to develop skill in students ,to meet the challenges of the competitiveworld.
- To develop self -confidence through adequate interaction and relevant exposure.
- To Promote ethical and social values in the students.
- To identify and encourage talents in academics and sports by rewarding them with scholarships.

QUALITY POLICY

“ KKCAS shall provide value -based education to its students for continual improvement in their academic performance, enhancing their competency for higher education and employment”.

VISION, MISSION AND OBJECTIVES OF THE DEPARTMENT

VISION

Create a new generation of global players in Business with a sense of creativity, ethical values and a thirst for continuously updating entrepreneurial skills

MISSION

- To provide adequate knowledge of fundamental concepts and various operations in International Business.
- Developing effective and responsible leaders through suitable and adequate training.
- To aware of entrepreneurship, so as to make them to take efforts to become entrepreneurs.
- To transform students into disciplined citizens by instilling the ethical and cultural values.
- To develop research bent of mind by encouraging the students to present papers in seminars and conferences and publish research articles in journals.

OBJECTIVES OF THE DEPARTMENT

- To provide knowledge on recent developments in the field of Export and Import business.
- To provide practical knowledge to the students on various procedures of trading through internship programmes.
- To motivate the students to become a successful Entrepreneurs

GRADUATE ATTRIBUTES OF THE COLLEGE

Our Graduates will possess

- Communicationskills
- In-depth domainknowledge
- Technicalskills
- Knowledge Inter-disciplinary innature
- Positiveattitude
- Critical thinking and problem solvingskills
- Dynamism and team buildingskills
- Professional ethics and socialvalues
- Self-awareness and emotionalintelligence
- Entrepreneurshipqualities
- Responsibility towards Society andenvironment
- Thirst for knowledge through lifelonglearning

PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1: Graduates will occupy middle level management position in EXIM industries.

PEO2: Graduates would execute their tasks with professionalism and ethics.

PEO3: Graduates would be socially responsible having concern for the welfare of the nearby community.

PROGRAMME OUTCOMES (PO)

PO1: Exhibit proficiency in business related communication (written and oral).

PO2: Acquire Adequate Knowledge of preparation of various documents, procedures that help them to understand the key aspects and get involved in EXIM business.

PO3: Select and apply appropriate techniques, resources, modern Management and information technology tools to cope up with recent trends.

PO4: Acquire Adequate Knowledge in interdisciplinary subjects such as marketing, finance and accounting so as to make use of them for understanding complex concepts.

PO5: Develop self-confidence and have positive attitude through various programmes.

PO6: Analyse current conditions in developing emerging markets and evaluate present and future opportunities and risks in international business activities. Provide solutions in complex situation through out of box thinking.

PO7: Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.

PO8: Able to execute a task with professionalism and professional ethics without scarifying concern for social welfare.

PO9: Able to identify one's own strength and weakness and to be emotionally balanced to take right decisions at complex situation.

PO10: Graduates would always have commitment towards the society to which they belong and to have interest in the protection of environment.

PO11: Recognize the need for and have the preparation and ability to engage in independent and life – long learning in the broadest context of technological change.

PO12: Acquire entrepreneurial traits to start and manage their own EXIM business successfully.

MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES

S.No.	Graduate Attributes	Programme Outcomes
1	Communication skills	Exhibit proficiency in business related communication (written and oral).
2	In-depth domain knowledge	Acquire Adequate Knowledge of preparation of various documents, procedures that help them to understand the key aspects and get involved in EXIM business.
3	Technical skills	Select and apply appropriate techniques, resources, modern Management and information technology tools to cope up with recent trends.
4	Knowledge Inter-disciplinary in nature	Select and apply appropriate techniques, resources, modern Management and information technology tools to cope up with recent trends.
5	Positive attitude	Develop self-confidence and have positive attitude through various programmes.
6	Critical thinking and problem solving skills	Analyse current conditions in developing emerging markets and evaluate present and future opportunities and risks in international business activities. Provide solutions in complex situation through out of box thinking.
7	Dynamism and team building skills	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.
8	Professional ethics and social values	Able to execute a task with professionalism and professional ethics without scarifying concern for social welfare.
9	Self-awareness and emotional intelligence	Able to identify one's own strength and weakness and to be emotionally balanced to take rightdecisions at complex situation.
10	Entrepreneurship qualities	Acquire entrepreneurial traits to start and manage their own EXIM business successfully.
11	Responsibility towards Society and environment	Graduates would always have commitment towards the society to which they belong and to have interest in the protection of environment.
12	Thirst for knowledge through lifelong learning	Recognize the need for and have the preparation and ability to engage in independent and life – long learning in the broadest context of technological change.

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous Institute Affiliated to Bharathiar University)

Re-accredited with “A” grade by NAAC

CURRICULUM DESIGN AND STRUCTURE

(Under Choice Based Credit System)

M.Com.(IB) (Effective from 2020 -2022)

1. REGULATIONS

This regulation is effective from the academic year 2020 - 2021.

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

1. 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 these semester.
2. 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.
3. 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.

4. 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 re-joining in the semester in which the attendance is less than 55%.
5. 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 re-joining the course.

1.5 Restriction to take the Examinations

- 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.
- 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 an 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**

Content	Marks Awarded
Continuous Internal Assessment Test – I	05
Continuous Internal Assessment Test – II	05
Model Examination	10
Assignment (1 Number) & Seminar (1 Number)	05
Total	25

For PG Courses - Practical

Content	Marks Awarded
Minimum ten Experiments / Practical Paper / Semester	20
Continuous Internal Assessment Test	05
Model Examination	10
Record Note Book	05
Total	40

For PG Courses - Project Viva Voce

Content	Marks Awarded
Review & Content Presentation (3 Reviews) 3*40	120
Dissertation	40
Total	160

1.6.2 End Assessment Examination (EAE)

- Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- End Assessment Examination for the odd semester will generally be held during November and even semester during April.
- The question papers for all the courses will be set by the external examiners.
- 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%.

- Question Paper Pattern(Core & Elective):

Part A	20Marks	10 Questions - 2 Marks each-Descriptive Type
Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	30Marks	3 Questions- 10 Marks each – 3 out of 5
Total	75Marks	

- Question paper patten(Extra CreditCourses)

Extracreditcourseswillbevaluedforthetotalof100marks.ThepatternoftheQuestion paper will be asfollows

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

- 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.
- The students will be allowed to opt for only two papers per semester under the extra credit courses from third semester onwards.
- The extra credit courses are self learning courses for which only guidance will be provided by the faculty.

Online Course :

Students have to register online courses like NPTEL /SWAYAM/MOOC /COURSERA /EDX etc and can appear for the exam in same web portal or through End Assessment Examinations in our College.

Internship:

The students have the option to select any organisation – Government / Private like industry, bank, Research & Development organisations, Scientific Companies, IT related service providers etc., in consultation with the staff Co-ordinator & Head of the Department.

The students are to undergo training for a period of two weeks.

The students must maintain a work diary and prepare a report of the training undergone and

submit the same to the HoD on a stipulated date, there will be a viva voce with internal examiners at the end of the semester II.

Evaluation:

Content	Marks Awarded
Attendance	10
Work diary	15
Report	50
Viva Voce	25
TOTAL	100

This course carries 3 credit.

Career Development Course:

- Resolved that a course entitled Career Development Course be included in all the semester with credits 2 and that there will be only End Assessment Exammark.
- 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
- 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.
- 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.
- 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 Examinations**For PG Courses -Practical**

Content	Marks Awarded
Program I	10
Program II	10
Viva Voce	10
Record Note Book	30
Total	60

Project Viva Voce

Content	Marks Awarded
Power Point Presentation	10
Viva Voce	30
Total	40

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

Range of Marks	Grade Points	Letter Grade	Description
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:

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

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:

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

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+	Second Class
5.0 and above but below 5.5	B	
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	
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

*** 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 CourseCompletion

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

2.PROGRAMME STRUCTURE – OVERVIEW

2.1 Mandatory Credits

The total number of mandatory credits to be earned by a student to qualify for M.Com(IB) is 90. The credit for a paper is fixed by giving due weightage to the contents of the curriculum. The maximum total marks to be earned by the student are 2200.

2.2 Project Work

Project Work in Commerce is to be taken up compulsorily by the students during the fourth semester for the PG programme M.Com (IB). A report of the project work should be submitted to the faculty guide within the stipulated time after completing the project work. Viva-voce for the project work will be conducted at the end of the fourth semester for M.Com (IB) programme by a committee of faculty consisting of internal and external members. The maximum mark will be 200 and the passing minimum is 100 marks. The external evaluation carries 40 marks and internal 160 marks.

The evaluation would be done jointly by both the examiners. A student who fails in the project work and viva-voce examination or who is absent for the project viva-voce/ who fails to submit the project report before the due date will have to re-submit the project work and appear for the viva-voce examination during the subsequent year.

2.3 Structure of Curriculum

S.No.	Courses	No. of Papers	Credits
1	Core Courses	17	66
2	Electives	4	16
3	Career Development courses	4	08
Total			90

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE**M.Com (International Business) (2020 - 2022)**

Part	Subject Code	Study Components	Ins. Hour per week	CIA	Exam	Total	Credit
Semester – I							
III	20P1IBCT01	Core 1: Global Business Environment	4	25	75	100	3
	20P1IBCT02	Core 2: International Marketing Management	5	25	75	100	3
	20P1IBCT03	Core 3: Cargo Management	6	25	75	100	4
	20P1IBCT04	Core 4: Foreign Exchange Management	6	25	75	100	4
	20P1IBET1A 20P1IBET1B 20P1IBET1C	Elective :1 Management of Multinational Corporation Financial Markets and Institutions Principles of Service Marketing	5	25	75	100	4
	20P1CDCT01	Career Development Course 1: Paper –I	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							20
Semester – II							
III	20P2IBCT05	Core 5: Export Import Finance	4	25	75	100	4
	20P2IBCT06	Core 6: Logistics and Supply Chain Management	4	25	75	100	3
	20P2IBCT07	Core 7: Accounting and Finance	6	25	75	100	4
	20P2IBCT08	Core 8: Trade Procedure and Documentation	4	25	75	100	3
	20P2IBCP09	Core : 9 Documentation and Map reading Practical	3	40	60	100	3

	20P2IBET2A 20P2IBET2B 20P2IBET2C	Elective : 2 Port Operations and Management Indian Stock Exchange Marketing of Financial Services	5	25	75	100	4
	20P2CDCT02	Career Development Course 2 : Paper –II	2	50	-	50	2
		Library Work	2	-	-	-	-
	Internship (15 days)		-	-	-	-	1
Total Credits							23
Semester – III							
III	20P3IBCT10	Core 10: Research Methods For International Business	6	25	75	100	4
	20P3IBCT11	Core 11: Global Strategic Management	5	25	75	100	3
	20P3IBCP12	Core 12: Advertisement- Practical	5	40	60	100	3
	20P3IBCT13	Core 13: International Human Resource Management	5	25	75	100	3
	20P3IBET3A 20P3IBET3B 20P3IBET3C	Elective : 3 International Logistics Management Futures and Options Marketing of Health Services	5	25	75	100	4
	20P3CDCT03	Career Development Course 3: Paper –III	2	50	-	50	2
		Library	2	-	-	-	-
	Online Course		SS	-	-	-	1
Total Credits							20

		Semester – IV					
III	20P4IBCT14	Core 14: International Business Relations	4	25	75	100	4
	20P4IBCT15	Core 15: Economics in Global Trade	4	25	75	100	3
	20P4IBCT16	Core 16: Global Financial Management	5	25	75	100	5
	20P4IBCV17	Core 17: Project Work and Viva-Voce	8	160	40	200	8
	20P4IBET4A 20P4IBET4B 20P4IBET4C	Elective:4 Travel and Tourism Management Fundamental and Technical Analysis Travel and Hospitality Services	5	25	75	100	4
	20P4CDCT04	Career Development Course 4: Paper –IV	2	50	-	50	2
		Library	2	-	-	-	-
Total Credits							26
Total						2400	90

LIST OF ELECTIVE PAPERS

ELECTIVE : 1	20P1IBET1A	Management of Multinational Corporation
	20P1IBET1B	Financial Markets and Institutions
	20P1IBET1C	Principles of Service Marketing
ELECTIVE : 2	20P2IBET2A	Port Operations and Management
	20P2IBET2B	Indian Stock Exchange
	20P2IBET2C	Marketing of Financial Services
ELECTIVE : 3	20P3IBET3A	International Logistics Management
	20P3IBET3B	Futures and Options
	20P3IBET3C	Marketing of Health Services
ELECTIVE : 4	20P4IBET4A	Travel and Tourism Management
	20P4IBET4B	Fundamental and Technical Analysis
	20P4IBET4C	Travel and Hospitality Services

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBCT01	Core 1: Global Business Environment	Batch	2020-2022
Hrs/week:	4 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Needs for environmental adjustment and analysing the international marketing environment.
- Physical environment of the nation like topography, climate, infrastructure ,foreign investmentetc....,
- Cultural environment like language, asthetics, religious, altitudes andvalues.
- Legal environment like legal system, international legal disputes, commercial lawand objectives and functions ofWTO.
- Environmental problems , environmental policy and protection ofenvironment..

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the environmental adjustment and analysing the international marketing environment.
CO2	Explain the Physical environment of the nation like topography, climate, infrastructure , foreign investment etc....,
CO3	Elucidate Cultural environment like language, asthetics, religious, altitudes and values.
CO4	Elucidate Legal environment like legal system, international legal disputes, commercial law and objectives and functions of WTO.
CO5	Explain the Environmental problems , environmental policy and protection of environment.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	-	-	-	-	-	√	-	√	-	-
CO2	-	√	-	-	-	-	-	√	-	√	√	-
CO3	-	√	√	√	-	-	√	-	√	-	√	-
CO4	-	√	-	√	-	√	√	√	-	-	√	-

SYLLABUS

UNIT-I (10Hrs)

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

UNIT-II (10Hrs)

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

UNIT-III (10Hrs)

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

UNIT-IV (10Hrs)

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

UNIT-V (10Hrs)

Fundamentals of environmental protection – 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

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Francis Cherunilam	International Business: Text and Cases	Prentice Hall India	2010 5 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	K. Aswathappa	International Business	McGraw Hill	2017 6 th Edition
2	V.K. Bhalla & Shivarma,	International Business Environment & Management	Anmol Publications	2004 4 th Edition
3	<u>Janet Morrison</u>	The Global Business Environment: Meeting the Challenges	Palgrave Macmillan	2011 3 rd Edition
4	<u>Mr Ian Brooks & Mr Jamie Weathers ton</u>	The International Business Environment challenges & changes	Financial Times	2010 2 nd Edition

WEBSITE REFERENCE

- <https://www.studocu.com/en/document/international-business-environment/>
 - <https://www.civilserviceindia.com/.../notes/international-business-environment.html>
- Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBCT02	Core 2: International Marketing Management	Batch	2020-2022
			Semester	I
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Definition features, benefits, difficulties, barriers in international marketing and future of global marketing.
- Customer value and satisfaction and delivering the same, implementing total quality marketing.
- International market selection process and market segmentation.
- Taking proper international marketing discussion
- Managing direct and online marketing and challenges of online marketing.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain Definition features, benefits, difficulties, barriers in international marketing and future of global marketing.
CO2	Discuss about Customer value and satisfaction and delivering the same, implementing total quality marketing.
CO3	Demonstrate International market selection process and market segmentation .
CO4	Explain proper international marketing discussion
CO5	Elucidate Managing direct and online marketing and challenges of online marketing

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	-	√	-	-	-	-	√	√	-	-
CO2	-	√	-	√	√	-	-	-	√	√	√	-
CO3	-	√	√	√	-	-	-	-	√	√	-	√
CO4	√	√	√									

SYLLABUS

UNIT-I (12Hrs)

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 (12Hrs)

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 (12Hrs)

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

UNIT-IV (12Hrs)

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

UNIT-V (12Hrs)

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

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Philip R. Cateora Marry c Gilly John L Graham	International Marketing	McGraw Hill	2017 15 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Philip Kotler, Kevin Ane Keller	Marketing Management	Pearson Education India	2015 15 th Edition
2	Onkvist & Shaw	International Marketing Analysis & Strategy	Routledge Publishers	2012 1 August
3	Rakesh Mohan Joshi	International Marketing	Oxford university press India	2014 2 nd Edition
4	Russ Winer and Ravi Dhar	Marketing Management	Darling kinderley Pearson Education	2015 4 th Edition

WEBSITE REFERENCE

- <https://www.enotesmba.com/2015/08/international-marketing-management-notes>
- <https://www.scribd.com/.../Mba-IV-International-Marketing-Management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBCT03	Core 3: Cargo Management	Batch	2020-2022
			Semester	I
Hrs/week:	6 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Concepts origin, nature and classification of cargo, types of transportation, cargo marketing and marine insurance.
- Cargo handling, operations, systems, classification and services and also custom clearance process.
- Air cargo, its types, duties and responsibilities of cargo agents.
- Aircrafts loading procedures, cargo booking rating and charges and preparation of airway bills.
- Dry cargo, containers, types and chartering, liquid cargo and its transportation

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Concepts origin ,nature and classification of cargo, types of transportation, cargo marketing and marine insurance.
CO2	Explain Cargo handling, operations, systems, classification and services and also custom clearance process.
CO3	Elucidate Air cargo, its types, duties and responsibilities of cargo agents.
CO4	Elucidate Aircrafts loading procedures, cargo booking rating and charges and preparation of airway bills.
CO5	Discuss about Dry cargo, containers, types and chartering, liquid cargo and its transportation

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	√	-	-	-	-	-	√	-	√
CO2	-	√	-	-	-	-	-	-	-	√	-	√
CO3	-	√	√	-	-	-	-	-	-	√	-	√

SYLLABUS

UNIT-I **(15Hrs)**

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

UNIT-II **(15Hrs)**

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

UNIT-III **(15Hrs)**

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.

UNIT-IV **(15Hrs)**

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 **(15Hrs)**

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

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1.	Manoj Dixit, Surabhi Srivastava	Cargo Management: An International Perspective	New Royal book co	2007

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1	P. N. Dhar	Global Cargo Management	Kanishka Publishers	2008 1 st Edition
2	Michael Sales	Air Cargo Management	Routledge	2016 2 nd Edition
3	Rico Mercer_Jackie Walters	Air cargo and Logistics Management	Academic Press	2016 2 nd Edition
4	Mark Row Botham	Introduction to Marine Cargo Management	Informa law from Routledge	2014 2 nd Edition

WEBSITE REFERENCE

1. <https://www.scribd.com/document/68346043/Cargo-Management>
2. <https://www.slideshare.net/krishnateja94695/air-cargo-management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBCT04	Core 4: Foreign Exchange Management	Batch	2020-2022
			Semester	I
Hrs/week:	6 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Administration of foreign exchange, FEMA regulations, authorized dealers and multinational banking.
- Functions of foreign exchange markets.
- External and internal techniques of foreign exchange exposure management.
- Inter bank deals, managing foreign exchange reserves and devaluation.
- Currency future and options market.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Administration of foreign exchange, FEMA regulations, authorized dealers and multinational banking.
CO2	Elaborate Functions of foreign exchange markets.
CO3	Differentiate External and internal techniques of foreign exchange exposure management.
CO4	Explain the Inter bank deals, managing foreign exchange reserves and devaluation .
CO5	Elaborate Currency future and options market.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	√	√	√	-	-	√	-	-	-	√	√	-
CO2	-	√	√	-	-	√	-	√	-	-	√	-
CO3	√	√	√	-	-	√	-	-	-	√	-	-
CO4	√	-	√	-	-	√	√	-	-	√	√	-

SYLLABUS

UNIT-I **(15Hrs)**

Foreignexchange–AdministrationofForeignExchange–FEMARegulations–ForeignExchange transactions – purchases and sales transactions – Authorized dealers – Foreign currencyaccounts –Multinational Banking.

UNIT- II **(15Hrs)**

Foreignexchangemarket–Functions–Exchangerates–Exchangequotations–spotandforward transactions – Merchant rates – TT Selling rate- TT Buying rate-Forward exchange contract- Features of Forward exchangecontract.

UNIT-III **(15Hrs)**

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

UNIT- IV **(15Hrs)**

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

UNIT-V **(15Hrs)**

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

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

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Bharat	Foreign Exchange	Bharath law House Pvt Ltd	2001 8 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	C. Jeevanandham	Foreign Exchange Practice, concepts & control	Sultan Chand & sons	1 st Jan 2016
2	C. Jeevanandham	Foreign Exchange Arithmetic & Risk management	Sultan Chand & sons	2013 4 th Edition
3	ShasiK.Gupta and PraneetRangi	Foreign Exchange Management	Kalyani Publishers	2015 2 nd Edition
4	Esha Sharma	Foreign Exchange Management	Lakshmi Publication Pvt Ltd	2015

WEBSITE REFERENCE

1. <https://www.slideshare.net/aditya30990/foreign-exchange-management-notes>
2. <https://www.lawctopus.com/academike/foreign-exchange-management-act-1999/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1CDCT01	Career Development Course 1: Teaching & Research Aptitude-I	Batch	2020-2022
Hrs/week:	2 Hours		Semester	I
			Credits	2

COURSE OBJECTIVES

On successful completion of this course, the students should

- To enable the Students to clear Qualification Examinations like NET/SET

COURSE OUTCOMES (CO)

On successful completion of the course, students will be able to

CO Number	CO Statement
CO1	Explain about Teaching Aptitude, Teaching Support System and Evaluation Systems.
CO2	Describes about Research ,Methods , Types and Thesis Writing.
CO3	Explain about the Information and Communication Technology.
CO4	Describes about Environmental issues and Environmental Protection Act.
CO5	Explain about Higher Education System.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	√	√	-	-	-	-	-	-	-
CO2	-	-	-	√	√	-	-	-	-	-	-	-
CO3	-	-	-	√	√	-	-	-	-	-	-	-
CO4	-	-	-	√	√	-	-	-	-	-	-	-
CO5	-	-	-	√	√	-	-	-	-	-	-	-

SYLLABUS

Unit-I

Teaching Aptitude

(5Hrs)

- Teaching: Concept, Objectives, Levels of teaching (Memory, Understanding and Reflective), Characteristics and basic requirements.
 - Learner's characteristics: Characteristics of adolescent and adult learners (Academic, Social, Emotional and Cognitive), Individual differences
 - Factors affecting teaching related to: Teacher, Learner, Support material,
 - Instructional facilities, Learning environment and Institution
 - Methods of teaching in Institutions of higher learning: Teacher centred Vs. Learner centred methods; Off-line vs. On-line methods (Swayam, Swayamprabha, MOOC setc.).
 - Teaching Support System: Traditional, Modern and ICT based.
 - Evaluation Systems: Elements and Types of evaluation, Evaluation in
 - Choice Based Credit System in Higher education, Computer based testing, Innovations in evaluation systems.

Unit-II

Research Aptitude

(5Hrs)

- Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research.
- Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods.
- Steps of Research.
- Thesis and Article writing: Format and styles of referencing.
- Application of ICT in research.
- Research ethics.

Unit-III

Information and Communication Technology (ICT)

(5Hrs)

- ICT: General abbreviations and terminology.
- Basics of Internet, Intranet, E-mail, Audio and Video-conferencing.
- Digital initiatives in higher education.
- ICT and Governance.

Unit-IV

People, Development and Environment

(5Hrs)

- Development and environment: Millennium development and Sustainable development goals.
- Human and environment interaction: Anthropogenic activities and their impact on environment.
- Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions.
- Impacts of pollutants on human health.
- Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal, Biomass, Nuclear

and Forests.

- Natural hazards and disasters: Mitigation strategies.
- Environmental Protection Act (1986), National Action Plan on Climate Change, International agreements/efforts -Montreal Protocol, Rio Summit,Convention on Biodiversity, Kyoto Protocol, Paris Agreement, International SolarAlliance.

Unit-V

Higher Education System

(5Hrs)

- Institutions of higher learning and education in ancient India.
- Evolution of higher learning and research in Post Independence India.
- Oriental, Conventional and Non-conventional learning programmes in India.
- Professional, Technical and Skill Based education.
- Value education and environmental education.
- Policies, Governance, and Administration.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Sajit KumarGagan.M	UGC NET/ SET	Trueman's Publisher	2019

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBCT05	Core 5: Export Import Finance	Batch	2020-2022
Hrs/week:	4 Hrs		Semester	II
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Export finance, terms and modes of international payment, and financing of export credit needs.
- Pre shipment and post shipment credit finance and their categories.
- Import finance and its types, payments methods for imports.
- Long term finance, deferred payment and approval bodies.
- Financial agencies available in India.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain Export finance , terms and modes of international payment, and financing of export credit needs.
CO2	Differentiate Pre shipment and post shipment credit finance and their categories.
CO3	Elaborate Import finance and its types, payments methods for imports.
CO4	Explain the Long term finance, deferred payment and approval bodies.
CO5	Discuss the Financial agencies available in India.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	-	-	-	-	-	-	√
CO2	-	√	-	√	-	-	-	-	-	√	-	√
CO3	-	√	√	√	-	-	-	-	-	√	-	√
CO4	-	√	√	√	-	√	-	-	-	-	-	√

SYLLABUS

UNIT-1 (10Hrs)

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

UNIT- II (10Hrs)

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 (10Hrs)

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 (10Hrs)

Terms of 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 (10Hrs)

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

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Parasram	Export Import Finance	Anupam Publishers	2014 17 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Justin Paul and Rajiv A Sarkar	Export Import Management	Oxford university press India	2006 2 nd Edition
2	Harry M. Venedikian Gerald A.Warfiel	Export Import Financing	John Wiley & sons	2010 4 th Edition
3	P.R.Shukla	Export Finance	JBS Academy pvt.ltd	2017
4	Justin Paul & Rajiv Asekar	Export Import Management	Oxford Publications	2013 2 nd Edition

WEBSITE REFERENCE

1. <https://www.docsity.com> > ... > Study notes BusinessAdministration
2. https://www.odu.edu/~bseifert/fin435/fin435_chapter22.ppt

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom.

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBCT06	Core 6: Logistics and Supply chain Management	Batch	2020-2022
			Semester	II
Hrs/week:	4 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Definition of logistics management, types of logistics automation and outsourcing, concept in logistics and physical distribution
- Warehousing and storage management, transportation management and distribution channel management
- Nature, concepts, components, need and participants in supply chain
- Supply chain performance drivers, systems and values of supply chain
- Supply chain and business strategy, supply chain relationship and certification

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Definition of logistics management, types of logistics automation and outsourcing, concept in logistics and physical distribution
CO2	Discuss about Warehousing and storage management, transportation management and distribution channel management
CO3	Explain the Nature, concepts, components, need and participants in supply chain
CO4	Explain the Supply chain performance drivers, systems and values of supply chain
CO5	Elaborate Supply chain and business strategy, supply chain relationship and Certification

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	-	-	-	-	√	-	√	-	-
CO2	-	√	√	-	-	√	-	-	-	√	√	√
CO3	-	√	√	√	-	√	√	-	-	√	-	-
CO4	-	√	√	-	-	√	-	-	-	√	-	-

SYLLABUS

UNIT-I (10Hrs)

Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Warehouse Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution – Distribution and Inventory.

UNIT- II (10Hrs)

Specific types of Inventory Control-Demand Forecasting-Warehousing and Stores Management – cold storage-Routing-Transportation Management-Some Commercial Aspects in Distribution Management–Codification-Distribution Channel Management-Distribution Resource Planning (DRP) - Logistics in 21st Century.

UNIT-III (10Hrs)

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 (10Hrs)

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 (10Hrs)

Aligning the Supply Chain with Business Strategy - SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics–BullWhip Effect and Supply Chain–Supply Chain Relationships – Conflict Resolution Strategies – Certifications.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	D K Agrawal	Logistics and Supply Chain Management	MacMillan	2015 Edition 1

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	G Raghuram & N Rangaraj	Logistics and Supply Chain Management (cases & concepts)	Laxmi publications	2015
2	Martin Christopher	Logistics & Supply Chain Management:	FT Publishing international	Edition 5, 2016
3	Janat Shah,	Supply Chain Management (text&cases)	Pearson. Publications (P)	Edition 1, 2016
4	Donald J. Bowersox	Supply Chain logistics Management	McGraw Hill	2009 3 rd Edition

WEBSITE REFERENCE

1. https://courses.edx.org/asset-v1...SC1x.../w111_IntroSCM_ANNOTATED_v4.pdf
2. <https://ocw.mit.edu/courses/...logistics-and-supply-chain-management.../lecture-notes>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom.

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBCT07	Core 7: Accounting and Finance	Batch	2020-2022
Hrs/week:	6 Hrs		Semester	II
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should knowabout

- International accounting standards capital and revenue, expenditure and receipts, depreciation and its methods of calculation.
- Ratio analysis and its use and limitations, fund flow and cash flow analysis and their uses and limitations
- Marginal costing, cost volume profit and break even analysis and determination of sales mix
- Objectives of cost accounting, preparation of cost sheet, methods and techniques of costing
- Budgeting and budgetary control, preparation of different budgets and steps in budgetary control

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the International accounting standards capital and revenue, expenditure and receipts, depreciation and its methods of calculation.
CO2	Discuss the Ratio analysis and its use and limitations, fund flow and cash flow analysis and their uses and limitations
CO3	Elucidate Marginal costing, cost volume profit and break even analysis and determination of sales mix
CO4	Explain the Objectives of cost accounting, preparation of cost sheet, methods and techniques of costing
CO5	Differentiate Budgeting and budgetary control, preparation of different budgets and steps in budgetary control

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	√	√	√	√
CO2	-	√	√	√	-	√	√	-	√	√	√	√
CO3	-	√	√	√	-	√	√	-	√	√	√	√
CO4	√	√	√	√	-	√	√	-	√	√	√	√

SYLLABUS

UNIT-1 (12Hrs)

Financial Accounting - Definition-Accounting principles - Concepts and Conventions – Journal - ledger -Trial Balance - Final Accounts with simple adjustment(Problems), Depreciation - Concept – objectives - Methods - Straight line method, down value method (problems) - Computerization of accounts.

UNIT– II (12Hrs)

Financial statement Analysis - Objectives – Techniques of Financial statement Analysis : Comparative – Common Size – Trend Analysis – Ratio Analysis – Calculation of ratio – construction of balance Sheet using ratio (problems).

UNIT–III (12Hrs)

Fund Flow Statement of changes in Working Capital – Preparation of Fund Flow statement (problems),Cash flow statement – preparation of Cash Flow Statement (problems) – Distinction between Fund Flow and Cash Flow Statement.

UNIT– IV (12Hrs)

Cost Accounting – Meaning – Distinction between Financial Accounting and Cost Accounting – Cost terminology: cost, Cost Centre Unit – Elements of Cost – Preparation of Cost sheet (problems), Budgets and Budgeting Control – Meaning Types of budgets – preparation of Function and Flexible budgets (problems) and Zero Base Budgeting

UNIT– V (12Hrs)

Marginal Costing – Definition – distinction between marginal costing and absorption cost – Break – even point Analysis – Contribution, P/V Ratio, margin of safety – application of Marginal of costing in managerial decision (problems)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.N.Maheswari	Introduction to Accountancy	Vikas Publishing House, New Delhi	2009 10 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	T.S.Reddy	Financial Accounting	Margham Publication	2012 1 st Edition
2	S.P.Jain, K.L.Narang	Cost Accounting Principle & practices	Kalyani Publications,	2014 1 st Edition
3	C.Paramasivan T.Subramanian	Financial Management	New Age International P.Ltd.,	2018 2 nd Edition
4	M.Y.Khan, P.K.Jain	Management Accounting Text, problems and cases	Tata Mcgraw Hill publishing company ltd., New Delhi	2010 5 th Edition

WEBSITE REFERENCE

1. <https://www.studocu.com> > ... > Accounting and Financial Management1A/
2. <https://ocw.mit.edu/courses/sloan-school-of...financial-accounting.../lecture-notes>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom.

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBCT08	Core 8 : EXIM Documentation	Batch	2020-2022
			Semester	II
Hrs/week:	4 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Types of export and import, export licensing procedure and formalities and deemed export and its benefits.
- Export house and trading house salient features and benefits of free trade zones. And the norms governing their establishment.
- Various methods by which import trade can be controlled.
- Warehousing in connection with imports, special specialties for NRI'S export and import documentation, customs procedures and customs duty.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain Types of export and import, export licensing procedure and formalities and deemed export and its benefits.
CO2	Differentiate Export house and trading house salient features and benefits of free trade zones. And the norms governing their establishment.
CO3	Explain the various methods by which import trade can be controlled.
CO4	Elaborate Warehousing in connection with imports, special specialties for NRI'S export and import documentation, customs procedures and customs duty.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	-	-	-	-	-	√	√	-	-
CO2	-	√	-	-	-	-	-	-	√	√	-	-
CO3	-	√	√	-	-	-	-	-	√	√	-	-

SYLLABUS

UNIT-1 (10Hrs)

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 (10Hrs)

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 (10Hrs)

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 (10Hrs)

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 (10Hrs)

Export and Import Documentation, Customs Procedures for Exports and Imports–Customs duty and Indian Customs tariff, Documents for pre –shipment inspect

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	M.L.Mahajan	A Guide on Export Policy Procedure and Documentation	Delhi Dhanpat Rai and Sons	2000 Edition 11

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Nabhi Board of Editors	How to Import	Nabhi Publication	20 th Edition
2	Nabhi Board of Editors	How to Export	Nabhi Publication	25 th Edition
3	Rathor	Export marketing	Jain Book House	3 rd Edition
4	T.A.S.Balagopal	Export Marketing	Himalaya Publishing House	4 th Edition
5.	B.S.Rathor J.S.Rathor	Export Marketing	Himalaya Publishing House	1 Jan 2014

WEBSITE REFERENCE

1. <https://www.slideshare.net/WelingkarDLP/22-15062840>
2. <https://www.slideshare.net/.../international-trade-procedures-and-documentation>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies,
Google Classroom.

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBCP09	Core 9: EXIM Practical	Batch	2020-2022
			Semester	II
Hrs/week:	3 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know

- Preparation of a letter of credit, bill of exchange, certificate of origin and bill of entry.
- Preparation of a packing list, bill of lading, commercial invoice and export declaration form.
- Finding the details of minor and major ports in India, route map of panama canal details of canal oriented sea routes and famous three air routes.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the letter of credit, bill of exchange, certificate of origin and bill of entry.
CO2	Explain the packing list, bill of lading, commercial invoice and export declaration form.
CO3	Discuss the details of minor and major ports in India, route map of panama canal details of canal oriented sea routes and famous three air routes

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	-	-	√	√	√	-	-
CO2	-	√	√	√	-	-	-	√	√	√	-	-
CO3	-	√	√	√	-	-	-	√	√	√	-	-

SYLLABUS

Preparation of Documents using MS Word

1. Prepare a Letter ofCredit
2. Prepare a Bill ofExchange
3. Collect and Prepare the Certificate ofOrigin
4. Collect and Prepare Bill ofEntry
5. Collect and Prepare a PackingList.
6. Collect and Prepare a Bill ofLading.
7. Prepare the CommercialInvoice
8. Prepare Export DeclarationForm

Map Finding Using Internet

1. Browse and collect Various Major and Minor ports inIndia.
2. Collect the details of Panama Canal and download its routemap
3. Collect the details of Canal Oriented Sea Routes- India to London, Australia to South Africa.
4. Air route – collect the details famous air routes (anythree).

WEBSITE REFERENCE

1. <https://www.slideshare.net/WelingkarDLP/22-15062840>
2. <https://www.slideshare.net/.../international-trade-procedures-and-documentation>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2CDCT02	Career Development Course 2:	Batch	2020-2022
Hrs/week:	2 Hours	Teaching & Research Aptitude-II	Semester	II
			Credits	2

COURSE OBJECTIVES

- To enable the Students to clear the Qualification Examinations like NET/SET

COURSE OUTCOMES (CO)

On successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Enhance and develop confidence, skills related to the creative writing
CO2	Solve problems on Mathematical Reasoning, Aptitude and Logical Reasoning
CO3	Explain about Data Interpretation and classification of Data.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	✓	-	-	-	-	-	-	-	✓
CO2	✓	-	-	✓	-	-	-	-	-	-	-	✓
CO3	✓	-	-	✓	-	-	-	-	-	-	-	

SYLLABUS**UNIT-I (5Hrs)****Comprehension:**

A passage of text to be given. Questions will be asked from the passage to be answered.

UNIT-II (5Hrs)**Communication**

- Communication: Meaning, types and characteristics of communication
- Effective Communication: Verbal and Non-verbal, Inter-Cultural and grouping communications, Classroom communication.
- Barriers to effective communication.
- Mass-Media and Society.

UNIT-III (5Hrs)**Mathematical Reasoning and Aptitude**

- Types of reasoning
- Number series, Letter series, Codes and Relationships
- Mathematical Aptitude (Fraction, Time & Distance, Ratio, Proportion and Percentage, Profit and Loss, Interest and Discounting, Averages etc.)

UNIT-IV (5Hrs)**Logical Reasoning**

- Understanding the structure of arguments : argument forms, structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language, Connotations and denotations of terms, Classical square of opposition.
- Evaluating and distinguishing deductive and inductive reasoning.
- Analogies.
- Venn diagram: Simple and multiple use for establishing validity of arguments.
- Indian Logic: Means of knowledge.

UNIT-V (5Hrs)**Data Interpretation**

- Sources, acquisition and classification of Data.
- Quantitative and Qualitative Data.
- Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart and Line-chart) and mapping of Data.
- Data Interpretation.
- Data and Governance

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year/ Edition
1.	Sajitkumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBCT10	Core 10:Research Methods For International Business	Batch	2020-2022
			Semester	III
Hrs/week:	6 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Various types of research, defining a problem setting objectives and hypothesis of the research on the preparation of research design.
- Various methods of data collection, reliability and validity of the data collection and classification, tabulation of data.
- Understand about the measurement and scaling technique, determination of sample size and various sampling methods and their applications.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the various types of research, selection and formulation of the research problem setting objectives and formulating hypothesis .
CO2	Explain various methods of data collection and explain how to test the reliability validity and collect the data.
CO3	Explain about the various measuring and scaling techniques, sampling methods and the types of population for which they can be applied.
CO4	Apply various test of significance to draw inferences about the various hypothesis formulated and draft a final research report.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓
CO2	-	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	-	-	✓	-	-	-
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-

SYLLABUS

UNIT-I (15Hrs)

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

UNIT-II (15Hrs)

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 (15Hrs)

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 (15Hrs)

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 (15Hrs)

Use of Computers in Data Analysis: Test of significance based on normal, t , f and chi-square distributions, analysis of variance - one way and two way classification. Report writing: Types of report, Contents of report, Styles and Conventions in report writing - Steps in drafting areport: Cover page, Introduction, Text, Bibliography and Appendix.

Note: Question Papers shall cover 80% theory and 20 % problem (only form unit IV and V)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Kothari, C.R GaurauGarg	Research Methodology Methods and Techniques	New Age International Publishers	2019, 4 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
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	9 th Edition, 2006
3	K.N.Kishnaswamy, AppaiyerSivakumar, M.Mathiajan	Management Research Methodology, Integration of Principles, methods and techniques	Pearsons Education, , New Delhi	2008
4	Donald R.Cooper	BusinessResearch Methods,McGraw	Hill Education	12 th Edition (March 5, 2013)

WEBSITE REFERENCE

- 1.<https://www.studocu.com/en/document/international-business-environment/>
2. <https://www.civilserviceindia.com/.../notes/international-business-environment.html>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBCT11	Core 11: Global Strategic Management	Batch	2020-2022
Hrs/week:	5 Hrs		Semester	III
			Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- To understand the concept and role of strategy, various approaches to a strategic decision making, role of board of directors and global strategy management.
- Understand how to analyse global environment operating environment internal environment and constructing analysis of strategy view.
- Know about growth stability and retrenchment strategies. Also know about how to evaluate strategic alternatives.
- Know about various strategy issues and alternatives and about outsourcing strategy..

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the process of strategy management and concept of strategy fit leverage and stretch.
CO2	Explain how to analyse global operating and internal environment
CO3	Describe about growth stability and retrenchment strategy and how to evaluate strategic alternatives
CO4	Explain the multi country and global strategy and also about the various outsourcing strategies

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	-	-	✓	-	✓	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	✓	-	✓	-	-	-
CO4	-	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	-

SYLLABUS

UNIT-I **(12Hrs)**

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 **(12Hrs)**

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 **(12Hrs)**

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 **(12Hrs)**

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 **(12Hrs)**

Case study (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Ghosh, P.K	Strategic Management- Text and Cases	Sultan Chand and Sons	1 st Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Dirt Morschett& Joachim Zentes	Global Strategic Management	Wiesbaden Publications	3 rd Edition, 2015
2	KamelMellahi,Jedrej George	Global Strategic Management	Oxford University	3 rd Edition, 2015
3	Davidson, W.H	Global Strategic Management	John Wiley	Edition-2013,
4	John Apearce, Richard B Robinson AmitaMital	Strategic Management,	McGraw Hill, New York	12 th Edition
5.	Philippe lasserre	Global Strategic Management	Palgrare	1Jan 2015

WEBSITE REFERENCE

- 1 <https://www.macmillanihe.com>international-marketing-management-notes
- 2 [https://www.scribd.com/.../Mba-IV- International-Marketing-Management](https://www.scribd.com/.../Mba-IV-International-Marketing-Management)

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBCP12	Core 12: Advertisement - Practical	Batch	2020-2022
Hrs/week:	5Hrs		Semester	III
			Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about how to promote the product through advertisement:

- Understand how to create Adds
- Understand how to prepare the adds to attract the customers
- Understand how to promote the adds
- Understand how to approach the society by giving the adds

COURSE OUTCOMES

On the successful completion of the course the students will be able to

CO Number	CO Statement
CO1	Create adds
CO2	Prepare the adds to attract the customers
CO3	Promote the adds
CO4	Approach the society by giving the adds

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	-	-	✓	-	-	-	-	✓
CO2	✓	-	✓	-	✓	-	✓	✓	-	-	✓	-
CO3	-	-	✓	-	✓	-	✓	-	-	-	-	-
CO4	-	✓	✓	-	✓	✓	-	✓	-	✓	✓	-

SYALLABUS

1. Procter & Gamble IndiaLtd
2. Colgate PalmoliveIndia
3. IteLtd
4. Life Insurance CorporationIndia
5. Sterling HolidayResorts
6. Big BazaarShops
7. CadburyChocolate
8. Amul Industries PrivateLtd
9. Airtel
10. Galxo Smith Kline IndiaLimited

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBCT13	Core 13: International Human Resource Management	Batch	2020-2022
Hrs/week:	5Hrs		Semester	III
			Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- To know clearly about domestic and international HRM activities, issues and practices
- To know about global staffing practices and selection techniques
- To know about global training international performance management and performance appraisal system
- To understand global compensation practices and structure of the international compensation packages
- To know about international industrial relation functions and role of trade unions in MNC's

COURSE OUTCOMES (CO)

On the successful completion of the course the students will be able to

CO Number	CO Statement
CO1	Explain about international human resource management and the practices followed in various ASIAN countries
CO2	Describe about various types of international human resource management, global staffing practices and the selection techniques
CO3	Elaborate about the performance management and the performance appraisal system
CO4	Explain about compensation practices followed in various countries and about the structure of the compensation package
CO5	Tell about international industrial relation, functions and role of trade union, concerns of trade unions in MNC's

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	✓	-	-	-	✓	✓	-	-	✓	✓
CO3	-	-	✓	-	-	-	-	-	-	-	-	✓
CO4	-	✓	✓	-	-	✓	-	✓	-	✓	✓	✓

SYLLABUS

UNIT- I (12Hrs)
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 (12Hrs)
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 (12Hrs)
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 (12Hrs)
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 (12Hrs)
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

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Aswathappa.K	International Human Resource Management	Tata McGraw Hill	8 th Edition,2017.

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P. SubbaRao	International Human Resource Management	Himalaya Publishing House	3 rd Edition,2011
2	Aswathappa.K	Human Resource Management, (text &cases)	Pearson India	8 th Edition, 2017
3	Gary Dessler BijuVarkkey	Human Resource Management	Pearson India education	15 th Edition
4	SarahGilmore, SteveWilliams	Human resource management	Oxford university	Jan7,2014

WEBSITE REFERENCE

1. <https://study.sagepub.com>
2. <https://www.ed.ac.uk>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies,
Google Classroom

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3CDCT03	Career Development Course 3:Paper –III	Batch	2020-2022
Hrs/week:	2 Hours		Semester	I
			Credits	2

COURSE OBJECTIVES

- To enable the Students to clear the Qualification Examinations like NET/SET

COURSE OUTCOMES (CO)

Onsuccessful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Explain about of business environmentand Economic policiesthe practices followed in variousASIAN countries
CO2	Describe about Basic accounting principles and sources of finance and scopes of economics
CO3	Enhance and develop confidence, skills related to the Report writing

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	✓	-	-	-	-	-	-	-	✓
CO2	✓	-	-	✓	-	-	-	-	-	-	-	✓
CO3	✓	-	-	✓	-	-	-	-	-	-	-	

SYLLABUS

Unit 1: Business Environment and International Business (5hrs)

- Concepts and elements of business environment: Economic environment - Economic systems, Economic policies (Monetary and fiscal policies); Political environment - Role of government in business; Legal environment - Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy
- Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy
- Balance of payments (BOP): Importance and components of BOP
- Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA
- International Economic institutions: IMF, World Bank, UNCTAD
- World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

Unit 2: Accounting and Auditing (5hrs)

Basic accounting principles; concepts and postulates

- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies
- Holding company accounts
- Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC); Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT
- Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis
- Human Resources Accounting; Inflation Accounting; Environmental Accounting
- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit; Vouching; Verification and valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit
- Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit

Unit 3: Business Economics (5hrs)

Meaning and scope of business economics

- Objectives of business firms
- Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR

- Consumer behaviour: Utility analysis; Indifference curve analysis
- Law of Variable Proportions: Law of Returns to Scale
- Theory of cost: Short-run and long-run cost curves
- Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination
- Pricing strategies: Price skimming; Price penetration; Peak load pricing

Unit 4: Business Finance

(5hrs)

Scope and sources of finance; Lease financing

- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision: Theories and policies
- Risk and return analysis; Asset securitization
- International monetary system
- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments: Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

Unit 5: Business Statistics and Research Methods

(5hrs)

Measures of central tendency

- Measures of dispersion
- Measures of skewness
- Correlation and regression of two variables
- Probability: Approaches to probability; Bayes' theorem
- Probability distributions: Binomial, poisson and normal distributions
- Research: Concept and types; Research designs
- Data: Collection and classification of data
- Sampling and estimation: Concepts; Methods of sampling - probability and non-probability methods; Sampling distribution; Central limit theorem; Standard error; Statistical estimation
- Hypothesis testing: z-test; t-test; ANOVA; Chi-square test; Mann-Whitney test (U-test); Kruskal-Wallis test (H-test); Rank correlation test
- Report writing

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sajitkumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019

WEBSITE REFERENCE

<https://www.instamojo.com/aspoint/commerce-ugc-net-2019-study-notes-updated>

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P4IBCT14	Core 14: International Business Relations	Batch	2020-2022
Hrs/week:	4Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- International business relation in the background of the countries foreignpolicy
- Clearly understand about the nature and content of international law and the balanceof power
- Evolution of international organization, regional grouping and economicgrouping
- Foreign policy of India and India's relations with othercountries

COURSE OUTCOMES (CO)

On the successful completion of the course the students will be able to

CO Number	CO Statement
CO1	Explain the foreign policy and its approach and the determinants in this background explain the international relations and politics
CO2	Describe the nature and content of international law and devices for maintaining balance of power
CO3	Explain how do you understand international organization, regional grouping andeconomic grouping
CO4	Discuss about India's foreign policy and its relations with other countries

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	-	-	✓	-	-	-	✓	✓	-	-	✓	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	✓	✓	-	-	-	✓	-	✓	-	✓	✓	✓

SYLLABUS

UNIT- I (10Hrs)

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 - its approaches - objectives of nation's foreign policy - Determinants of foreign policy (a) internal factor and (b) external factor.

UNIT- II (10Hrs)

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 (10Hrs)

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 (10Hrs)

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 (10Hrs)

Case Studies (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Palmer & Perkins	International Relations	CBS Publishers & Distributors	3 rd Edition, 2009

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	GhoshPeu	International relations	PHI Learning Pvt Ltd	4 th Edition, 2016
2	V N Khanna,	Foreign Policy of India	Vikas Publishing House Pvt Ltd	7 th Edition, 2019.
3	V.N. Khanna	International Relations	Sultan&Chand (G/L) & Company Ltd	5 th Edition,2009
4	PremArora, PrakashChander	International Relations	Cosmos BookhivePvt Ltd	3 rd Edition, 2015

WEBSITE REFERENCE

1. <https://www.studocu.com/en/document/international-business-environment/>
2. <https://en.m.wikipedia.org/wiki/internationalbusiness/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P4IBCT15	Core 15: Economics in Global Trade	Batch	2020-2022
Hrs/week:	4Hrs		Semester	IV
			Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should

- Understand about the internal and international trade and various theories concerning international trade
- Know about gains from international trade balance of trade bilateralism
- Understand fully about international movements, international investment and regional monetary system
- Know about formulation of foreign economic policy international liquidity and international economic development.

COURSE OUTCOMES (CO)

On the successful completion of the course the students will be able to

CO Number	CO Statement
CO1	Explain about internal and international trade and also various theories concerning international trade
CO2	Explain the gains that can be made from international trade and balance of trade in Indian perspective
CO3	Discuss on international movements and international investments
CO4	Tell about foreign economic policies on the international economic development

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	-	✓	-	✓	-	-	✓
CO2	✓	-	✓	-	-	-	✓	✓	-	-	✓	✓
CO3	-	-	-	-	-	-	-	-	-	-	-	✓
CO4	-	✓	-	-	-	✓	-	✓	-	✓	✓	✓

SYLLABUS

UNIT-I **(10Hrs)**

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 **(10Hrs)**

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 **(10Hrs)**

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 **(10Hrs)**

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 **(10Hrs)**

Case study (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Doha and Beyond	The Future of the Multilateral Trading System Author	Mike Moore (Ed.) Publisher, Cambridge University Press	Edition-2004

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Pierre Philippe Combes, Thierry Mayer, Jacques-Francois Thisse	The Integration of Regions and Nations	Publisher: Princeton University Press	August 2009.
2	Vinod K. Aggarwal	EU Trade Strategies: Regionalism and Globalism -	Palgrave Macmillan	Edition- 2004
3	Dominick Salvatore	Introduction to International Economics	John Wiley& Sons	3 rd Edition,2012
4	Peter B Kenen	The International Economy	Cambridge University Press	4 th Edition

WEBSITE REFERENCE

- https://www.britannica.com/economics_in_globaltrade/
- <https://www.scribd.com/.../Mba-IV-International-Marketing-Management>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P4IBCT16	Core 16: Global Financial Management	Batch	2020-2022
Hrs/week:	5Hrs		Semester	IV
			Credits	5

COURSE OBJECTIVES

On successful completion of this course, the students should

- Understand about meaning and objectives of financial management ,international money, capital and bondmarkets
- Know about international monetary and financialenvironment
- Know about capital budgeting, derivatives, international banking on the roleof international institutional and globalfinance
- Know about international financing demonetisations and its impact and digitalization of financialservices.

COURSE OUTCOMES (CO)

On the successful completion of the course the students will be able to

CO Number	CO Statement
CO1	Explain meaning and objectives of financial management, international money, capital, bond, and currency markets
CO2	Describe about international monetary and financial environment
CO3	Explain about capital budgeting, derivatives and international banking
CO4	Discuss about international financing,demonetisations and digitalization of financial services

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	✓	✓	-	✓	-	-	✓
CO2	-	-	✓	-	-	✓	✓	✓	-	-	✓	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	✓	-	-	-	✓	-	✓	-	✓	✓	-

SYLLABUS

UNIT-I (12Hrs)

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 (12Hrs)

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

UNIT-III (12Hrs)

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

UNIT- IV (12Hrs)

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

UNIT-V (12Hrs)

Case Studies (Based on the above units)

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Joseph Anbarasu(ph.D)	Global Financial Management,	Ane books pvt.ltd	2010

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Finnish, Raman K Dave	Financial Management	Vibrant publisher	2017
2	AnkitRajpul	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

WEBSITE REFERENCE

1.<https://www.slideshare.net/globalfinancialmanagement/>

2.<https://www.rug.nl/masters/international-finance/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P4IBCV17	Core 17: Project Work and Viva-Voce	Batch	2020-2022
Hrs/week:	8 Hours		Semester	IV
			Credits	8

COURSE OBJECTIVES

- To apply conceptual knowledge in practical situations.
- To resolve the specific business problems from different angles.
- To give meaningful suggestions for improving either the quality or the business or the performance.

GUIDELINES FOR PROJECT WORK

1. Project work carries 200 marks with 6credits.
2. Internal Assessment : 160 marks (Review & Content Presentation (3 Reviews 3*40=120), Record 40 marks and External Assessment : 40 Marks .(Report 10 ,Power Point Presentation 10 and Viva-Voce 20)
3. For awarding a pass, a candidate should have obtained 50 % of the total 200 marks.The evaluation would be done jointly by both the examiners (Internal and External) . Students who fail in the project work and viva-voce examination or who are absent for the project viva voce or who fail to submit the project report before the due date will have to re-submit the project work and appear for the Viva-Voce examination during the subsequent year.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P4CDCT04	Career Development Course 4:Paper –IV	Batch	2020-2022
Hrs/week:	2 Hours		Semester	IV
			Credits	2

COURSE OBJECTIVES

- To enable the Students to clear the Qualification Examinations like NET/SET

COURSE OUTCOMES (CO)

Onsuccessful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Enhance and develop confidence, skills related to HRM and functions of HRM
CO2	Explain about Financial Institutions and insurances
CO3	Enhance to solve International Taxation and Explain about Legal Aspects of Business

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	✓	-	-	-	-	-	-	-	✓
CO2	✓	-	-	✓	-	-	-	-	-	-	-	✓
CO3	✓	-	-	✓	-	-	-	-	-	-	-	

SYLLABUS

Unit 1: Business Management and Human Resource Management (5hrs)

- Principles and functions of management
- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management
- Organizational Culture: Organizational development and organizational change

Unit 2: Banking and Financial Institutions (5hrs)

- Overview of Indian financial system
- Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks
- Reserve Bank of India: Functions; Role and monetary policy management
- Banking sector reforms in India: Basel norms; Risk management; NPAs management
- Financial markets: Money market; Capital market; Government securities market
- Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds
- Financial Regulators in India
- Financial sector reforms including financial inclusion
- Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payment systems
- Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role

Unit 3: Marketing Management (5hrs)

Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning

- Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development
- Pricing decisions: Factors affecting price determination; Pricing policies and strategies
- Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix
- Distribution decisions: Channels of distribution; Channel management

- Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions
- Servicemarketing
- Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM
- Logistics management

Unit 4: Legal Aspects of Business

(5hrs)

- Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts;
- Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency
- Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer
- Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments
- The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company
- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties
- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property
- Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

Unit 5: Income-tax and Corporate Tax Planning

(5hrs)

- Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism; Transfer pricing.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sajitkumar Gagan.	UGC NET/ SET	Trueman's Publisher	2019

WEBSITE REFERENCE

<https://www.instamojo.com/aspoint/commerce-ugc-net-2019-study-notes-updated>

ELECTIVE PAPERS**SEMESTER I**

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBET1A	Elective 1: Management of Multinational corporation	Batch	2020 – 2022
Hrs/week:	5Hrs		Semester	I
			Credits	Hrs/week:

COURSE OBJECTIVES

On successful completion of this course, the students should

- Trends challenges and opportunities in international management.
- Growth and development of MNC's.
- Importance, scope and various methods of comparative management. Management styles practices in other countries
- Creating strategy for international business ethics and social responsibility of business.
- Internationalization of Indian business firm and their operation abroad. Acquisitions and mergers, joint ventures and other international strategic alliances

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain about Trends challenges and opportunities in international management.
CO2	Growth and development of MNC's.
CO3	Explain the Importance, scope and various methods of comparative management. Management styles practices in other countries
CO4	Explain to Creating strategy for international business ethics and social responsibility of business.
CO5	Discuss about Internationalization of Indian business firm and their operation abroad. Acquisitions and mergers, joint ventures and other international strategic alliances

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	-	-	-	-	-	√	-	√	-	√
CO2	-	√	-	-	-	√	-	√	-	√	-	√
CO3	-	√	√	-	-	√	√	√	-	√	-	√
CO4	-	√	√	-	-	-	-	√	-	√	-	√

SYLLABUS

UNIT-I (12Hrs)
International Management: Trends, challenges and opportunities; different schools of thought of international management.

UNIT-II (12Hrs)
Growth and Development of MNCs: Role and Significance of MNCs – Pattern of Growth Country of Origin – Different Management Styles – Strategic Issues involved

UNIT-III (12Hrs)
Comparative Management: Importance and scope; Methods of comparative management; management styles and practices in US, Japan, China, Korea, India; Organizational design and structure of international corporations; Locus of decision making; Headquarter and subsidiary relations in international firms.

UNIT-IV (12Hrs)
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 (12Hrs)
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

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Helen deresly	International Management	Pearson publications	8 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Anant R Negandhi	International Management	Allyn and Bacon	1 st Edition
2	Manab, Gene E. Burton, and B.N.Srivastava,	International Management: Concepts	Thakur Publications,	1 st Edition
3	Christopher A Bartletts, Paul W. Beamish	Transnational Management	Cambridge university press	8 th Edition
4	Koonts and Wheatrick,	Management: The Global Perspective	McGraw-Hill Education	11 th Edition

WEBSITE REFERENCE

1. <https://www.cliffsnotes.com/study-guides/principles-of-management>
2. <https://notes.tyocity.com/concept-of-multinational-companies>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.

SEMESTER I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBET1B	Elective 1: Financial Markets and Institutions	Batch	2020-2022
			Semester	I
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Various financial markets and capital markets
- Various financial services institutions such as CCIL, CRISIL, and Financial services.
- Functions of various agencies such as ICRA, OTCEI, NSDL, and STCI.
- Functions and working of financial institutions, EXIM bank and NABARD.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	Explain the Various financial markets and capital markets
CO2	Describe the various financial services institutions such as CCIL, CRISIL, and Financial services.
CO3	Explain the Functions of various agencies such as ICRA, OTCEI, NSDL, and STCI.
CO4	Explain the Functions and working structure of financial institutions, EXIM bank and NABARD.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	-	-	-	√	√	-	-
CO2	-	√	√	-	-	-	-	-	√	√	-	-
CO3	-	√	√	√	-	-	-	-	√	√	-	-

SYLLABUS

UNIT I (12Hrs)

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 (12Hrs)

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

UNIT III (12Hrs)

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 (12Hrs)

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 (12Hrs)

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

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	S.Gurusamy	Financial Markets and Institutions	McGraw- Hill Education	3 rd Edition 2009.

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	E.Gurudon	Financial Markets and Services	Himalaya Publishing house	1 st Edition
2	V. K. Gupta	Financial Markets and Institutions	Texmann	2017
3	L.M Bole, JitendraMahakrt	Financial Markets and Institutions	McGraw Hill	5 th Edition
4	Frank. J. Fabozzi	Foundations of Financial Markets and Institutions	Pearson Education	4 th Edition-2014
5.	Dr.Vinodkumar, Atulguptamanmeet kaur	Financial Markets and Institutions & financial services	Texmann	1 Jan 2017

WEBSITE REFERENCE

- <https://www.slideshare.net/venkykk/fifm-2013-final-financial-institutions>
- <https://www.coursehero.com/file/10256030/FI-301-Financial-Markets>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER: I

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P1IBET1C	Elective 1 : Principles of Services Marketing.	Batch	2020-2022
			Semester	I
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Meaning , Importance, classification, characteristics and features of services.
- Concept, and significance of services marketing and managing demand and supply in services business.
- Marketing mix of selected services such as, personal care, entertainment, education, and communication.
- Key services of marketing such as, banking, insurance, transport, tourism hotel, hospital etc...,
- Measuring service quality, causes for problems in service quality and steps to be taken in improving service quality

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Meaning , Importance, classification, characteristics and features of services.
CO2	Explain the Concept, and significance of services marketing and managing demand and supply in services business.
CO3	Explain the Marketing mix of selected services such as, personal care, entertainment, education, and communication.
CO4	Explain the Key services of marketing such as, banking, insurance, transport, tourism hotel, hospital etc...,
CO5	Explain the Measuring service quality, causes for problems in service quality and steps to be taken in improving service quality.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	√	√	√	√
CO2	-	√	√	√	-	√	√	-	√	√	√	√
CO3	-	√	√	√	-	√	√	-	√	√	√	√
CO4	√	√	√	√	-	√	√	-	√	√	√	√

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

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 (12Hrs)

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

UNIT-III (12Hrs)

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

UNIT-IV (12Hrs)

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

UNITV (12 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 servicequality.

TEXTBOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.M.Jha	Service Marketing	Himalaya Publishing House	2015

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	P.N.Reddy	Service Marketing	Himalaya Publishing House	2011
2	Prof.Kishloy	Marketing of services	Everest Publishing House	1 st Edition
3	Garima Gupta	Marketing of Services	New century Publication	2011 1 st Edition
4	JaspreetKaur	Marketing of Services	Global Vision Publishing House	2013 1 st Edition

WEBSITE REFERENCE

- a) http://open.lib.umn.edu/services_marketing/
 b) https://www.cliffsnotes.com/study-guides/marketing_ofservices/

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBET2A	Elective 2 :Port Operations and Management	Batch	2020-2022
			Semester	II
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Concept, functions, authorities and their role and types of ports, management of dryports.
- Important consideration for planning and designing a port.
- The intermodal connection and port warehouses.
- Managing and operating a port.
- Methods of measuring performance of a port and its productivity.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Concept, functions, authorities and their role and types of ports, management of dry ports.
CO2	Discuss the important considerations for planning and designing a port.
CO3	Explain the intermodal connection and port warehouses structures
CO4	Elaborate the management and operations of a port.
CO5	Explain the methods of measuring performance of a port and its productivity

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	-	-	√	-	-	-	√	-	√
CO2	-	√	√	√	-	√	-	-	-	√	-	√
CO3	√	√	√	√	-	√	-	-	-	√	-	√

SYLLABUS

UNIT-I (12Hrs)

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 – ICD, cargo clearance at ICD.

UNIT-II (12Hrs)

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 (12Hrs)

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 (12Hrs)

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 (12Hrs)

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

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Evrin Ursavas Guldogan	Port Operations and Container Terminal Management	VDM. Verlag Dr. Muller	August 2011

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Maria G.. Burns	Port Management and Operation	CRC Press	Edition 2014
2	Alderton, Patrick	Port Management and Operation	Lloyd's List	2008 3 rd Edition
3	Khalid bichou	Risk Management in Port Operations	Routledge	1 st Edition, 2013
4	Adolf K. Ng & Jhon Lie	Port Focal Logistics and Global Supply Chains	Pgrave Macmillan	Edition 2014

WEBSITE REFERENCE

1. <http://open.lib.umn.edu/portoperation/>
2. <https://www.cliffsnotes.com/study-guides/port-management-and-operation/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBET2B	Elective 2: Indian stock Market	Batch	2020-2022
Hrs/week:	5 Hrs		Semester	II
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Meaning and functions of stock exchange, origin and growth of stock exchange in India.
- Various acts relating to Indian stock exchanges, profile of stock exchanges such as, BSE, NSE.
- Details about listing, Delisting, trading and speculations.
- Process of listing in primary market and secondary markets.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Meaning and functions of stock exchange, origin and growth of stock exchange in India.
CO2	Discuss about Various acts relating to Indian stock exchanges
CO3	Describe the procedure for listing, Delisting, trading and speculations of the stock Market
CO4	Explain the process of listing in primary market and secondary markets.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	-	√	-	-
CO2	-	√	√	√		√	√	-	-	√	-	√
CO3	-	√	√	√	-	√	-	-	-	√	-	√
CO4		√	√	√								

SYLLABUS

UNIT-I

(12Hrs)

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

(12Hrs)

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

(12Hrs)

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

UNIT-IV

(12Hrs)

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

UNIT-V

(12Hrs)

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

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.Gurusamy	Capital market	Tata McGraw- Hill	3 rd Edition 2009.

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Dr.D.JosephAnbarasu	Financial Services	Sultan Chand & Sons	1 st Edition
2	L.M.Bhole	Financial Institutions and Markets	McGraw hill education	5 th Edition, 2009
3	S.Kevin	Security analysis & Portfolio Management	Printice Hall (P) Ltd	2006 Edition 2
4	P.Pandian	Security analysis & Portfolio Management	Vikar publishing house	2012 Edition 2

WEBSITE REFERENCE

1. [http://open.lib.umn.edu/ financial services/](http://open.lib.umn.edu/financial_services/)
2. [https://www.cliffsnotes.com/study-guides/ financialservices/](https://www.cliffsnotes.com/study-guides/financialservices/)

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER: II

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P2IBET2C	Elective 2: Marketing of Financial Services	Batch	2020-2022
Hrs/week:	5 Hrs		Semester	II
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Various financial markets in India and their functions,
- Types advantages and disadvantages of plastic cards.
- Types of insurance companies, policies and the need of insurance.
- Real estate markets in India, mechanism and advantages of securitisation in India

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the Various financial markets in India and their functions,
CO2	Describe the advantages and disadvantages of plastic cards.
CO3	Describe the various insurance policies and the need of insurance in India
CO4	Elaborate about the Real markets in India, mechanism and advantages of securitisation in India.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	√	-	√	√	√	√
CO2	-	√	√	√	-	√	√	-	√	√	√	√
CO3	-	√	√	√	-	√	√	-	√	√	√	√

SYLLABUS

UNIT-I

(12Hrs)

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

UNIT-II

(12Hrs)

Features of OTCEI – promoters – participants – Trading in OTCEI Exchange – Listing on OTC Exchange – Advantages and Disadvantages

UNIT-III

(12Hrs)

Plastic cards- Types of card- Current trends in credit card Industry- Benefits of Plastic cards- Disadvantages-ofPlasticcards.Bankassurance-Benefits,Distributionchannels–SuccessofBank assurance

UNITIV

(12Hrs)

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

UNITV

(12Hrs)

RealEstateIndustry-Concept-classification-Benefitofrealestateinvestment-Developmentinthe Indian Real Estate Markets.Securitization- Mechanism of Securitization- Advantages- Securitization inIndia.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	EstelamiHooman	Marketing Financial services	Dogear publishing	Edition-2

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Duke Fanelli and Evelyn	Financial Service Marketing	TerfPublication	Edition-2-2012
2	MdFaizanuddian, Binay Kumar	Marketing of Financial Services	Aph Publishing Corporation	Edition-2012
3	Dr.DhananjayBapal	Marketing of Financial Services	Dreamtech press	1 Jan 2013
4	Christine	Financial Service Marketing	TerfPublication	Edition-2-2013

WEBSITE REFERENCE

1. http://open.lib.umn.edu/services_marketing/
2. https://www.cliffsnotes.com/study-guides/marketing_ofservices/

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBET3A	Elective : 3 International Logistics Management	Batch	2020-2022
			Semester	IV
Hrs/week:	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Know about meaning , concept and objectives of logistics
- Know about multi-modal transportation and the freight structure
- Understand about warehousing
- Understand about inventory management, packaging and packing and preparation of various documents
- Know about role of intermediaries general structure role of contract shipping industries

COURSE OUTCOMES (CO)

On the successful completion of the course the students will be able to

CO Number	CO Statement
CO1	Explain the meaning concepts, and objectives of logistics
CO2	Explain about multi-modal transportation and practices followed in fixing the freight structure
CO3	Explain about warehousing and handling of material
CO4	Differentiate between packaging and list the documents to be prepared in logistics
CO5	Explain the role of intermediaries and also the structure of shipping industry and its board of content

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	-	✓	✓	✓	-	✓	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	✓	-	-	-	-	✓	-	-	-	-	-	-
CO4	-	✓	-	-	-	-	-	✓	-	✓	✓	-

SYLLABUS

UNIT-I (12Hrs)

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

UNIT-II (12Hrs)

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

UNIT-III (12Hrs)

Warehousing – Materials handling – automatedmaterialshandling - Containerisation – Inland container Depot-Chartering

UNIT-IV (12Hrs)

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

UNIT-V (12Hrs)

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

TEXT BOOK

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1.	Rajput Ruchika	A text on International Logistics Management	Lap Lambert Publishing	Edition 2012.

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher	Year /Edition
1	Mariottiilaria	Transport and Logistics in a Globalizing World		Edition ,2014
2	Pierre A David	The Management of International Trade Operations	Cicero Books	Edition-4 2013
3	D.KAgrawal,	Logistics and Supply chain Management	MacMillan	1 Jan-2015

WEBSITE REFERENCE

1. <https://www.emeraldinsight.com>
2. <https://www.slideshare.net/Internationallogistics/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom.

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBET3B	Elective : 3 Futures And Options	Batch	2020-2022
Hrs/week:	5 Hrs		Semester	III
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Understand the concept of derivatives and the derivatives markets
- Know about the different types of derivatives and its forms
- Know about forward markets, future and forward contract, call and put options
- Understand about payoff for buyer of futures, payoff profit for buyer as well as writer of call options
- Know about commodity markets in India

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain the concept of derivatives, derivatives product and derivatives markets
CO2	Explain about the different types of derivatives and its forms
CO3	Describe the forward markets, future and forward contract, call and put options
CO4	Elaborate about the payoff for buyer of futures, payoff profit for buyer as well as writer of call options
CO5	Describe about commodity markets in India

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	✓	✓	-	✓	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	-	-	-	-	-	✓	-	✓	✓	-

SYLLABUS

UNIT-I

(12 Hrs)

Introduction to Derivatives – Definition of Derivatives products – participants in derivatives markets,

KKCAS(Autonomous)

economic forever of derivatives market.

UNIT-II

(12Hrs)

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

UNIT-III

(12Hrs)

Forwardcontract–Limitationsofforwardcontracts-futures-Distinctionbetweenfutureandforward contracts- Futures and options- call options and putoptions.

UNIT-IV

(12Hrs)

Payoffforbuyer(longandshortfutures)offutures–Hedging,speculationandarbitrage-Optionspay off- pay off profit for buyer of call options- pay off profit for writer of call options. Hedging and speculation inoptions.

UNIT-V

(12Hrs)

Evolution of Commodity markets- Commodity markets in India- Network Mercantile Exchange.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
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1.	Dr.S.Gurusamy	Financial Services and Markets	Vijay Nicole Imprints (P) Ltd.,	Edition 2012
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REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Todd E.Petzel	Financial Futures and Options,	Quorum Books	Edition-1989
2	Gomez Clifford	Financial Markets, Institution and Financial Services	Phi Learning	31 Jan 2010
3	Benson Kunjukunju&S.Mohan	Fiancial markets and services	New century Publication	Edition 2012
4	R.MariaInigo	Financial markets and services-	Regal Publication	Edition 2012

WEBSITE REFERENCE

1. <https://www.theice.com/2.https://www.theice.com>products/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google classroom.

SEMESTER III

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P3IBET3C		Batch	2020-2022

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		Elective : 3	Semester	IV
Hrs/week:	5 Hrs	Marketing of Health Services	Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Know about how to plan marketing of services
- Know about emerging trends in Medicare and its marketing
- Understand about marketing mix and strategic marketing for hospitals.
- Know about online marketing of health services
- Know about various legal remedies provided to consumers of medical services

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain about how to plan marketing of services
CO2	Elucidate emerging trends in Medicare and its marketing
CO3	Discuss about marketing mix and strategic marketing for hospitals.
CO4	Explain the online marketing of health services
CO5	Tell about various legal remedies provided to consumers of medical services

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	-	✓	✓	✓	-	✓	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	✓	✓	-	-	-	✓	-	✓	✓	-

SYLLABUS**UNIT– I****(12Hrs)**

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

model

UNIT– II (12 Hrs)
Hospital services - Selecting Health Care Professionals - Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT– III (12Hrs)
Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT– IV (12Hrs)
Online Health Services- Organization of Online Health Care Business - On-line Marketing and On-line financial & clinical transaction.

UNIT– V (12Hrs)
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

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Richard K. Thomas	Marketing Health Services, Health	Mcgraw Hill Education	3 rd Edition-2014

KKCAS(Autonomous)

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REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Richard K. Thomas	Health Services Marketing, A Practitioner's Guide	Mcgraw Hill Education	19,2007
2	ZeithamlValariezeithaml	Services Marketing	Mcgraw Hill Education	16 May,2012.
3	Lovelock	Services Marketing	Pearson India	7 th Edition,2011
4	Er.I.C. N.Berkowitz	Essentials of Health care Marketing	Jones & Bartlett Learning	3 rd Edition, 2010

WEBSITE REFERENCE

1. [https://en.m.wikipedia.org/wiki/health service/](https://en.m.wikipedia.org/wiki/health_service/)
2. <https://www.ncbi.nlm.nih.gov/articles/>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P4IBET4A	Elective : 4 Travel and Tourism Management	Batch	2020-2022
			Semester	IV

Hrs/week:	5 Hrs		Credits	4
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COURSE OBJECTIVES

On successful completion of this course, the students should

- To fully understand concepts, definitions, types and forms and components of Tourism
- Know about domestic and international Tourism
- Know about demand and supply of Tourism, means to improve demand, method of measuring demand and emerging trends of Indian Tourism
- Know about the impacts of tourism and status of Tourism in India
- Know about various international Tourism institutions and organisations and their role in promoting international movement

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	To Discuss about concepts, definitions, types and forms and components of Tourism
CO2	Differentiate about domestic and international Tourism
CO3	Explain about demand and supply of Tourism, means to improve demand, method of measuring demand and emerging trends of Indian Tourism
CO4	Elucidate the impacts of tourism and status of Tourism in India
CO5	Discuss about various international Tourism institutions and organisations and their role in promoting international movement

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	-	✓	✓	✓	-	-	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-	-	✓	-	-	-	-	-	-
CO4	✓	-	✓	✓	-	-	-	✓	-	✓	✓	-

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

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**(12Hrs)**

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

UNIT-III**(12Hrs)**

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**(12Hrs)**

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**(12Hrs)**

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

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Md.AbuBarkat Ali	Travel and Tourism Management	Prentice Hall India Learning Private Limited	1 st Edition,2015

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	SunetraRoday, ArchanaBiwal&Vandana Joshi	Tourism: Operations and Management,	Oxford University Press	1 st Edition,2009
2	A.K.Bhatia	Business of Travel Agency & Tour Operations	Sterling Publishers Pvt.Ltd	Edition-2012
3	Manjulachaudhary,	Tourism marketing	Oxford University Press	Edition-2010

WEBSITE REFERENCE

1. <https://www.similarweb.com/>
2. <https://www.libguides.tru.ca>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google classroom.

SEMESTER IV

Programme code :	M.Com IB	Programme Title	Master of Commerce(IB)	
Course code:	20P4IBET4B	Elective : 4 Fundamental and Technical Analysis	Batch	2020-2022
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

KKCAS(Autonomous)

On successful completion of this course, the students should be able to

- Know about the securities market and its significance in Indian economy
- Concept of initial public offering and secondary markets
- Prepare fundamental and technical analysis
- Calculate moving averages, convergence and divergence.

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Describe the securities market and its significance in Indian economy
CO2	Explain the concept of IPO and secondary markets
CO3	Prepare and analyse the share market with the help of fundamental and technical analysis
CO4	Evaluate the share trends with the help of moving averages.

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	✓	✓	✓	-	-	✓	-	✓
CO2	-	✓	✓	✓	-	-	✓	-	✓	✓	✓	✓
CO3	-	-	-	-		✓	-	-		-	-	-
CO4	✓	-	✓	✓	-	-	-	✓	-	✓	✓	✓

SYLLABUS

UNIT-I

(12Hrs)

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

UNIT-II

(12Hrs)

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

UNIT-III

(12Hrs)

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

UNIT-IV**(12Hrs)**

Technical analysis – meaning- Dow Theory – Elliot Wave Theory

UNIT-V**(12Hrs)**

Moving Averages-Charts-MACD (Moving average convergence/divergence) – relative strengths.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Prasanna Chandra	Investment analysis andPortfolio Management	McGraw Hill Education	Edition-2012

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S.Kevin	Security Analysis and Portfolio Management	Prentice- Hall of India Pvt.Ltd	Edition-2013
2	S.Kevin	Portfolio Management	PHI publication	2 nd Edition,2006
3	Bhalla V.K	K-Fundamental of Investment Managemet	S Chand & Company	2010,1 Dec
4	YogeshMaheshwari	Investment Management	Prentice Hall India Pvt.Ltd	Edition-2008

WEBSITE REFERENCE1. <https://www.forbes.com>2. <https://www.quora.com>**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom**SEMESTER IV**

Programme code :	M.Com IB	Programme Title	Master of Commerce (IB)	
Course code:	20P41BET4C	Elective : 4 Travel and Hospitality Services	Batch	2020-2022
Hrs/week:	5 Hrs		Semester	IV
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students should

- Know about concept, nature, significance, classifications and elements of Tourism

- Understand how Tourism is being marketed in India and what about market segmentation for tourism.
- Know about marketing mix for tourism and hotels
- Know about how to classify hotels on the basis of various characteristics..

COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain about concept, nature, significance, classifications and elements of Tourism
CO2	Elucidate how Tourism is being marketed in India and about market segmentation for tourism.
CO3	Describe the different marketing mix for tourism and hotels
CO4	Discuss about how to classify hotels on the basis of various characteristics

MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	✓	✓	✓	-	-	✓	-	✓
CO2	✓	✓	✓	✓	-	-	-	-	✓	✓	✓	✓
CO3		-	-	-		✓		-		-	-	-
CO4	-	✓	✓	✓	-	-	-	✓	-	✓	✓	✓

SYLLABUS**UNIT– I****(12Hrs)**

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**(12Hrs)**

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**(12Hrs)**

 KKCAS(Autonomous)

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

UNIT– IV (12Hrs)
Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by pricelevel.

UNIT– V (12Hrs)
Behavioral profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Ghosh B,	Tourism and Travel Management	PHI,.	4 Jan,2000

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	Md. Abu Barkat Ali	Marketing Health Services	Health administration press	2 nd Edition, 2009

2	.S. P. Singh	Travel and tourism management	A B D Publishers	1 st Edition, 2006.
3	Richard K. Thomas	Health Services Marketing,	Springer	4 th Edition, 2008
4	Johny Sue Reynolds	Hospitality Services	Goodheart- Willcox	3 rd Edition, 2013
5.	Johny sue Reynolds	Hospitality Services	Goodheart- Willcox	Sep 28,2009

WEBSITE REFERENCE

- 1 <https://opentextbc.ca/introtourism/>
- 2 <https://www.emeraldinsight.com>

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