

| <b>SEMESTER – III</b> |                        |   |                   |          |                   |                  |                      |                 |                    |                |
|-----------------------|------------------------|---|-------------------|----------|-------------------|------------------|----------------------|-----------------|--------------------|----------------|
| <b>Part</b>           | <b>Subject Code</b>    | <b>Title of the Paper</b>   | <b>Hrs / Week</b> |          | <b>Hrs / Sem.</b> | <b>Exam Hrs.</b> | <b>Maximum Marks</b> |                 | <b>Total Marks</b> | <b>Credits</b> |
|                       |                        |   | <b>L</b>          | <b>P</b> | <b>T</b>          |                  | <b>Internal</b>      | <b>External</b> |                    |                |
| III                   | 21UIB305               | Core - V :<br>Human Resource Development  | 5                 | -        | -                 | 3                | 50                   | 50              | 100                | 4              |
|                       | 21UIB306               | Core - VI :<br>Banking Law & Foreign Exchange   | 6                 | -        | -                 | 3                | 50                   | 50              | 100                | 5              |
|                       | 21UIB307               | Core - VII :<br>Business Statistics   | 6                 | -        | 5                 | 3                | 50                   | 50              | 100                | 4              |
|                       | 21UIB308               | Core - VIII :<br>Banking Practice for International Business  | 5                 | -        | 5                 | 3                | 50                   | 50              | 100                | 4              |
|                       | 21UIB3A3               | Allied - III :<br>Computing Skills for International Business   | -                 | 6        | -                 | 3                | 50                   | 50              | 100                | 3              |
| IV                    | 21UIB3N1 /<br>21UIB3N2 | Non Major Elective - I :<br>Introduction to International Business<br>Non Major Elective - I :<br>Tourism Marketing | 1                 | -        | -                 | 2                | -                    | 50              | 50                 | 2              |
|                       | 21HEC303               | Human Excellence -<br>Professional Values & Ethics - III  | 1                 | -        | -                 | 2                | 25                   | 25              | 50                 | 1              |
| V                     |                        | Extension Activities -<br>Annexure I  | -                 | -        | -                 | -                | -                    | -               | -                  | -              |
| CC                    | 21UFE303               | Fluency in English– III   | -                 | -        | -                 | -                | -                    | -               | -                  | -              |
|                       | 21CMM302               | Manaiyiyal Mahathuvam - II  | 1*                | -        | -                 | 2                | -                    | 50              | 50*                | Grade          |
|                       | 21CUB302               | Uzhavu Bharatham – II   | 1*                | -        | -                 | 2                | -                    | 50              | 50*                | Grade          |
| <b>Total</b>          |                        |   | <b>24</b>         | <b>6</b> | <b>10</b>         | <b>-</b>         | <b>275</b>           | <b>325</b>      | <b>600</b>         | <b>23</b>      |

| <b>SEMESTER – IV</b> |                       |   |                   |          |                   |                  |                      |                 |                    |                |
|----------------------|-----------------------|---|-------------------|----------|-------------------|------------------|----------------------|-----------------|--------------------|----------------|
| <b>Part</b>          | <b>Subject Code</b>   | <b>Title of the Paper</b>   | <b>Hrs / Week</b> |          | <b>Hrs / Sem.</b> | <b>Exam Hrs.</b> | <b>Maximum Marks</b> |                 | <b>Total Marks</b> | <b>Credits</b> |
|                      |                       |   | <b>L</b>          | <b>P</b> | <b>T</b>          |                  | <b>Internal</b>      | <b>External</b> |                    |                |
| III                  | 21UIB409              | Core - IX : Goods and Service Tax   | 5                 | -        | 5                 | 3                | 50                   | 50              | 100                | 4              |
|                      | 21UIB410              | Core - X : International Trade Procedures & Documentation   | 6                 | -        | -                 | 3                | 50                   | 50              | 100                | 5              |
|                      | 21UIB411              | Core - XI : Case Analysis   | 6                 | -        | -                 | 3                | 50                   | 50              | 100                | 4              |
|                      | 21UIB412              | Core - XII : Virtual Banking For Business   | 6                 | -        | 5                 | 3                | 50                   | 50              | 100                | 4              |
|                      | 21UIB4A4              | Allied - IV :Economic Analysis  | 5                 | -        | -                 | 3                | 50                   | 50              | 100                | 3              |
| IV                   | 21UIB4N1/<br>21UIB4N2 | Non Major Elective - II : Global Logistics<br>Non Major Elective - II : Tour Operation Management | 1                 | -        | -                 | 2                | -                    | 50              | 50                 | 2              |
|                      | 21HEC404              | Human Excellence - Social Values & SKY Yoga Practice – IV   | 1                 | -        | -                 | 2                | 25                   | 25              | 50                 | 1              |
| V                    |                       | Extension Activities - Annexure I   | -                 | -        | -                 | -                | -                    | -               | 50                 | 1              |
| CC                   | 21UFE404              | Fluency in English - IV   | -                 | -        | -                 | -                | -                    | -               | -                  | -              |
|                      | 21CMM403              | Manaiyiyal Mahathuvam – III   | 1*                | -        | -                 | 2                | -                    | 50              | 50*                | Grade          |
|                      | 21CUB403              | Uzhavu Bharatham – III  | 1*                | -        | -                 | 2                | -                    | 50              | 50*                | Grade          |
| <b>Total</b>         |                       |   | <b>30</b>         | <b>-</b> | <b>10</b>         | <b>-</b>         | <b>275</b>           | <b>325</b>      | <b>650</b>         | <b>24</b>      |

| SEMESTER – V |                                    |   |   |          |            |           |               |            |             |           |
|--------------|------------------------------------|---|---|----------|------------|-----------|---------------|------------|-------------|-----------|
| Part         | Subject Code                       | Title of the Paper  | Hrs / Week  |          | Hrs / Sem. | Exam Hrs. | Maximum Marks |            | Total Marks | Credits   |
|              |                                    |   | L   | P        | T          |           | Internal      | External   |             |           |
| III          | 21UIB513                           | Core - XIII : Logistics Management  | 4   | -        | -          | 3         | 50            | 50         | 100         | 3         |
|              | 21UIB514                           | Core - XIV : Organization Behaviour   | 4   | -        | -          | 3         | 50            | 50         | 100         | 3         |
|              | 21UIB515                           | Core - XV : Export Import Management  | 4   | -        | -          | 3         | 50            | 50         | 100         | 3         |
|              | 21UIB516                           | Core - XVI : Fundamentals of Supply Chain   | 5   | -        | 5          | 3         | 50            | 50         | 100         | 5         |
|              | 21UIB517                           | Core - XVII : EXIM Documentation – I  | 4   | -        | -          | 3         | 50            | 50         | 100         | 3         |
|              | 21UIB518                           | Core - XVIII : Internship   | -   | -        | -          | 3         | 50            | 50         | 100         | 3         |
|              | 21UIB5E1/<br>21UIB5E2/<br>21UIB5E3 | Core Elective - I :Information Security and Executive Communication<br>Core Elective - I :Transportation and Freight Management<br>Core Elective - I : Company Law and Secretarial Practice | 5   | -        | -          | 3         | 50            | 50         | 100         | 5         |
|              | *21UIB5AL                          | Basics of Stock Market (Optional)   | SS*   |          | -          | 2         | 50*           | 50*        | 100*        | 5*        |
|              | 21UIB5VA                           | *Skills on Sourcing Management  | 30  |          | -          | -         | -             | -          | -           | 2*        |
|              | IV                                 | 21UIB5S1  | Skill Based Elective - I : Personality Building / | 3        | -          |           | 2             | 25         | 25          | 50        |
| 21UIB5S2     |                                    | Skill Based Elective - I : Garment costing  |   |          |            |           |               |            |             |           |
| 21HEC505     |                                    | Human Excellence - National Values & SKY Yoga Practice – V  | 1   | -        | -          | 2         | 25            | 25         | 50          | 1         |
| V            |                                    | Extension Activities - Annexure I   | -   | -        | -          | -         | -             | -          | -           | -         |
| CC           | 21UFE505                           | Fluency in English - V  | -   | -        | -          | -         | -             | -          | -           | Grade     |
|              | *21CSD501                          | Soft Skills Development – I(Optional)   | -   | -        | -          | -         | -             | -          | -           | Grade     |
|              | 21GKL501                           | General Awareness - Self Study  | SS  |          |            | 2         | -             | -          | -           | Grade     |
| <b>Total</b> |                                    |   | <b>30</b>   | <b>-</b> | <b>5</b>   |           | <b>400</b>    | <b>400</b> | <b>800</b>  | <b>29</b> |

\*\*Extra Credits \*\*Credits – Based on Course Content, Maximum of 4 \* Extra Credits

| SEMESTER – VI |                                      |  |            |          |            |           |               |            |             |           |
|---------------|--------------------------------------|--|------------|----------|------------|-----------|---------------|------------|-------------|-----------|
| Part          | Subject Code                         | Title of the Paper   | Hrs / Week |          | Hrs / Sem. | Exam Hrs. | Maximum Marks |            | Total Marks | Credits   |
|               |                                      |  | L          | P        | T          |           | Internal      | External   |             |           |
| III           | 21UIB619                             | Core - XIX : International Sales Promotion & Branding  | 5          | -        | -          | 3         | 50            | 50         | 100         | 3         |
|               | 21UIB620                             | Core - XX : International Finance  | 5          | -        | -          | 3         | 50            | 50         | 100         | 4         |
|               | 21UIB621                             | Core - XXI : Skill Enhanced Course: EXIM Documentation – II  | 5          | -        | 5          | 3         | 50            | 50         | 100         | 4         |
|               | 21UIB622                             | Core - XXII :Comprehensive Subject Viva  | -          | -        | 5          | -         | -             | 50         | 50          | 2         |
|               | 21UIB6E1 /<br>21UIB6E2 /<br>21UIB6E3 | Core Elective - II : Institution To Industry<br>Core Elective - II : Air Cargo Management<br>Core Elective - II: Industrial Relations and Labour Law             | 6          | -        | -          | 3         | 50            | 50         | 100         | 4         |
|               | 21UIB6E4/<br>21UIB6E5/<br>21UIB6E6   | Core Elective - III : Soft Skills for International Business<br>Core Elective - III : Shipping Ocean and Freight Management<br>Core Elective – III: Business Law | 6          | -        | -          | 3         | 50            | 50         | 100         | 4         |
|               | *21UIB6AL                            | Advanced Learner Course - II<br>Basics of Brand Management   | SS         |          | -          | 2         | 50*           | 50*        | 100*        | 5*        |
|               | *21UIB6VA                            | Basic Skills For Procurement   | 30         |          | -          | -         | -             | -          | -           | 2*        |
| IV            | 21UIB6S1/<br>21UIB6S2                | Skill Based Elective - II : Intellectual Property Rights<br>Skill Based Elective - II : Garment Merchandising  | 2          | -        | -          | 2         | 25            | 25         | 50          | 2         |
|               | 21HEC606                             | Human Excellence - Global Values & SKY Yoga Practice – VI  | 1          | -        | -          | 2         | 25            | 25         | 50          | 1         |
| V             |                                      | Extension Activities - Annexure I  | -          | -        | -          | -         | -             | -          | -           | -         |
| CC            | 21UFE606                             | Fluency in English- VI   | -          | -        | -          | -         | -             | -          | -           | Grade     |
|               | *21CSD602                            | Soft Skills Development – II(Optional)   | -          | -        | -          | -         | -             | -          | -           | Grade     |
| <b>Total</b>  |                                      |  | <b>30</b>  | <b>-</b> | <b>10</b>  | <b>-</b>  | <b>300</b>    | <b>350</b> | <b>650</b>  | <b>24</b> |

AD-Advanced Learner Course; VA- Department specific Value Added Course

CC – Certificate Course/Co – Scholastic Course

## Question Paper Pattern

(Based on Bloom's Taxonomy)

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

### 1. Theory Examinations: 70 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

| Knowledge Level        | Section  | Marks       | Description           | Total                           |
|------------------------|--|-------------|-----------------------|---------------------------------|
| K1 & K2<br>(Q 1 -10)   | A (Q 1 – 5 MCQ)<br>(Q 6–10 Define/Short Answer)        | 10 x 1 = 10 | MCQ Define            | 70<br>( Reduced to 50 for ESE ) |
| K3 (Q 11-15)           | B (Either or pattern)                                  | 5 x 4 = 20  | Short Answers         |                                 |
| K4 & K5<br>(Q 16 – 21) | C ( Q -16 is Compulsory and<br>Q 17 – 21 answer any 3) | 4 x 10 = 40 | Descriptive/ Detailed |                                 |

### 2. Theory Examinations: 50 Marks (Part IV)

| Knowledge Level          | Section   | Marks       | Description   | Total                           |
|--------------------------|---|-------------|---------------|---------------------------------|
| K1 & K2<br>(Q 1 -10)     | A (Q 1 – 5 MCQ)<br>(Q 6–10 Define / Short Answer) | 10 x 1 = 10 | MCQ Define    | 50<br>( Reduced to 25 for ESE ) |
| K3, K4 & K5<br>(Q 11-18) | B (Answer 5 out of 8)                             | 5 x 8 = 40  | Short Answers |                                 |

### 3. Practical Examinations: 100 Marks

| Knowledge Level | Criterion                  | External/Internal Marks | Total |
|-----------------|----------------------------|-------------------------|-------|
| K3              | Record work &<br>Practical | 50/50                   | 100   |
| K4              |                            |                         |       |
| K5              |                            |                         |       |

\* In Theory ESE, Students will write Examination Maximum Marks as 70 and it will be reduced to 50 for Total Mark calculation.

## Components of Continuous Assessment

### THEORY

**Maximum Marks: 100; CIA Mark: 50**

| Components                      |                    | Calculation    | CIA Total |
|---------------------------------|--------------------|----------------|-----------|
| Test 1                          | $(70 / 4.67) = 15$ | 15+15+10+05+05 | 50        |
| Test 2 / Model                  | $(70 / 4.67) = 15$ |                |           |
| Assignment / Digital Assignment | 10                 |                |           |
| Seminar / Socratic Seminar      | 05                 |                |           |
| Group Task : GD, Role Play, APS | 05                 |                |           |

**Maximum Marks: 50; CIA Mark: 25**

| Components                      |    | Calculation | CIA Total |
|---------------------------------|----|-------------|-----------|
| Test / Model                    | 10 | 10+5+5+5    | 25        |
| Assignment / Digital Assignment | 5  |             |           |
| Seminar / Socratic Seminar      | 5  |             |           |
| Group Task : GD, Role Play, APS | 5  |             |           |

### PRACTICAL

**Maximum Marks: 100; CIA Mark: 50**

| Components       |    | Calculation | CIA Total |
|------------------|----|-------------|-----------|
| Test / Model     | 30 | 30+5+15     | 50        |
| Observation Note | 5  |             |           |
| Record           | 15 |             |           |

### **LIST OF PART V SUBJECTS TO BE INCLUDED IN SEMESTER I, II, III, IV**

| S.No | Subject Code | Subjects                                   |
|------|--------------|--|
| 1    | 21 UNC 401   | NCC  |
| 2    | 21 UNS 402   | NSS  |
| 3    | 21 USG 403   | Sports And Games                           |
| 4    | 21 URO 404   | Rotract Club                               |
| 5    | 21 URR 405   | Red Ribbon Club                            |
| 6    | 21 UYR 406   | Youth Red Cross                            |
| 7    | 21 UCA 407   | Consumer Awareness Club                    |
| 8    | 21 UED 408   | Entrepreneurship Development Cell          |
| 9    | 21 UCR 409   | Center For Rural Development               |
| 10   | 21 USS 410   | Student Guild Of Service                   |
| 11   | 21 UGS 411   | Green Society                              |
| 12   | 21 UEO 412   | Equal Opportunity Cell                     |
| 13   | 21 UFA 413   | Fine Arts Club                             |
| 14   | 21 UAM 414   | Arutchelvar Students Thinkers Forum        |
| 15   | 21 USV 415   | Swami Vivekanandar Students Thinkers Forum |

## STUDENT SEMINAR EVALUATION RUBRIC

### Grading Scale:

|          |          |              |              |
|----------|----------|--------------|--------------|
| <b>A</b> | <b>B</b> | <b>C</b>     | <b>D</b>     |
| <b>5</b> | <b>4</b> | <b>2 - 3</b> | <b>0 - 1</b> |

| CRITERIA   | A - Excellent   | B - Good  | C - Average  | D - Inadequate   |
|--|---|---|--|--|
| <b>Organization of presentation</b>                    | Information presented as interesting story in logical, easy to follow sequence  | Information presented in logical sequence; easy to follow   | Most of information presented in sequence  | Hard to follow; sequence of information jumpy  |
| <b>Knowledge of subject &amp; References</b>           | Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding <b>AND</b> exceptionally presented | At ease; answered all questions <b>but</b> failed to elaborate & Material sufficient for clear understanding <b>AND</b> effectively presented | At ease with information; answered most questions & Material sufficient for clear understanding <b>but</b> not clearly presented | Does not have grasp of information; answered only rudimentary Questions & Material not clearly related to topic <b>OR</b> background dominated seminar |
| <b>Presentation Skills using ICT Tools</b>             | Uses graphics that explain and reinforce text and presentation  | Uses graphics that explain text and presentation  | Uses graphics that relate to text and presentation   | Uses graphics that rarely support text and presentation  |
| <b>Eye Contact</b>                                     | Refers to slides to make points; engaged with audience  | Refers to slides to make points; eye contact majority of time   | Refers to slides to make points; occasional eye contact  | Reads most slides; no or just occasional eye contact   |
| <b>Elocution – (Ability to speak English language)</b> | Correct, precise pronunciation of all terms<br>Voice is clear and steady; audience can hear well at all times   | Incorrectly pronounces few terms<br>Voice is clear with few fluctuations; audience can hear well most of the time                             | Incorrectly pronounces some terms<br>Voice fluctuates from low to clear; difficult to hear at times                              | Mumbles and/or Incorrectly pronounces some terms<br>Voice is low; difficult to hear  |

## WRITTEN ASSIGNMENT RUBRIC

### Grading Scale:

|                |               |                |                |                |
|----------------|---------------|----------------|----------------|----------------|
| <b>A</b>       | <b>B</b>      | <b>C</b>       | <b>D</b>       | <b>F</b>       |
| <b>09 - 10</b> | <b>07- 08</b> | <b>05 - 06</b> | <b>03 - 04</b> | <b>01 - 02</b> |

| CRITERION                             | A - Excellent  | B - Good   | C - Average  | D - Below Average  | F - Inadequate                         |
|---------------------------------------|--|--|--|--|--|
| <b>Content &amp; Focus</b>            | Hits on almost all content exceptionally clear   | Hits on most key points and writing is interesting   | Hits in basic content and writing is understandable  | Hits on a portion of content and/or digressions and errors   | Completely off track or did not submit |
| <b>Sentence Structure &amp; Style</b> | <ul style="list-style-type: none"> <li>* Word choice is rich and varies</li> <li>* Writing style is consistently strong</li> <li>* Students own formal language</li> </ul> | <ul style="list-style-type: none"> <li>* Word choice is clear and reasonably precise</li> <li>* Writing language is appropriate to topic</li> <li>* Words convey intended message</li> </ul> | <ul style="list-style-type: none"> <li>* Word choice is basic</li> <li>* Most writing language is appropriate to topic</li> <li>* Informal language</li> </ul> | <ul style="list-style-type: none"> <li>* Word choice is vague</li> <li>* Writing language is not appropriate to topic</li> <li>* Message is unclear</li> </ul> | * Not adequate                         |
| <b>Sources</b>                        | Sources are cited and are used critically  | Sources are cited and some are used critically   | Some sources are missing   | Sources are not cited  | Sources are not at all cited           |
| <b>Neatness</b>                       | Typed; Clean; Neatly bound in a report cover; illustrations provided   | Legible writing, well-formed characters; Clean and neatly bound in a report cover  | Legible writing, some ill-formed letters, print too small or too large; papers stapled together  | Illegible writing; loose pages   | Same as below standard                 |
| <b>Timeliness</b>                     | Report on time   | Report one class period late   | Report two class periods late  | Report more than one week late   | Report more than 10 days late          |



## **Guidelines for Internship – Commerce – IB**

The final year Commerce - IB students should undergo a project work during V semester

- ❖ The period of study is for 4 weeks.
- ❖ Project / Internship work has to be done in an industrial organization (or) work on any industrial Problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a Mentor.
- ❖ The group should not exceed four students, also interested student can undergo individually.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- ❖ Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- ❖ Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

### **Mark Split UP**

| <b>Internal</b> | <b>External</b> | <b>Total</b> |
|-----------------|-----------------|--------------|
| 50              | 50              | 100          |

| <b>S. No</b> | <b>Internal Components</b> | <b>Marks</b> | <b>External Components</b> | <b>Marks</b> |
|--------------|----------------------------|--------------|----------------------------|--------------|
| 1            | Review - I                 | 10           | Originality of Idea        | 05           |
| 2            | Review - II                | 10           | Relevance to Current Trend | 05           |
| 3            | Review - III               | 10           | Candidate Involvement      | 05           |
| 4            | Rough Draft Submission     | 20           | Thesis Style / Language    | 05           |
|              |                            |              | Presentation of Report     | 10           |
|              |                            |              | Viva-Voce                  | 20           |
|              | <b>Total</b>               | <b>50</b>    | <b>Total</b>               | <b>50</b>    |

|   |                                    |                           |   |                            |  |             |
|---|------------------------------------|---------------------------|---|----------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>    | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB305                           |                           |   | <b>Title</b>               | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | - | Human Resource Development | <b>Semester:</b>                                 | III         |
|   |                                    |                           |   |                            | <b>Credits:</b>                                  | 4           |

### Course Objective

*To familiarize the students, with the different aspects of managing Human Resource in the Organization.  
To equip the students with appropriate knowledge and skills required for acquisition, development and retention of Human Resources*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To keep in mind the specific human resource component of the organization's business          | K1              |
| CO2       | To understand the specific features of recruitment, selection & retention process in company. | K2              |
| CO3       | To prepare the performance appraisal methods for a company.                                   | K3              |
| CO4       | To analyze the functioning of human resource management.                                      | K4              |
| CO5       | To criticize the knowledge in Planning methods.   | K5              |

### Mapping

| PO /PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1           | H   | H   | H   | M   | H   | H   | H   |   | H    | H    |
| CO2           | H   | H   | H   | H   | H   | M   | M   |   | H    | M    |
| CO3           | M   | H   | M   | M   | H   | H   | H   |   | H    | H    |
| CO4           | H   | H   | H   | H   | H   | H   | H   |   | H    | M    |
| CO5           | H   | H   | H   | H   | H   | H   | H   |   | M    | M    |

**H-High; M-Medium; L-Low**

| <b>HUMAN RESOURCE DEVELOPMENT - 21UIB305</b> |  |            |
|--|--|------------|
| <b>Units</b>                                 | <b>Content</b>   | <b>Hrs</b> |
| <b>I</b>                                     | <b>HRM:</b> Meaning – Definition- HRD in HRM – HRD Meaning - Need - Concept - System - Approaches to HRD - Human Development and HRD - HRD at Macro and Micro Climate.   | <b>15</b>  |
| <b>II</b>                                    | <b>Human Resource Development System:</b> HRD Mechanisms – Influences of <u>Employee Behaviour</u> – Model of Employee Behavior – External and Internal Factors Influencing Employee Behaviour.  | <b>14</b>  |
| <b>III</b>                                   | <b>Developing Human Capacity:</b> Aptitude - Knowledge - Values - Skills of Human Relations - Responsiveness - Loyalty and Commitment - Transparency - Leadership Development. Evaluating HRD: Human Resource Accounting - HR Audit and Benchmarking - Impact Assessment of HRD initiatives on the bottom-line of an organization.       | <b>17</b>  |
| <b>IV</b>                                    | <b>Training and Development:</b> Meaning and Scope of training - education and development; Training need analysis - Types of training Internal and external - Outbound Training - Attitudinal training - <u>Principles Involved in Selection of Training Method</u> – Techniques of Training Different Levels - Training Effectiveness. | <b>17</b>  |
| <b>V</b>                                     | <b>Career Planning and Succession Planning:</b> Recent Trends in HRD: Training for trainers and HRD professionals - Promoting Research in HRD.   | <b>12</b>  |
|  | <b>Total Contact Hrs</b>   | <b>75</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

## Text Book

| S.NO | AUTHOR  | TITLE OF THE BOOK   | PUBLISHERS \<br>EDITION          | YEAR OF<br>PUBLICATION |
|------|---------|---|----------------------------------|------------------------|
| 1    | Gibba.S | Human Resource<br>Development: Foundations,<br>Process, Context | 3rdEdition,Palgrave<br>Macmillan | 2011                   |

## Reference Books

| S.NO | AUTHOR                          | TITLE OF THE BOOK          | PUBLISHERS \<br>EDITION           | YEAR OF<br>PUBLICATION |
|------|---------------------------------|----------------------------|-----------------------------------|------------------------|
| 1    | Haldar, U.K                     | Human Resource Development | Oxford University Press<br>India, | 2009                   |
| 2    | Mankin, D                       | Human Resource Development | Oxford University Press<br>USA    | 2009                   |
| 3    | McGuire, D. and<br>Jorgensen, K | Human Resource Development | Sage South Asia                   | 2011                   |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. B. Rohini      | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                                |  |             |
|---|------------------------------------|---------------------------|---|--------------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>        | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB306                           |                           |   | <b>Title</b>                   | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | - | Banking Law & Foreign Exchange | <b>Semester:</b>                                 | III         |
|   |                                    |                           |   |                                | <b>Credits:</b>                                  | 5           |

### Course Objective

*To enrich the students with the basics of banking law and practice followed in our country*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To study the banking regulation act of 1949                                   | K1              |
| CO2       | To compute the various types of banks and its usage                           | K2              |
| CO3       | To classify the principles of lending, borrowing and negotiation instruments. | K3              |
| CO4       | To figure out the role of RBI and its function in banking industry.           | K4              |
| CO5       | To judge the methods adopted in foreign exchange.                             | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | L   | M   | M   | L   | H   | M   | L   |   | L    | H    |
| CO2            | M   | H   | H   | H   | H   | H   | M   |   | M    | M    |
| CO3            | M   | H   | M   | H   | M   | L   | H   |   | H    | H    |
| CO4            | H   | M   | H   | L   | L   | H   | H   |   | M    | H    |
| CO5            | H   | H   | M   | H   | M   | M   | H   |   | H    | M    |

H-High; M-Medium; L-Low

| <b>BANKING LAW &amp; FOREIGN EXCHANGE - 21UIB306</b> |  |            |
|--|--|------------|
| <b>Units</b>   | <b>Content</b>   | <b>Hrs</b> |
| <b>I</b>   | Definition of banker and customer- general relationship- Special relationship- Evolution of commercial banks – functions of modern commercial banks – branch banking – CRM in banking – <u>Multinational banking</u> – customer service.                                       | <b>15</b>  |
| <b>II</b>  | Opening of an new account- General precautions- Types of accounts- Fixed deposits- savings account- Current account- Recurring deposits- special type of customers- Minor- Lunatic-drunkards- joint account- partnership account- Public limited company- Closure of accounts. | <b>20</b>  |
| <b>III</b>   | Negotiable instruments- meaning- characteristics- types- Bills of exchange- Essentials. Promissory note- essentials- Cheques- Essentials- <u>Endorsement</u> - Crossing of Cheques - Marking of Cheques.   | <b>17</b>  |
| <b>IV</b>  | Foreign exchange markets- Features- participants- Interbank transactions- Interbank quotations- Interbank rates and arbitraging- Interbank dealings- cover deals- trading- <u>Money market</u> -funding of Vostro, Nostro and Loro account- swap deals.                        | <b>20</b>  |
| <b>V</b>   | Exchange management by banks- Dealing position- exchange position- cash position. Accounting and reporting- Foreign exchange risk management- Measuring of Value At Risk (VAR). .  | <b>18</b>  |
|  | <b>Total Contact Hrs</b>   | <b>90</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR                  | TITLE OF THE BOOK                  | PUBLISHERS \<br>EDITION   | YEAR OF<br>PUBLICATION |
|------|-------------------------|------------------------------------|---------------------------|------------------------|
| 1    | Gordon and<br>Natarajan | Banking theory law and<br>practice | Himalaya Publishing House | 2010                   |

**Reference Books**

| S.NO | AUTHOR          | TITLE OF THE BOOK                       | PUBLISHERS \<br>EDITION             | YEAR OF<br>PUBLICATION |
|------|-----------------|---|-------------------------------------|------------------------|
| 1    | C. Jeevanandham | Foreign exchange and risk<br>management | Sultan Chand                        | 2010                   |
| 2    | NC Majumdar     | Fundamentals of Modern<br>Banking       | New Central Book Agency<br>(P) Ltd, | 2010                   |
| 3    | R. Ramachandran | Banking theory and Practice             | MJP Publishers                      | 2019                   |

| Course Designed by  | Reviewed by        | Verified by            | Checked by        | Approved by                |
|---------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. B. Madhan Kumar | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher      | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 20UIB307                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | 5 | Business Statistics     | <b>Semester:</b>                                 | III         |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 4           |

### Course Objective

*On successful completion of this course the students shall enrich to solve the statistical problems in commerce.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remember the importance of statistics and its role in business.          | K1              |
| CO2       | To understand various techniques and tools used for statistics calculation. | K2              |
| CO3       | To implement statistical problem in commerce.                               | K3              |
| CO4       | To review various usage of statistics in current scenario.                  | K4              |
| CO5       | To Measure the Trend with the help of the statistical tools.                | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | H   | H   | M   | M   | H   | M   |   | H    | H    |
| CO2            | M   | M   | H   | H   | H   | H   | L   |   | H    | L    |
| CO3            | H   | M   | H   | L   | M   | M   | M   |   | H    | H    |
| CO4            | H   | H   | H   | L   | H   | H   | H   |   | M    | H    |
| CO5            | H   | H   | H   | M   | H   | M   | H   |   | H    | M    |

**H-High; M-Medium; L-Low**



| <b>BUSINESS STATISTICS - 21UIB307</b> |  |            |
|---------------------------------------|--|------------|
| <b>Units</b>                          | <b>Content</b>   | <b>Hrs</b> |
| <b>I</b>                              | Introduction – definition of statistics – statistics as numerical method – functions of statistics – scope of statistics – limitations of statistics - Methods of collecting data – difference between primary and secondary data  | <b>13</b>  |
| <b>II</b>                             | Classification and tabulation of statistical data – characteristics of a good classification – types of classification - tabulation – components of a good table -difference between Classification and tabulation - Diagrammatic and <i>graphical representation of data.</i> | <b>18</b>  |
| <b>III</b>                            | Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation - Measures of Skewness. (Basic Simple Problems only)  | <b>18</b>  |
| <b>IV</b>                             | Correlation - Karl Pearson Coefficient of Correlation - Spearman Rank Correlation - Regression Lines and Coefficients. (Basic Simple Problems only)  | <b>18</b>  |
| <b>V</b>                              | Time Series – Utility of Time Series Analysis - Component of time series – Measurement of trend – Measurement of <i>Seasonal Variation.</i> (Basic Simple Problems only)   | <b>18</b>  |
|                                       | <b>Tutorial Hrs</b>  | <b>5</b>   |
|                                       | <b>Total Contact Hrs</b>   | <b>90</b>  |

\*\*\***Concepts underlined and italicized are self-study**

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|--------------------------|---------------------------------|--------------------------------|
| 1           | S.C Gupta     | Business Statistics      | Himalaya Publishing House       | 2013                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>               | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b>          | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|-----------------------------|--------------------------|--|--------------------------------|
| 1           | S.P. Gupta                  | Statistical Methods      | Sultan Chand                             | 2012                           |
| 2           | S. P. Rajagopalan           | Business Statistics      | Tata Mc Graw – Hill<br>Education Pvt.Ltd | 2010                           |
| 3           | Hira and Gupta, S.<br>Chand | Operations Research      | S.CHAND PUBLISHER                        | 2010                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. M. Prem        | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |   |  |             |
|---|------------------------------------|---------------------------|---|---|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>                     | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB308                           |                           |   | <b>Title</b>                                | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | 5 | Banking Practice for International Business | <b>Semester:</b>                                 | III         |
|   |                                    |                           |   | <b>Credits:</b>                             | 4  |             |

### Course Objective

*To provide practical knowledge on basic procedure that is to be followed at banks.*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To understand the various types of accounts and its usage.   | K2              |
| CO2       | To execute the usage of negotiation instruments              | K3              |
| CO3       | To figure out the importance of currency in trade activities | K4              |
| CO4       | To illustrate the negotiable forms                           | K4              |
| CO5       | To explain the loan details and purpose                      | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | M   | L   | H   | M   | H   | M   |   | H    | M    |
| CO2            | M   | H   | H   | H   | H   | H   | M   |   | M    | M    |
| CO3            | M   | H   | M   | H   | L   | H   | M   |   | M    | H    |
| CO4            | M   | L   | H   | M   | H   | H   | M   |   | M    | L    |
| CO5            | M   | H   | H   | M   | M   | H   | M   |   | M    | H    |

**H-High; M-Medium; L-Low**

## BANKING PRACTICE FOR INTERNATIONAL BUSINESS - 21UIB308

| Units | Content  | Hrs |
|-------|--|-----|
| I     | <b>Introduction to Accounts Filing:</b> Account opening – Savings Account – Current Account – Recurring deposit – Fixed deposit – Term deposit – ATM Application form – Know your customer form. | 15  |
| II    | <b>Negotiable Forms:</b> Payment – Paying Slip – Cash – Cheque – Demand Draft – Bankers cheque   | 13  |
| III   | <b>Negotiable Forms:</b> Cash Withdrawal Form – Cheque – DD Application Form – Account transfer fund   | 12  |
| IV    | <b>Fund Support:</b> Loan – Housing Loan – Vehicle Loan – Jewel Loan – Agri Loan – Pledge – Mortgage – Forfeiting of Property – Termination of Loan  | 15  |
| V     | <b>Know your Currency:</b> Types of Currency – Currency Size – Particular in currency – Secrecy terminology – Coins – Shape and Size   | 15  |
|       | <b>Tutorial Hrs</b>  | 5   |
|       | <b>Total Contact Hrs</b>   | 75  |

### Pedagogy:

Direct Instruction, Digital Presentation, Flipped Classes

### Assessment Methods:

Test, Seminar, Form filling, Assignments

**Assessment Methodology:** CIA: 20 Marks: Test 20 M; Record 10 M; Observation 10 M  
CE: 80 Marks: Record 20 M; Form Test 30 M; Viva Voce 30 M

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. M. Prem        | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                   |                           |   |   |  |             |
|---|-----------------------------------|---------------------------|---|---|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b>                     | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB3A3                          |                           |   | <b>Title:</b>                               | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |   | <b>Semester:</b>                                 | III         |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 6                                 | <b>Tutorial Hrs./Sem.</b> | - | Computing Skills for International Business | <b>Credits:</b>                                  | 3           |

### Course Objective

*This paper would make students learn about the latest version MS Windows operating system.*

*The application software covered under this paper would include MS word and excel.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remembering the Reporting and mailing labels   | K1              |
| CO2       | To understand the data base systems   | K2              |
| CO3       | To express the role of business application software role in international business.  | K3              |
| CO4       | To outline the mail merge concept by linking documents.   | K4              |
| CO5       | To select the familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | M   | L   | M   | M   | L   | M   |   | M    | M    |
| CO2            | M   | H   | H   | H   | M   | M   | M   |   | M    | H    |
| CO3            | M   | M   | H   | M   | M   | M   | L   |   | L    | M    |
| CO4            | M   | H   | M   | M   | H   | H   | M   |   | M    | L    |
| CO5            | M   | H   | H   | H   | M   | M   | M   |   | M    | H    |

**H-High; M-Medium; L-Low**

**COMPUTING SKILLS FOR INTERNATIONAL BUSINESS - 21UIB3A3**

| <b>Units</b> | <b>Content</b>   | <b>Hrs</b> |
|--------------|--|------------|
| <b>I</b>     | <b>Microsoft Word:</b> Changing Font and Text Size, Borders and Shadings, Text box, Formatting, Creating Tables, Mail Merge - Creating the Main Document– Creating data source, Adding fields, removing fields – Merging Documents - Macros – Inserting Headers and Footer – Recording macros. | <b>18</b>  |
| <b>II</b>    | <b>Microsoft Excel :</b> Selecting Cells, Entering and Editing Text, Entering Numbers and Formulas – Alignments – Menus, Commands, Toolbars and their Icons-Spreadsheet Overview – Creating Worksheet – Creating Charts – Creating Form Templates – Sharing Data Between Applications          | <b>18</b>  |
| <b>III</b>   | <b>Microsoft PowerPoint:</b> Adding Visual Elements – Charts and Tables – Drawing – Clipart – Sounds – Animation – Apply Time Transitions to Slides - Working with PowerPoint: Slide Sorter – Date and Time – Symbol – Slide Layout – Font – Slide Colour Schema – Macros – Custom Animation.  | <b>18</b>  |
| <b>IV</b>    | <b>Microsoft Access:</b> Database Overview- Creating Database – Creating database through Table Wizard – Modifying Table - Creating a Table – Rename Columns – Saving the Database – Relationships - Forms.  | <b>20</b>  |
| <b>V</b>     | <b>Filtering and Querying Tables</b> – Crating Reports and Mailing Labels – Sharing Information between Applications.  | <b>16</b>  |
|              | <b>Total Contact Hrs</b>   | <b>90</b>  |

**Pedagogy and Assessment Methods:**

|  |
|--|
| Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments |
|--|

**Assessment Methodology:**

**CIA:** 40 Marks: Test 20 M; Record 10 M; Observation 10 M

**CE:** 60 Marks: Record 20 M; Form Test 20 M; Viva Voce 20 M

**Text Book**

| S.NO | AUTHOR      | TITLE OF THE BOOK   | PUBLISHERS \ EDITION | YEAR OF PUBLICATION |
|------|-------------|---------------------|----------------------|---------------------|
| 1    | Bittu Kumar | Mastering MS Office | V&S Publishers       | 2017                |

**Reference Books**

| S.NO | AUTHOR                           | TITLE OF THE BOOK             | PUBLISHERS \ EDITION | YEAR OF PUBLICATION |
|------|----------------------------------|-------------------------------|----------------------|---------------------|
| 1    | SatishJain<br>/ M.Geeta /Kratika | MS-Office 2010 Training Guide | BPB Publications     | 2017                |
| 2    | Lokesh Lalwani                   | Excel 2019 All-in-One         | BPB Publications     | 2019                |
| 3    | Ken Bluttman                     | Excel Formulas & Functions    | For Dummies          | 2018                |

| Course Designed by                      | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---|-----------------------------------|--|--------------------------------------|---|
|   |                                   |  |                                      |   |
| Dr. N. Bhuvaneshkumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |   |  |             |
|---|------------------------------------|---------------------------|---|---|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>                         | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB3N1                           |                           |   | <b>Title</b>                                    | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 1                                  | <b>Tutorial Hrs./Sem.</b> | - | Introduction<br>to<br>International<br>Business | <b>Semester:</b>                                 | I           |
|   |                                    |                           |   |   | <b>Credits:</b>                                  | 2           |

### Course Objective

*The Course is designed to impart sound knowledge about International Business operations through lectures, seminars, case studies & Group Discussions etc. to make learning challenging*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To keep in mind about the evolution of international business.      | K1              |
| CO2       | To understand the modes of entering international business          | K2              |
| CO3       | To apply the changes of MNCs in global business                     | K3              |
| CO4       | To analysis the various terminology used in international business. | K4              |
| CO5       | To Decide the Documents which is used for international business    | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | M   | H   | L   | H   | H   | M   | H   |   | L    | H    |
| CO2          | H   | L   | M   | H   | H   | L   | M   |   | M    | H    |
| CO3          | H   | H   | H   | H   | M   | M   | H   |   | H    | M    |
| CO4          | M   | H   | H   | M   | H   | M   | L   |   | M    | M    |
| CO5          | L   | M   | H   | L   | M   | H   | M   |   | H    | H    |

H-High; M-Medium; L-Low



| INTRODUCTION TO INTERNATIONAL BUSINESS - 21UIB3N1 |   |           |
|---|---|-----------|
| Units   | Content   | Hrs       |
| I   | <b>Introduction To International Business:</b> Evolution of international business, nature of international business, need & importance of International Business, <i>stages of internationalization</i> .  | 3         |
| II  | <b>Modes Of Entering International Business:</b> International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Joint ventures- Mergers and Acquisitions. | 4         |
| III   | <b>Globalization:</b> Meaning- Definition and Features-Globalization, -Advantages and Disadvantages, <i>GATT and WTO</i> .  | 2         |
| IV  | <b>MNCS And International Business:</b> Definition, Distinction among Domestic Companies, <i>International company</i> , MNC, Global Company and TNC, Merits and Demerits, MNC s and India.   | 3         |
| V   | <b>Export Import Documentation:</b> Important Trade Terms in International Trade: Introduction: CIF, F.O.B, F.O.B Contract with additional services, F.O.B Contract FAS, EX SHIP & Arrival Contracts.   | 3         |
|   | <b>Total Contact Hrs</b>  | <b>15</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|--------------------------|---------------------------------|--------------------------------|
| 1           | SumatiVarma   | International Business   | Pearson                         | 2013                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>           | <b>TITLE OF THE BOOK</b>       | <b>PUBLISHERS \<br/>EDITION</b>   | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|-------------------------|--------------------------------|-----------------------------------|--------------------------------|
| 1           | Charles Hill            | International Business         | Text & Cases, Tata<br>McGraw Hill | 2011                           |
| 2           | Warren J. Keegan.       | Global Marketing<br>Management | Prentice Hall of India            | 2010                           |
| 3           | Daniel and<br>Radebaugh | International Business         | Pearson Education                 | 2010                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. M. Prem        | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |  |                         |  |             |
|---|------------------------------------|---------------------------|--|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |  | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB3N2                           |                           |  | <b>Title</b>            | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 1                                  | <b>Tutorial Hrs./Sem.</b> |  | Tourism<br>Marketing    | <b>Semester:</b>                                 | III         |
|   |                                    |                           |  |                         | <b>Credits:</b>                                  | 2           |

### Course Objective

*To equip the students with language skills required for conducting international business. To make aware the various dynamics in corporate cultures and business etiquette*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the role of marketing in tourism.                        | K1              |
| CO2       | To understand the marketing mix strategies for a tourism product.    | K2              |
| CO3       | To apply the elements in the marketing planning process.             | K3              |
| CO4       | To evaluate stakeholders and variables in the marketing environment. | K4              |
| CO5       | To create the tourism marketing in global level                      | K5              |

### Mapping

| PO /PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1           | M   | H   | H   | M   | M   | H   | M   |   | H    | H    |
| CO2           | M   | M   | H   | H   | H   | H   | L   |   | H    | L    |
| CO3           | H   | M   | H   | L   | M   | M   | M   |   | H    | H    |
| CO4           | H   | H   | H   | L   | H   | H   | H   |   | M    | H    |
| CO5           | H   | H   | H   | M   | H   | M   | H   |   | H    | M    |

**H-High; M-Medium; L-Low**

| <b>TOURISM MARKETING - 21UIB3N2</b> |  |            |
|-------------------------------------|--|------------|
| <b>Units</b>                        | <b>Content</b>   | <b>Hrs</b> |
| <b>I</b>                            | <b>Marketing:</b> Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.  | <b>3</b>   |
| <b>II</b>                           | <b>Analysis and selection of market:</b> Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. <u>Market segmentation and positioning (STP)</u>   | <b>3</b>   |
| <b>III</b>                          | <b>Marketing Strategies:</b> Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. Product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing. | <b>3</b>   |
| <b>IV</b>                           | <b>Planning marketing programs:</b> Product and product strategies; Product line, Product mix Branding and packaging. <u>Pricing considerations</u> . Approaches and strategies. Distribution channels and strategies.   | <b>3</b>   |
| <b>V</b>                            | <b>Tourism Marketing:</b> Service characteristics of tourism, Unique features of tourist demand and tourist product, Tourism Marketing Mix. Marketing of Tourism, Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services – Challenges and Strategies                                   | <b>3</b>   |
|                                     | <b>Total Contact Hrs</b>   | <b>15</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR         | TITLE OF THE BOOK                                | PUBLISHERS \<br>EDITION | YEAR OF<br>PUBLICATION |
|------|----------------|--|-------------------------|------------------------|
| 1    | Kotler, Philip | Marketing For Hospitality &<br>Tourism Marketing | Pearson Education       | 2017                   |

**Reference Books**

| S.NO | AUTHOR                | TITLE OF THE BOOK                                | PUBLISHERS \<br>EDITION      | YEAR OF<br>PUBLICATION |
|------|-----------------------|--|------------------------------|------------------------|
| 1    | Kotler, Philip        | Marketing For Hospitality &<br>Tourism Marketing | Pearson Education            | 2017                   |
| 2    | <u>Dr. S.M. Jha</u>   | Tourism marketing                                | Himalaya Publishing<br>House | 2013                   |
| 3    | <u>Prasanna Kumar</u> | Marketing For Hospitality &<br>Tourism Marketing | McGraw Hill Education        | 2017                   |

| Course Designed by                    | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---------------------------------------|-----------------------------------|--|--------------------------------------|---|
|                                       |                                   |  |                                      |   |
| Mr. B. Madhan Kumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB409                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | - | Goods and Service Tax   | <b>Semester:</b>                                 | IV          |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 5           |

### Course Objective

*To impart basic knowledge about major Indirect Taxes.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remember the rules and regulation of indirect taxation.                | K1              |
| CO2       | To understand the rules for registrations and its exemptions in taxation. | K2              |
| CO3       | To compute GST and its working mechanisms.                                | K3              |
| CO4       | To analyze and resolve tax problems.                                      | K4              |
| CO5       | To evaluate the functions of GST and its levy.                            | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | H   | M   | M   | M   | M   | L   | M   |   | L    | L    |
| CO2      | H   | M   | L   | H   | L   | M   | M   |   | M    | M    |
| CO3      | M   | M   | H   | M   | H   | L   | H   |   | L    | M    |
| CO4      | H   | H   | L   | L   | H   | M   | M   |   | H    | H    |
| CO5      | H   | L   | H   | M   | H   | H   | M   |   | H    | H    |

**H-High; M-Medium; L-Low**

| GOODS AND SERVICE TAX - 21UIB409 |  |           |
|----------------------------------|--|-----------|
| Units                            | Content  | Hrs       |
| I                                | Indirect Taxes- Meaning and Nature- Special features of Indirect Taxes - Types -Objectives- Direct Taxes Vs. Indirect Taxes -Contribution to Government Revenues- Taxation under the Constitution- Advantages and Disadvantages of Indirect Taxes.   | 18        |
| II                               | Introduction and Scope of Customs Law in India-The Customs Act 1962- Types-Levy and Collection from Customs duty- <u>Exemption from Customs duty</u> - Classification and Valuation of goods under Customs Law - Abatement of duty in Damaged or Deteriorated Goods- Remission on Duty on Lost, Destroyed or Abandoned Goods- Customs Duty Draw Back.  | 18        |
| III                              | Goods and Service Tax-Introduction-Meaning-Need for GST-Features of GST- Advantages and Disadvantages of GST-Structure of GST in India- Dual Concepts-SGST-CGST-IGST-UTGST- Types of rates under GST- Taxes subsumed under State Goods and Services Tax Act 2017- Taxes subsumed under Central Goods and Services Tax Act 2017.  | 17        |
| IV                               | Levy and Collection under SGST/CGST Act- Meaning of Important Term: Goods, Services, Supplier, Business, Manufacture, Casual Taxable person, Aggregate Turnover. Input Tax and Output Tax. Concept of Supply- Composite and Mixed Supplies- Composition Levy- Time of Supply of Goods and Services- Value of Taxable Supply- . Input Tax Credit- Eligibility and Conditions for taking Input Credit- <u>Registration procedure under GST</u> - Filing of Returns | 20        |
| V                                | Levy and Collection under the Integrated Goods and Service Tax - Meaning of Important Terms: Integrated Tax, Intermediary, Location of the Recipient and Supplier of Services, Output Tax. Levy and Collection of Tax-Determination of Nature of supply- Inter-State Supply and Intra-State Supply- Place of Supply of Goods or Services- Zero-Rated Supply.   | 17        |
|                                  | <b>Total Contact Hrs</b>   | <b>90</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR      | TITLE OF THE BOOK | PUBLISHERS \<br>EDITION                            | YEAR OF<br>PUBLICATION |
|------|-------------|-------------------|--|------------------------|
| 1    | Datey, V.S. | Indirect Taxes    | Mumbai, Taxmann<br>Publications Private<br>Limited | 2017                   |

**Reference Books**

| S.NO | AUTHOR           | TITLE OF THE BOOK                         | PUBLISHERS \<br>EDITION | YEAR OF<br>PUBLICATION |
|------|------------------|---|-------------------------|------------------------|
| 1    | Balachandran, V. | Indirect Taxation                         | Sultan Chand and Sons   | 2017                   |
| 2    | RadhaKrishnan, R | Indirect Taxation                         | Kalyani Publishers      | 2017                   |
| 3    | Sethurajan       | Indirect Taxation including<br>Wealth Tax | Speed Publications      | 2017                   |

| Course Designed by                    | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---------------------------------------|-----------------------------------|--|--------------------------------------|---|
| Mr. B. Madhan Kumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |



|   |                                   |                           |   |  |  |             |
|---|-----------------------------------|---------------------------|---|--|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b>                        | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB410                          |                           |   | <b>Title:</b>                                  | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |  | <b>Semester:</b>                                 | IV          |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 6                                 | <b>Tutorial Hrs./Sem.</b> | - | International Trade Procedures & Documentation | <b>Credits:</b>                                  | 5           |

### Course Objective

*To train the students with trade procedures required for doing international business.*

*To make aware the various dynamics in documentation.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To identify the need of international trade in India.                       | K1              |
| CO2       | To observe about the trade procedures and documentation needed for exports. | K2              |
| CO3       | To practice the idea on various documents used for international trade.     | K3              |
| CO4       | To analyze the basic policy and terms followed in export import business.   | K4              |
| CO5       | To select the role of documentation in international trade.                 | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | M   | M   | M   | H   | H   | L   | M   |   | H    | H    |
| CO2      | H   | H   | L   | M   | L   | H   | H   |   | H    | H    |
| CO3      | M   | M   | H   | M   | L   | H   | L   |   | M    | H    |
| CO4      | L   | H   | H   | L   | M   | H   | M   |   | L    | H    |
| CO5      | H   | M   | H   | M   | H   | M   | H   |   | M    | H    |

**H-High; M-Medium; L-Low**

| <b>INTERNATIONAL TRADE PROCEDURES &amp; DOCUMENTATION - 21UIB410</b> |   |            |
|--|---|------------|
| <b>Units</b>   | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>   | International Market Research – Strategies, Product Planning, and Cost estimation, sales Forecast, Different Registers, Significance of Documentation & Related procedures, Export management, Organization Structure.  | <b>16</b>  |
| <b>II</b>  | Export and Import Policy and Procedures, Preliminary information, <i>Export sales Quotation</i> , Different Inco terms: FOB, C&F, CIF etc.  | <b>18</b>  |
| <b>III</b>   | Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, and other related procedures of registration.   | <b>18</b>  |
| <b>IV</b>  | Exchange Control Regulations: RBI Guide Lines, Authorised Dealers, <i>FERA / FEMA</i> , Permitted Currencies, Export Realization, Procedure & Related documents.  | <b>18</b>  |
| <b>V</b>   | Export Documents : Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading / Airway Bill, Bill of Exchange, Shipping Bill, Certificate of Origin, Invoice, Packing List, GSP Certificate, Legislation of Documents, Bank Certificate of Export & Realization | <b>20</b>  |
|  | <b>Total Contact Hrs</b>  | <b>90</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR       | TITLE OF THE BOOK                           | PUBLISHERS \ EDITION             | YEAR OF PUBLICATION |
|------|--------------|---|----------------------------------|---------------------|
| 1    | M.I. Mahajan | Export Policy, Procedures And Documentation | Snow White Publications Pvt. Ltd | 2015                |

**Reference Books**

| S.NO | AUTHOR                        | TITLE OF THE BOOK                          | PUBLISHERS \ EDITION             | YEAR OF PUBLICATION |
|------|-------------------------------|--|----------------------------------|---------------------|
| 1    | M.I. Mahajan                  | Import Policy, Procedure and Documentation | Snow White Publications Pvt. Ltd | 2013                |
| 2    | Ankita Pal                    | Master Key Law of Export Import Regulation | Amar Law Publication's           | 2015                |
| 3    | P. Veera Reddy and M. Mamatha | Export Documentation                       | Commercial law publisher         | 2018                |

| Course Designed by                      | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---|-----------------------------------|--|--------------------------------------|---|
|   |                                   |  |                                      |   |
| Dr. N. Bhuvaneshkumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|                          |                                    |                           |   |                         |  |             |
|--------------------------|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB411                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | 5 | Case Analysis           | <b>Semester:</b>                                 | IV          |
|                          |                                    |                           |   |                         | <b>Credits:</b>                                  | 4           |

### Course Objective

|   |
|---|
| <p><i>To expose the students with the practical cases</i></p> <p><i>To develop the critical thinking behaviour among students</i></p> |
|---|

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the situations with which a case would evolve          | K1              |
| CO2       | To visualize the various ways to give solutions                    | K2              |
| CO3       | To inculcate the actual happenings with the live cases             | K3              |
| CO4       | To figure out the work carried out in the decision making scenario | K4              |
| CO5       | To evaluate finally the case study report                          | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | H   | M   | M   | H   | L   | M   | M   |   | H    | H    |
| CO2          | H   | M   | H   | M   | H   | M   | H   |   | M    | M    |
| CO3          | H   | H   | H   | M   | H   | H   | L   |   | M    | L    |
| CO4          | H   | H   | H   | H   | H   | H   | H   |   | H    | H    |
| CO5          | H   | H   | M   | H   | H   | H   | M   |   | L    | M    |

H-High; M-Medium; L-Low

| <b>CASE ANALYSIS -21UIB411</b> |  |              |
|--------------------------------|--|--------------|
| <b>Unit</b>                    | <b>Content</b>   | <b>Hours</b> |
| <b>I</b>                       | Case Study – meaning – purpose – preparation required for cases – types of cases – role of cases in the current business scenario  | <b>12</b>    |
| <b>II</b>                      | Case Studies in the field of business – concept of business according to laymen view – practical business and theoretical cases – justifying business and institutions                   | <b>15</b>    |
| <b>III</b>                     | Case studies in field of logistics - concept of logistics according to laymen view – practical logistics and theoretical cases – justifying logistics with practicing institutions       | <b>16</b>    |
| <b>IV</b>                      | Case studies in field of supply chain - concept of supply chain according to laymen view – practical supply chain and theoretical cases – justifying supply chain with warehousing firms | <b>15</b>    |
| <b>V</b>                       | Case studies in field of foreign exchange - concept of foreign exchange cases with that of finance cases   | <b>12</b>    |
|                                | Tutorial Hours   | <b>5</b>     |
|                                | <b>Total Contact Hrs</b>   | <b>75</b>    |

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Work Book Review, Power Point Presentations, Experience Discussion

Assessment - Viva Voce - Distribution of marks – CA: 20, CE: 80

**21UIB411**

## Text Book

| S.NO | AUTHOR        | TITLE OF THE BOOK                          | PUBLISHERS \ EDITION                                    | YEAR OF PUBLICATION |
|------|---------------|--|---|---------------------|
| 1    | William Eilet | The Case Study, The Student Handbook Guide | Harward Business Publishing Education – Revised Edition | 2018                |

## Reference Books

| S.NO | AUTHOR           | TITLE OF THE BOOK      | PUBLISHERS \ EDITION                          | YEAR OF PUBLICATION |
|------|------------------|------------------------|---|---------------------|
| 1    | Peter F Drucker  | Management Cases       | Harper Business Publishing, Revised Edition   | 2008                |
| 2    | Marc P Cosentino | Case in Point          | Wall Street Journal, 11 <sup>th</sup> Edition | 2020                |
| 3    | Victor Cheno     | Case Interview Secrets | Bain and Company, Recent Edition              | 2012                |

| Course Designed by               | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|----------------------------------|-----------------------------------|--|--------------------------------------|---|
|                                  |                                   |  |                                      |   |
| Dr. G. Vignesh<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                                    |  |             |
|---|------------------------------------|---------------------------|---|------------------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>            | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB412                           |                           |   | <b>Title</b>                       | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | 5 | Virtual<br>Banking for<br>Business | <b>Semester:</b>                                 | IV          |
|   |                                    |                           |   |                                    | <b>Credits:</b>                                  | 4           |

### Course Objective

*It aims to provide practical knowledge to use online facilities that are used in the current scenario*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remember the online portal which is used for international business      | K1              |
| CO2       | To understand the types of online banking facility available for end users. | K2              |
| CO3       | To apply framework of smart banking.  | K3              |
| CO4       | To analyze the role of internet banking in current scenario.                | K4              |
| CO5       | To justify the NRI & NRE Accounts   | K5              |

### Mapping

| PO /PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1           | L   | M   | M   | LK  | L   | M   | M   |   | M    | L    |
| CO2           | M   | M   | H   | M   | M   | L   | M   |   | M    | M    |
| CO3           | H   | M   | H   | M   | H   | M   | L   |   | M    | M    |
| CO4           | H   | L   | M   | M   | L   | H   | H   |   | H    | H    |
| CO5           | M   | H   | H   | M   | H   | M   | M   |   | M    | H    |

**H-High; M-Medium; L-Low**

| <b>VIRTUAL BANKING FOR BUSINESS - 21UIB412</b> |  |            |
|--|--|------------|
| <b>Units</b>                                   | <b>Content</b>   | <b>Hrs</b> |
| <b>I</b>                                       | <b>Online Booking:</b> Bus ticket – Online portal – Various transport services – Train ticket – IRCTC – User Id registration and ticket preference – Air/Flight ticket – Agencies involved in Air ticket – Individual login registration | <b>20</b>  |
| <b>II</b>                                      | <b>Domestic Usages Online :</b> Electricity Bill – Water payment charges – Property tax – Gas Booking – Cell phone Recharge – DTH Recharge – Pay TM – Free charge – Other Agencies supporting these recharge                             | <b>15</b>  |
| <b>III</b>                                     | <b>Smart Banking</b> – Mobile Banking – Internet Banking – ATM – Debit card – Credit card – Cash cards – Payment wallet  | <b>15</b>  |
| <b>IV</b>                                      | <b>Terminology in Banking :</b> NEFT – RTGS – CBS – IFCS – MICR – Clearance of cheque – DD – Bankers cheque  | <b>20</b>  |
| <b>V</b>                                       | <b>Forex Account:</b> Opening of NRI account, NRO account and NRE account  | <b>15</b>  |
|  | <b>Tutorial Hrs</b>  | <b>5</b>   |
|  | <b>Total Contact Hrs</b>   | <b>90</b>  |

**Pedagogy:**

|   |
|---|
| Direct Instruction, Digital Presentation, Flipped Classes |
|---|

**Assessment Methods:**

|                                 |
|---------------------------------|
| Test, Form filling, Assignments |
|---------------------------------|

**CIA:** 20 Marks: Test 10 M; Record 5 M; Observation 5 M

**CE:** 80 Marks: Record 20 M; Form Test 30 M; Viva Voce 30 M

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. M. Prem        | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |



|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 20UIB4A4                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | - | Economic Analysis       | <b>Semester:</b>                                 | IV          |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 3           |

### Course Objective

*To equip the students with various importance of demand and supply.*

*To make aware the various fundamental and technical concepts of economics.*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the use of economics terminologies in oral and written communications.   | K1              |
| CO2       | To understand the decisions wisely using cost-benefit analysis.                      | K2              |
| CO3       | To implement the benefits and costs of a global economy                              | K3              |
| CO4       | To analyze the basic theories of economics in critical thinking and problem solving. | K4              |
| CO5       | To select and implementing the factors pricing theory                                | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | H   | H   | M   | H   | H   | M   | L   |   | H    | H    |
| CO2      | H   | M   | H   | H   | H   | M   | M   |   | M    | M    |
| CO3      | M   | H   | M   | M   | M   | M   | M   |   | M    | L    |
| CO4      | H   | H   | M   | L   | H   | H   | H   |   | L    | M    |
| CO5      | H   | L   | H   | H   | L   | M   | H   |   | H    | M    |

**H-High; M-Medium; L-Low**

## ECONOMIC ANALYSIS - 20UIB4A4

| Units      | Content  | Hrs       |
|------------|--|-----------|
| <b>I</b>   | Scope of Methodology: Definition of Economics – Nature and Scope of Economics – Utility analysis – Law of diminishing utility – Law of Equilibrium...Marginal utility – Indifference curve – Approaches of Economic Analysis – Methodology of Economics maximization and other objectives – Marshall’s utility Analysis – Law of Diminishing Marginal Utility – Social Responsibilities. | <b>15</b> |
| <b>II</b>  | Theory of Consumer Behaviour: Demand Analysis – Demand Schedule –Law of Demand – Demand Curves – Elasticity of Demand – Consumer’s surplus –Analysis Schedule.   | <b>15</b> |
| <b>III</b> | Production – Factors of Production – Law of diminishing Returns – Law of variable proportions – Returns to scale – scale of production – Law of supply – Cost and Revenue– concepts and Curves – THEORY OF PRODUCTION : Production Function – <i>Factors of Production</i> – Enterprise as a Factor.   | <b>15</b> |
| <b>IV</b>  | Product Pricing : Market Definition – Types – Equilibrium under perfect competition of Firm and Industry – Pricing – Pricing under perfect competition, Monopoly – Price Discrimination – Pricing under Monopolistic competition – <i>Pricing under Oligopoly</i> .  | <b>15</b> |
| <b>V</b>   | Factor Pricing – Marginal Productivity theory – Theories of wages, rent, interest and profit.  | <b>15</b> |
|            | <b>Total Contact Hrs</b>   | <b>75</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR   | TITLE OF THE BOOK      | PUBLISHERS \ EDITION | YEAR OF PUBLICATION |
|------|----------|------------------------|----------------------|---------------------|
| 1    | M L Seth | Principle Of Economics | LNA PUBLICATIONS     | 1970                |

**Reference Books**

| S.NO | AUTHOR                                | TITLE OF THE BOOK    | PUBLISHERS \ EDITION             | YEAR OF PUBLICATION |
|------|---------------------------------------|----------------------|----------------------------------|---------------------|
| 1    | H.S Agarwal                           | Economics analysis   | ANE Books                        | 2009                |
| 2    | M. L. Jhingan.                        | Macroeconomic Theory | Vrinda Publications (P), Limited | 2003                |
| 3    | Alfred W. Stonier,<br>Douglas C. Hagu | Economics Theory     | Pearson                          | 2003                |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. M. Prem        | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB4N1                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 1                                  | <b>Tutorial Hrs./Sem.</b> | - | Global<br>Logistics     | <b>Semester:</b>                                 | IV          |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 2           |

### Course Objective

*The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To keep in mind about the importance of business logistics in current scenario.                  | K1              |
| CO2       | To understand the role of logistics in a market oriented society.                                | K2              |
| CO3       | To apply the theoretical knowledge with practical knowledge on logistics.                        | K3              |
| CO4       | To analyze the general concept of customer service application of logistics Information systems. | K4              |
| CO5       | To justify the knowledge on various logistics sourcing procedures.                               | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | H   | M   | M   | M   | M   | M   | M   |   | M    | H    |
| CO2          | H   | M   | H   | M   | H   | M   | H   |   | M    | M    |
| CO3          | M   | M   | M   | H   | M   | M   | M   |   | M    | M    |
| CO4          | M   | H   | H   | L   | H   | M   | H   |   | M    | M    |
| CO5          | H   | M   | H   | M   | M   | M   | M   |   | M    | H    |

**H-High; M-Medium; L-Low**

| GLOBAL LOGISTICS - 21UIB4N1 |   |           |
|-----------------------------|---|-----------|
| Units                       | Content   | Hrs       |
| I                           | <b>Introduction to Business Logistics:</b> Business Logistics: Origin, meaning and definition, Importance of logistics in modern business and foreign trade, Objectives of business logistics, Logistics- Strategy & Planning   | 3         |
| II                          | <b>Transportation Management:</b> Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance, Service choices and their characteristics, <i>Transport Service Selection</i> , Vehicle Routing & Scheduling: meaning and importance. | 3         |
| III                         | <b>Inventory Management &amp; Control:</b> Inventory: Meaning, definition, types and role, Appraisal of inventories, Inventory Objectives, Storage & handling decisions, Inventory control.   | 3         |
| IV                          | <b>Warehousing &amp; Location Management:</b> Warehouse: Meaning, definition, types and importance. Location/Facility Management: Meaning and importance, <i>Ware house layout</i> .  | 3         |
| V                           | <b>Purchasing and Sourcing Management:</b> Introduction, nature and scope, importance of purchasing, purchasing process, trends for improved productivity.  | 3         |
|                             | <b>Total Contact Hrs</b>  | <b>15</b> |

\*\*\*Concepts underlined and italicized are self-study

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR   | TITLE OF THE BOOK                          | PUBLISHERS \ EDITION | YEAR OF PUBLICATION |
|------|--|--|----------------------|---------------------|
| 1    | Ronal H. Ballou & Samir Srivastava:<br>Pearson | Business Logistics/Supply Chain Management | Pearson Education    | 2007                |

**Reference Books**

| S.NO | AUTHOR                | TITLE OF THE BOOK   | PUBLISHERS \ EDITION       | YEAR OF PUBLICATION |
|------|-----------------------|---|----------------------------|---------------------|
| 1    | Coyle, Bardi, Langley | Management of Business Logistics - A supply Chain Perspective | South-Western; 7th edition | 2002                |
| 2    | D.K. Agrawal          | Text book of Logistics and Supply Chain management            | Macmillan                  | 2003                |
| 3    | Dr. L. Natarajan      | Logistics and Supply Chain Management                         | Margham                    | 2019                |

| Course Designed by              | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---------------------------------|-----------------------------------|--|--------------------------------------|---|
| Dr. B. Rohini<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                                 |  |             |
|---|------------------------------------|---------------------------|---|---------------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>         | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB4N2                           |                           |   | <b>Title</b>                    | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 1                                  | <b>Tutorial Hrs./Sem.</b> | - | Tour<br>Operation<br>Management | <b>Semester:</b>                                 | IV          |
|   |                                    |                           |   |                                 | <b>Credits:</b>                                  | 2           |

### Course Objective

*To equip the students with tour operation. To make aware the various places of tourism in worlds*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remember basic knowledge of the tour operation industry.   | K1              |
| CO2       | To understanding legal aspects in tour and travel operations. | K2              |
| CO3       | To apply the travel related procedure and activities.         | K3              |
| CO4       | To analyze the travel transfer and accommodation planning     | K4              |
| CO5       | To evaluate stakeholders and variables in event management    | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | H   | M   | H   | H   | M   | L   |   | H    | H    |
| CO2            | H   | M   | H   | H   | H   | M   | M   |   | M    | M    |
| CO3            | M   | H   | M   | M   | M   | M   | M   |   | M    | L    |
| CO4            | H   | H   | M   | L   | H   | H   | H   |   | L    | M    |
| CO5            | H   | L   | H   | H   | L   | M   | H   |   | H    | M    |

**H-High; M-Medium; L-Low**

## TOUR OPERATION MANAGEMENT - 21UIB4N2

| Units | Content  | Hrs       |
|-------|--|-----------|
| I     | Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telex & Fax, special Handling of business correspondence, Method of Taking Care of Customers. | 3         |
| II    | Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other   | 3         |
| III   | International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges   | 3         |
| IV    | Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.   | 3         |
| V     | Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.   | 3         |
|       | <b>Total Contact Hrs</b>   | <b>15</b> |

\*\*\***Concepts underlined and italicized are self-study**

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task



**Text Book**

| S.NO | AUTHOR    | TITLE OF THE BOOK        | PUBLISHERS \ EDITION            | YEAR OF PUBLICATION |
|------|-----------|--------------------------|---------------------------------|---------------------|
| 1    | R G Menon | Travel Agency Management | Arise Publishers & Distributors | 2007                |

**Reference Books**

| S.NO | AUTHOR                        | TITLE OF THE BOOK   | PUBLISHERS \ EDITION                         | YEAR OF PUBLICATION |
|------|-------------------------------|---|--|---------------------|
| 1    | <u>Dr. Apsara Saleth Mary</u> | The Principles of Travel Agency and Tour Operation Management | White Falcon Publishing\First edition        | 2021                |
| 2    | <u>A.K Bhatia</u>             | The Business of Travel Agency and Tour Operations Management  | Sterling Publishers (P) Ltd                  | 2013                |
| 3    | <u>Barkat A.M.A</u>           | Travel and Tourism Management                                 | Prentice Hall India Learning Private Limited | 2015                |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. B. Madhankumar | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 20UIB513                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 4                                  | <b>Tutorial Hrs./Sem.</b> | - | Logistics Management    | <b>Semester:</b>                                 | V           |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 3           |

### Course Objective

*The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To keep in mind about role of logistics within the firm as well as between organization.         | K1              |
| CO2       | To understand the elements of logistics management.  | K2              |
| CO3       | To apply the logistics strategy on order processing and Inventory management in an organization. | K3              |
| CO4       | To analyze the importance of Packaging and Transportation in logistics Management.               | K4              |
| CO5       | To evaluate the modes of transportation in logistics.  | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | M   | M   | H   | H   | L   | M   |   | H    | H    |
| CO2            | H   | H   | L   | M   | L   | H   | H   |   | H    | H    |
| CO3            | M   | M   | H   | M   | L   | H   | L   |   | M    | H    |
| CO4            | L   | H   | H   | L   | M   | H   | M   |   | L    | H    |
| CO5            | H   | M   | H   | M   | H   | M   | H   |   | M    | H    |

**H-High; M-Medium; L-Low**

| <b>LOGISTICS MANAGEMENT - 21UIB513</b> |  |            |
|--|--|------------|
| <b>Units</b>                           | <b>Content</b>   | <b>Hrs</b> |
| <b>I</b>                               | <b>Logistics-</b> Definition - History and Evolution- Objectives-Functions -Elements- activities importance- The work of logistics-Logistics interface with marketing- Emerging concept in logistics   | <b>12</b>  |
| <b>II</b>                              | <b>Customer Service-</b> Elements of Customer service-Dimensions of Customer services – Various measures ensuring availability of stock-Measuring service quality-Value added service Vs basic customer service capability.  | <b>12</b>  |
| <b>III</b>                             | <b>Order processing and Inventory</b> – Concept – Functions – Elements of order processing – Significance of Order Processing. Introduction to inventory- Concepts – Types – Functions - Elements of Inventory Cost.   | <b>12</b>  |
| <b>IV</b>                              | <b>Warehouse Management-</b> Storage functionality and principles – concept- Strategic storage – Functions - <u>Warehouse benefits</u> – Service benefits of warehouse – Warehouse design-Types of warehouse – Private warehouse and Public ware house – Functions of Public warehouse – Documents used in public warehouse  | <b>12</b>  |
| <b>V</b>                               | <b>Packaging and Transportation</b> – Protective packaging – Concepts – <u>logistical functions</u> – Forms of Protective packaging – Protective packaging problems. Transportation – Position of Transportation in logistics – Elements of Transportation Cost – Selection of Modes of Transportation – Multimodal Transportation – Principles for good routing and scheduling. | <b>12</b>  |
|  | <b>Total Contact Hrs</b>   | <b>60</b>  |

\*\*\*Concepts underlined and italicized are self-study

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b>              | <b>PUBLISHERS \<br/>EDITION</b>    | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|---------------------------------------|------------------------------------|--------------------------------|
| 1           | D.K. Agrawal  | Logistics and Supply chain management | Macmillan Publishers India Limited | 2003                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>      | <b>TITLE OF THE BOOK</b>                     | <b>PUBLISHERS \<br/>EDITION</b>      | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|--------------------|--|--------------------------------------|--------------------------------|
| 1           | Dr. L. Natarajan   | Logistics and Supply chain Management        | Margham Publication                  | 2019                           |
| 2           | Bowersox& David J. | Logistical Management,                       | Tata McGraw Hill Publishing Co. Ltd, | 2004                           |
| 3           | KrishnaveniMuthiah | Logistics Management & World Sea borne Trade | Himalaya Publishing House,           | 1999                           |

| Course Designed by            | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|-------------------------------|-----------------------------------|--|--------------------------------------|---|
| Mr. M. Prem<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB514                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 4                                  | <b>Tutorial Hrs./Sem.</b> | - | Organisation            | <b>Semester:</b>                                 | V           |
|   |                                    |                           |   | Behaviour               | <b>Credits:</b>                                  | 3           |

### Course Objective

*To enlighten the student's on the development of managerial skills*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To Demonstrate knowledge and understanding of organizational behavior.  | K1              |
| CO2       | To Intended to develop a greater awareness of the problems and opportunities in managing human resource in organizations. | K2              |
| CO3       | To Understand the steps managers can take to effectively manage diversity   | K3              |
| CO4       | To Understand theories about how managers should behave to motivate and control employees                                 | K4              |
| CO5       | To Understand conflict management strategies that managers can use to resolve organizational conflict effectively         | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | H   | H   | H   | H   | M   | M   |   | M    | M    |
| CO2            | H   | M   | M   | M   | M   | H   | H   |   | M    | H    |
| CO3            | H   | H   | H   | M   | M   | M   | M   |   | H    | M    |
| CO4            | H   | M   | M   | H   | H   | M   | M   |   | M    | M    |
| CO5            | H   | H   | M   | M   | M   | M   | H   |   | H    | H    |

**H-High; M-Medium; L-Low**

| <b>ORGANISATION BEHAVIOUR - 21UIB514</b> |   |            |
|--|---|------------|
| <b>Units</b>                             | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                                 | <b>Introduction to Organizational Behaviour:</b> Historical background of OB - Relevance of OB to management functions – Contributing disciplines – Challenges Personality: Determinants – Assessment – Trait Theories – Psychoanalytical social learning – Personality-Job fit. Perception: Process – Distortions – Factors influencing perception.    | <b>12</b>  |
| <b>II</b>                                | <b>Learning:</b> Classical, Operant and Social Cognitive Approaches – Managerial implications. Emotions and Emotional Intelligence Attitudes and Values: Attitude-Behaviour Relationship – Sources of Attitude – <u>Work related Attitudes</u> . Motivation: Early Theories and Contemporary theories - Motivation at work – Designing Motivating Jobs. | <b>12</b>  |
| <b>III</b>                               | Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development – Factors affecting Group and Team Performance - Group Decision making - Intergroup relations. Interpersonal Communication – <u>Communication Process</u> – Barriers to Communication – Guidelines for Effective Communication.                          | <b>12</b>  |
| <b>IV</b>                                | <b>Leadership</b> – Trait, Behavioural and Contingency theories Power and Politics: Sources of Power – Political Behaviour in Organisations – Managing Politics. Conflict and Negotiation: Sources and Types of Conflict – Negotiation Strategies – Negotiation Process   | <b>12</b>  |
| <b>V</b>                                 | <b>Work Stress:</b> Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress. Organisational Culture and Climate: Concept – Creating and Sustaining Culture – Types of Organisational Culture.  | <b>12</b>  |
|  | <b>Total Contact Hrs</b>  | <b>60</b>  |

\*\*\*Concepts underlined and italicized are self-study

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR   | TITLE OF THE BOOK  | PUBLISHERS \<br>EDITION   | YEAR OF<br>PUBLICATION |
|------|--|--|---------------------------|------------------------|
| 1    | Blanchard, K.H.,<br>Hersey, P. and<br>Johnson, D.E | Management of Organizational<br>Behavior: Leading Human<br>Resources | PHI Learning, 9th Edition | 2008                   |

**Reference Books**

| S.NO | AUTHOR   | TITLE OF THE BOOK        | PUBLISHERS \<br>EDITION   | YEAR OF<br>PUBLICATION |
|------|--|--------------------------|---|------------------------|
| 1    | Khanka, S.S  | Organisational Behaviour | S. Chand ,4th Edition,  | 2010                   |
| 2    | Luthans, F   | Organizational Behavior  | Tata McGraw Hill<br>Education,<br>12th Edition                      | 2011                   |
| 3    | McShane, S.L.,<br>Von Glinow,<br>M.A., and Sharma, | Organizational Behavior  | Tata McGraw-Hill<br>Education Pvt. Ltd , 5 <sup>th</sup><br>Edition | 2011                   |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. B. Rohini      | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                                |  |             |
|---|------------------------------------|---------------------------|---|--------------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>        | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB515                           |                           |   | <b>Title</b>                   | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 4                                  | <b>Tutorial Hrs./Sem.</b> | - | Export<br>Import<br>Management | <b>Semester:</b>                                 | V           |
|   |                                    |                           |   |                                | <b>Credits:</b>                                  | 3           |

### Course Objective

*This paper aims to equip students with a broad based knowledge of export and import management practices followed in India.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To keep in mind about the fundamentals of export and import policy.         | K1              |
| CO2       | To picture the overview of export and import procedure.                     | K2              |
| CO3       | To implement payment methodology followed in international settlements.     | K3              |
| CO4       | To figure out the custom clearance procedure and agencies in Exim business. | K4              |
| CO5       | To select the importance of Freights Forwarders.                            | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | M   | M   | H   | H   | H   | M   | M   |   | H    | M    |
| CO2      | H   | L   | H   | M   | H   | H   | M   |   | M    | H    |
| CO3      | H   | H   | M   | M   | H   | M   | H   |   | M    | L    |
| CO4      | M   | H   | L   | H   | H   | H   | M   |   | M    | M    |
| CO5      | M   | M   | H   | M   | H   | M   | L   |   | H    | H    |

H-High; M-Medium; L-Low



## EXPORT IMPORT MANAGEMENT - 21UIB515

| Units | Content   | Hrs       |
|-------|---|-----------|
| I     | <b>FUNDAMENTALS OF EXPORT &amp; IMPORT:</b> Role of Import and Export Trade in an Economy - Institutional Framework for Foreign Trade in India -Role of Director General of Foreign Trade and Commerce  | 12        |
| II    | <b>OVERVIEW OF EXPORT AND IMPORT</b> Marketing for Exports - Negotiation and finalization of Export contract - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses  | 12        |
| III   | <b>DOCUMENTATION FRAMEWORK:</b> Import for industrial use / trading -Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance   | 12        |
| IV    | <b>CREDIT AND PAYMENTS</b> Payment methods in Foreign Trade – Documentary Credit / Letter of Credit–UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.   | 12        |
| V     | <b>CUSTOMS CLEARANCE AND AGENCIES</b> Roles of Service providers in EXIM transactions –Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors. | 12        |
|       | <b>Total Contact Hrs</b>  | <b>60</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR     | TITLE OF THE BOOK  | PUBLISHERS \<br>EDITION | YEAR OF PUBLICATION |
|------|------------|--|-------------------------|---------------------|
| 1    | Prem Kumar | Export – Import Management<br>basic of International Trade | khand Publishing House  | 2013                |

**Reference Books**

| S.NO | AUTHOR                               | TITLE OF THE BOOK                                  | PUBLISHERS \<br>EDITION          | YEAR OF PUBLICATION |
|------|--------------------------------------|--|----------------------------------|---------------------|
| 1    | Justin Pauland<br>Rajiv Aserkar      | Export Import Management                           | Oxford University Press          | 2018                |
| 2    | UshaKiranRai                         | Export - Import and Logistics<br>Management        | Second Edition, PHI<br>Learning, | 2016                |
| 3    | Director General<br>of Foreign Trade | Foreign Trade Policy and<br>Handbook of Procedures | -                                | 2016                |

| Course Designed by            | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|-------------------------------|-----------------------------------|--|--------------------------------------|---|
| Mr. M. Prem<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                              |  |             |
|---|------------------------------------|---------------------------|---|------------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>      | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB516                           |                           |   | <b>Title</b>                 | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 4                                  | <b>Tutorial Hrs./Sem.</b> | - | Fundamentals of Supply Chain | <b>Semester:</b>                                 | V           |
|   |                                    |                           |   |                              | <b>Credits:</b>                                  | 3           |

### Course Objective

*To educate students on stages of supply chain management and new opportunities in SCM*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To recollect the role of supply chain in international scenario     | K1              |
| CO2       | To understand fundamental supply chain management concepts          | K2              |
| CO3       | To apply knowledge to evaluate and manage an effective supply chain | K3              |
| CO4       | To analyze and improve supply chain processes.                      | K4              |
| CO5       | To evaluate the supply chain management in global market.           | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | H   | M   | M   | M   | H   | H   |   | M    | H    |
| CO2            | M   | H   | M   | L   | H   | M   | M   |   | M    | H    |
| CO3            | L   | H   | H   | M   | M   | L   | M   |   | L    | M    |
| CO4            | L   | H   | M   | M   | L   | H   | M   |   | H    | M    |
| CO5            | M   | L   | H   | H   | H   | H   | H   |   | M    | H    |

**H-High; M-Medium; L-Low**

## FUNDAMENTALS OF SUPPLY CHAIN -21UIB516

| Units      | Content  | Hrs       |
|------------|--|-----------|
| <b>I</b>   | SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents – Organization - Reverse Supply chain  | <b>10</b> |
| <b>II</b>  | Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence                               | <b>13</b> |
| <b>III</b> | Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships- <u>Materials sourcing-Just-in-time purchasing</u> | <b>13</b> |
| <b>IV</b>  | Outsourcing in SCM-Meaning need- <u>outsourcing risks</u> -outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.   | <b>12</b> |
| <b>V</b>   | Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM- Supplier performance measurement-Parameters choosing suppliers.   | <b>12</b> |
|            | <b>Total Contact Hrs</b>   | <b>60</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR       | TITLE OF THE BOOK       | PUBLISHERS \ EDITION | YEAR OF PUBLICATION |
|------|--------------|-------------------------|----------------------|---------------------|
| 1    | Sunil_Chopra | Supply Chain Management | Pearson Education    | 2018                |

**Reference Books**

| S.NO | AUTHOR  | TITLE OF THE BOOK                | PUBLISHERS \ EDITION                      | YEAR OF PUBLICATION |
|------|---|----------------------------------|---|---------------------|
| 1    | D.J. Bowersox,<br>D.J. Closs, O.K.<br>Helferich | Logistical Management            | Macmillan Pub Co;<br>Subsequent edition   | 2012                |
| 2    | Ronald H. Ballou                                | Business logistics<br>Management | Prentice Hall College Div;<br>5th edition | 2003                |
| 3    | Janat <u>Shah</u>                               | Supply Chain Management          | Pearson Education                         | 2016                |

| Course Designed by                    | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---------------------------------------|-----------------------------------|--|--------------------------------------|---|
|                                       |                                   |  |                                      |   |
| Mr. B. Madhan Kumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                   |                           |   |                         |  |             |
|---|-----------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB517                          |                           |   | <b>Title:</b>           | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |                         | <b>Semester:</b>                                 | V           |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 5                                 | <b>Tutorial Hrs./Sem.</b> | 5 | Exim Documentation -I   | <b>Credits:</b>                                  | 5           |

### Course Objective

*It aims to provide basic practical knowledge about export documentation and procedure followed in India*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To understand the steps, procedure and formalities in export business and its applications. | K1              |
| CO2       | To observe the basic registration forms and export documents.                               | K2              |
| CO3       | To predict the transport documents needed for exports.                                      | K3              |
| CO4       | To illustrate the shipping documents in trade   | K4              |
| CO5       | To justify the overall documents for exporting importing purpose                            | K5              |

### Mapping

| CO \ PO / PSO | PO  |     |     |     |     |     |     | PSO  |      |
|---------------|-----|-----|-----|-----|-----|-----|-----|------|------|
|               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 |
| CO1           | M   | L   | M   | M   | M   | H   | M   | L    | M    |
| CO2           | M   | M   | L   | H   | M   | L   | M   | M    | M    |
| CO3           | M   | M   | M   | M   | M   | M   | H   | H    | M    |
| CO4           | H   | H   | L   | H   | H   | L   | M   | M    | H    |
| CO5           | H   | M   | H   | M   | M   | M   | H   | M    | M    |

**H-High; M-Medium; L-Low**

| <b>EXIM DOCUMENTATION -I - 21UIB517</b> |   |            |
|---|---|------------|
| <b>Units</b>                            | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                                | <b>Registration Forms for Exporter;</b><br>1. Permanent Account Number (PAN)<br>2. Import Export Code (IEC)<br>3. Registration Cum Membership Certificate (RCMC)<br>4. Bank Guarantee | <b>20</b>  |
| <b>II</b>                               | <b>Basic Export Documents;</b><br>1.Perform Invoice<br>2.Commercial Invoice<br>3.Consular Invoice<br>4.Customs Invoice  | <b>15</b>  |
| <b>III</b>                              | <b>Basic Export Documents;</b><br>1.Packing List<br>2.Certificate of Insurance<br>3.Bill of Exchange<br>4.Shipment Advice   | <b>15</b>  |
| <b>IV</b>                               | <b>Certificate of Origin</b><br>1.GSP Certificate<br>2.GSTP Certificate   | <b>10</b>  |
| <b>V</b>                                | <b>Transportation Documents;</b><br>1. Bill of Lading / Mate Receipt<br>2. Airway Bill<br>3. Railway Receipt<br>4. Lorry Receipt<br>Combined Transport Document(CTD)                  | <b>15</b>  |
|   | <b>Tutorial Hrs.</b>  | <b>5</b>   |
|   | <b>Total Contact Hrs</b>  | <b>75</b>  |

### **Pedagogy and Assessment Methods:**

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

**Assessment:** Documentation Filing Test –1

Documentation Filing Test – 2

**Text Book**

| S.NO | AUTHOR          | TITLE OF THE BOOK                                      | PUBLISHERS \<br>EDITION   | YEAR OF PUBLICATION |
|------|-----------------|--|---------------------------|---------------------|
| 1    | Shiva Chaudhari | Practical Guide on How to Start Export-Import Business | E – Books go Incorporated | 2017                |

**Reference Books**

| S.NO | AUTHOR               | TITLE OF THE BOOK   | PUBLISHERS \<br>EDITION  | YEAR OF PUBLICATION |
|------|----------------------|---|--------------------------|---------------------|
| 1    | Dr. Khushpat S. Jain | Foreign Trade – Theory, Procedures, Practices and Documentation | Himalya publishing house | 2017                |
| 2    | Kenneth D. Weiss     | Building an Import/Export Business                              | John Wiley & Sons, Inc.  | 2016                |
| 3    | Kishan Barai         | Export Import Made Very Easy                                    | Kindle Edition           | 2015                |

| Course Designed by    | Reviewed by        | Verified by            | Checked by        | Approved by                |
|-----------------------|--------------------|------------------------|-------------------|----------------------------|
|                       |                    |                        |                   |                            |
| Dr. N. Bhuvaneshkumar | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher        | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |



|                          |                                    |                           |   |                         |  |             |
|--------------------------|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB518                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | -                                  | <b>Tutorial Hrs./Sem.</b> | - | Internship              | <b>Semester:</b>                                 | V           |
|                          |                                    |                           |   |                         | <b>Credits:</b>                                  | 3           |

### Course Objective

*To train the students with the practical exposure in industry.*

*To develop entrepreneurship among students.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To outline the companies profile                            | K1              |
| CO2       | To explain the details about the company                    | K2              |
| CO3       | To illustrate with the industry-academia interface          | K3              |
| CO4       | To criticize the work carried out in the industry           | K4              |
| CO5       | To evaluate the internship report with elements of industry | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | M   | L   | L   | M   | M   | L   |   | M    | L    |
| CO2            | M   | L   | H   | H   | L   | M   | L   |   | M    | M    |
| CO3            | H   | H   | H   | H   | H   | H   | H   |   | H    | H    |
| CO4            | L   | H   | H   | H   | H   | H   | H   |   | H    | H    |
| CO5            | H   | M   | H   | M   | M   | H   | M   |   | M    | M    |

**H-High; M-Medium; L-Low**

| <b>INTERNSHIP - 21UIB518</b> |  |   |
|------------------------------|--|---|
| <b>Unit</b>                  | <b>Content</b>   | <b>Hours</b>                                    |
| Internship Period            | <ul style="list-style-type: none"> <li>Students should undergo Internship in any of the industries for the period of 20 working days</li> <li>Valuation of the training report will be done through joint evaluation by internal and external examiner.</li> </ul> | 20 Working Days in the fourth Semester holidays |
|                              | Compilation of industry interface ground work  | -   |
|                              | Preparation of Internship Report & Viva Voce examination   | -   |
| Special Clause               | Viva Voce to be kept in the fifth semester   |   |
|                              | <b>Total Contact Hrs</b>   | -   |

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Workbook Review, Power Point Presentation, Assignments, Group Task.

### **Viva Voce: Distribution of Marks – CA: 20, CE: 80**

Please Note: Students Internship Workbook is the base report with which fine tuning is made and Internship Record is created and Viva Voce will be held.

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. G. Vignesh     | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |  |  |             |
|---|------------------------------------|---------------------------|---|--|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>                        | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB5E1                           |                           |   | <b>Title</b>                                   | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | - | Information Security & Executive Communication | <b>Semester:</b>                                 | V           |
|   |                                    |                           |   |  | <b>Credits:</b>                                  | 5           |

### Course Objective

*After the successful completion of the course the student must be able to communicate clearly in the day-to-day business world.*

### Course Outcomes

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To recollect and respond the communication difference effectively.   | K1              |
| CO2       | To understand opportunities in the field of communication            | K2              |
| CO3       | To apply communication theories                                      | K3              |
| CO4       | To analyze the current technology related to the communication field | K4              |
| CO5       | To evaluate the communication management in business                 | K5              |

### Mapping

| PO /PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1           | M   | H   | M   | H   | M   | L   | H   |   | M    | H    |
| CO2           | H   | M   | M   | H   | L   | M   | M   |   | M    | M    |
| CO3           | H   | M   | H   | M   | H   | L   | M   |   | L    | M    |
| CO4           | H   | H   | L   | L   | M   | H   | H   |   | M    | H    |
| CO5           | H   | L   | H   | H   | H   | H   | H   |   | M    | H    |

**H-High; M-Medium; L-Low**

## INFORMATION SECURITY & EXECUTIVE COMMUNICATION - 21UIB5E1

| Units | Content  | Hrs       |
|-------|--|-----------|
| I     | Components of communication system – transmission media- protocol definition-introduction to TCP/IP – wireless network-basics of internet- types of attack- information security goals-information security threats and vulnerability, spoofing identity, tampering with data, repudiation, information disclosure, denial of service, elevation of privilege. | 15        |
| II    | Authentication-password management-e-commerce security-windows security -network security: network intrusion detection and prevention systems- firewalls-software security-web security: user authentication, authentication- secret and session management, cross site scripting, cross site forgery, SQL injection. Computer forensics- Steganography.       | 15        |
| III   | Business Communication: Meaning – Importance of Effective Business Communication- <u>Modern Communication Methods</u> – Business Letters: Need – Functions - Kinds - Essentials of Effective Business Letters – Layout   | 15        |
| IV    | Trade Enquiries –Export and Import Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.  | 15        |
| V     | Application Letters – <u>Preparation of Resume</u> - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations.   | 15        |
|       | <b>Total Contact Hrs</b>   | <b>75</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>            | <b>TITLE OF THE BOOK</b>                | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|--------------------------|---|---------------------------------|--------------------------------|
| 1           | Rajendra Pal<br>Korahill | Essentials of Business<br>Communication | Sultan Chand & Sons             | 2006                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>                      | <b>TITLE OF THE BOOK</b>                    | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|------------------------------------|---|---------------------------------|--------------------------------|
| 1           | Ramesh, MS, & C.<br>C Pattanshetti | Business Communication                      | R.Chand&Co                      | 2003                           |
| 2           | Rodriquez M V                      | Effective Business<br>Communication Concept | Vikas Publishing<br>Company     | 2003                           |
| 3           | Rajendra Pal<br>Korahill           | Essentials of Business<br>Communication     | Sultan Chand & Sons             | 2006                           |

| Course Designed by  | Reviewed by        | Verified by            | Checked by        | Approved by                |
|---------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. B. Madhan Kumar | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher      | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |  |                                       |  |             |
|---|------------------------------------|---------------------------|--|---------------------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com, IB – International Business |                           |  | <b>Programme Title:</b>               | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB5E2                           |                           |  | <b>Title</b>                          | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> |  | Transportation and Freight Management | <b>Semester:</b>                                 | V           |
|   |                                    |                           |  |                                       | <b>Credits:</b>                                  | 3           |

### Course Objective

*The purpose of this paper is know the important of transport system and the main activities of warehousing and freight structure and related concepts for under – graduates.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To keep in mind about role of Transportation within the firm as well as between organization              | K1              |
| CO2       | To Understand the transportation strategy on order processing and warehouse management in an organization | K2              |
| CO3       | To Apply and know the important of Freight management.  | K3              |
| CO4       | To analyze the importance of warehousing and Transportation in Freight Management.                        | K4              |
| CO5       | To evaluate the Freight management system in organization   | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | H   | H   | H   | H   | H   | L   |   | L    | M    |
| CO2            | M   | H   | L   | M   | L   | M   | M   |   | M    | M    |
| CO3            | H   | L   | M   | H   | H   | H   | M   |   | H    | L    |
| CO4            | L   | H   | M   | L   | M   | M   | H   |   | L    | H    |
| CO5            | M   | M   | H   | M   | M   | M   | M   |   | H    | M    |

**H-High; M-Medium; L-Low**

| <b>TRANSPORTATION AND FREIGHT MANAGEMENT - 21UIB5E2</b> |   |            |
|---|---|------------|
| <b>Units</b>  | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>  | <b>Transportation:</b> Definition-Objectives-Principles-role of transportation in logistics transport functionality & Principles - Mode Of Transport: surface (Rail, Road, Pipeline Ocean Air, Pipeline-their characteristics and their cost structure -participants in Transportation Decisions.   | <b>14</b>  |
| <b>II</b>   | <b>Intermodal Transport-:</b> Definition-rationale-types-limitations-The carrier selection decision-determinants of carrier selection-legal classification of carriers-Role of couriers as carriers. -Containerization-piggyback ownership of transport- <u>own account transport and third party transport</u> -choice of ownership factors to be considered.  | <b>14</b>  |
| <b>III</b>  | <b>Surface Transportation:</b> Introduction to Surface Transportation - Trucking/Highway Regulations– Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks -Heavy load haulage multi axle age multi truck - <u>Service Options for Truck Transport</u> - Shipping Dangerous Goods by Truck - LTL/FTL Shipments - Trucking Rates and Tariffs A Checklist of Trucking Considerations         | <b>14</b>  |
| <b>IV</b>   | <b>Air Transportation:</b> Introduction - Documents - The Air Waybill (AWB) - Moving Goods by Air - Export Packaging- Air Cargo Handling, Delivery - The Role of IATA - Shipping Dangerous Goods by Air - Glossary of Airfreight Terminology.   | <b>17</b>  |
| <b>V</b>  | <b>Ocean Transportation:</b> Freight rates-principles-contracts of freight-meaning- Sea freight Rates-types. Conference liner Tariffs-basic principles to determine liner freight rates-Liner Freight rebate system-operations-factors to be considered-determinants of freight rates-Freight rate indices-Tramp Freights-Tramp Trade-Tramp Market and Freight Rates-Time for Payment-Types of Freight-Ship owners ‘Lien for freight. | <b>16</b>  |
|   | <b>Total Contact Hrs</b>  | <b>75</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR                                  | TITLE OF THE BOOK | PUBLISHERS \<br>EDITION           | YEAR OF<br>PUBLICATION |
|------|---|-------------------|-----------------------------------|------------------------|
| 1    | David J.<br>Bloomberg,<br>Stephen LeMay | Logistics         | Prentice-Hall of India Pvt<br>Ltd | 2003                   |

**Reference Books**

| S.NO | AUTHOR                                    | TITLE OF THE BOOK       | PUBLISHERS \<br>EDITION                                  | YEAR OF<br>PUBLICATION |
|------|---|-------------------------|--|------------------------|
| 1    | Donald J.<br>Bowersox &<br>David J. Closs | Logistical Management   | Tata McGraw Hill<br>Publishing Co. Ltd                   | 2004                   |
| 2    | Donald Waters                             | Logistical Management,  | Palgrave Macmillan,                                      | 2004                   |
| 3    | Sarika Kulkarni                           | Supply Chain Management | Tata Mc- Ashok Sharma<br>Graw Hill Publishing Co<br>Ltd. | 2004                   |

| Course Designed by            | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|-------------------------------|-----------------------------------|--|--------------------------------------|---|
|                               |                                   |  |                                      |   |
| Mr. M. Prem<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |



|                          |                                    |                           |   |                                     |  |             |
|--------------------------|------------------------------------|---------------------------|---|-------------------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b>             | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB5E3                           |                           |   | <b>Title</b>                        | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | - | Company Law & Secretarial Practices | <b>Semester:</b>                                 | V           |
|                          |                                    |                           |   |                                     | <b>Credits:</b>                                  | 5           |

### Course Objective

*To expose the students with the knowledge on the companies act & practices of company secretary*  
*To develop the understanding of regulations of registered companies among students*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the concept of company, memorandum of association and articles of association, shares and debentures | K1              |
| CO2       | To discuss the qualifications, powers and duties of a director   | K2              |
| CO3       | To determine the actual happenings of the Secretaries in any Company   | K3              |
| CO4       | To enumerate the kinds of meetings and drafting for various correspondences                                      | K4              |
| CO5       | To evaluate finally the meeting and winding up procedures  | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | H   | M   | M   | H   | L   | M   | M   |   | H    | H    |
| CO2      | H   | M   | H   | M   | H   | M   | H   |   | M    | M    |
| CO3      | H   | H   | H   | M   | H   | H   | L   |   | M    | L    |
| CO4      | H   | H   | H   | H   | H   | H   | H   |   | H    | H    |
| CO5      | H   | H   | M   | H   | H   | H   | M   |   | L    | M    |

**H-High; M-Medium; L-Low**

## COMPANY LAW & SECRETARIAL PRACTICES - 21UIB5E3

| Unit | Content   | Hours     |
|------|---|-----------|
| I    | Formation of Companies – Meaning – Promoters – Duties and Functions of Promoters – Incorporation – Certificate of Incorporation – Memorandum of Association – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Forms – Contents – Alteration of Article – Relationships between Memorandum and Article – Doctrine of Indoor Management – Exception to it – Prospectus – definition – contents – Deemed Prospectus – Misstatements in Prospectus – Kinds of Shares and Debentures | 18        |
| II   | Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director’s Remuneration – Powers of Directors – Duties and Liabilities of Directors   | 15        |
| III  | Company Secretary – Meaning, Importance, Types, Positions – Qualifications – Appointment and Dismissals – Powers, Rights, <u>Duties and Liabilities of a Company Secretary</u> – Role of Company Secretary – a) As a Statutory Officer b) As a Co-Coordinator c) As an Administrative Officer   | 15        |
| IV   | Kinds of Company Meetings – <u>Board of Directors Meeting</u> – Statutory Meeting – Annual General Meeting – Extra Ordinary General Meeting – Duties of Company Secretary to all the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notices – Agenda – Chairman’s Speech – Writing of Agenda  | 15        |
| V    | Winding Up – Modes of Winding Up – Compulsory Winding Up by the Court – Voluntary Winding Up – Types – Members Voluntary Winding Up – Creditors Voluntary Winding Up – Winding Up subject to Supervisions of the Court – General Consequences of Winding Up   | 12        |
|      | <b>Total Contact Hrs</b>  | <b>75</b> |

\*\*\*Concepts underlined and italicized are self-study

### Pedagogy

Direct Instructions, Digital Presentations

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR      | TITLE OF THE BOOK       | PUBLISHERS \<br>EDITION                        | YEAR OF PUBLICATION |
|------|-------------|-------------------------|--|---------------------|
| 1    | N.D. Kapoor | Elements of Company Law | Sultan Chand Publications<br>– Revised Edition | 2018                |

**Reference Books**

| S.NO | AUTHOR                           | TITLE OF THE BOOK                        | PUBLISHERS \<br>EDITION                                  | YEAR OF PUBLICATION |
|------|----------------------------------|--|--|---------------------|
| 1    | Ghosh P.K and<br>Balachandran. V | Company Law and Secretarial<br>Practices | Sultan and Chand<br>Publications, Revised<br>Edition     | 2014                |
| 2    | Sangeeth Kedia                   | Advanced Company Law and<br>Practices    | Pooja Law Publishing<br>Company, 7 <sup>th</sup> Edition | 2017                |
| 3    | M.C. Kuchhal                     | Secretarial Practices                    | Vikas Publications, Recent<br>Edition                    | 2015                |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. G. Vignesh     | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB5AL                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | -                                  | <b>Tutorial Hrs./Sem.</b> | - | Basics of Stock Market  | <b>Semester:</b>                                 | V           |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 1           |

### Course Objective

*To provide students with a conceptual framework of stock market and its operations in Business*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To Portray the list of Recognized Stock Exchanges in India  | K1              |
| CO2       | To Disseminate the role of Governing body of Stock Exchange | K2              |
| CO3       | To Provide scope for Enlisting in NSDL and CSDL             | K3              |
| CO4       | To show the different avenues of risk and return            | K4              |
| CO5       | To Knowing and measuring the risk returns in stock market.  | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | H   | H   | H   | H   | H   | H   | M   |   | H    | L    |
| CO2          | H   | M   | H   | M   | M   | H   | M   |   | M    | M    |
| CO3          | H   | H   | M   | M   | H   | H   | H   |   | M    | H    |
| CO4          | M   | M   | M   | H   | M   | H   | M   |   | H    | H    |
| CO5          | H   | H   | M   | M   | L   | H   | M   |   | M    | M    |

**H – High; M-Medium; L-Low**

## BASICS OF STOCK MARKET - 21UIB5AL

| Units | Content   | Hrs |
|-------|---|-----|
| I     | <b>Stock and Shares – An Overview:</b> Meaning & Definition of share market. <b>Investment:</b> Basics of Investment - Nature of Investment Decisions - Concept of Investment - Features of Investments - Types of Investors - Primary Market, Secondary Market Depositories, Private placements of shares / Buy back of shares, Issue mechanism.   | -   |
| II    | <b>Concepts of Trading:</b> History – Membership - Governing body, Functions of Stock Exchange- IBO - On line trading- Role of SEBI- Recognized Stock Exchanges in India Meaning and their types. Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Settlement Procedure, National Securities Depository Ltd.(NSDL) and Central Securities Depository Ltd.(CSDL). | -   |
| III   | <b>Risk and Return:</b> Regulatory Framework - Legislations - Rules, Regulations and Regulators - Types of Investment Risk - Measurement of Risk - Risk and Expected Return - Return and Risk of Portfolio - Portfolio Diversification and Risk.  | -   |

### Pedagogy:

Direct Instructions, Digital Presentations

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR       | TITLE OF THE BOOK                        | PUBLISHERS \<br>EDITION | YEAR OF<br>PUBLICATION |
|------|--------------|--|-------------------------|------------------------|
| 1    | Pallavi Modi | Equity – The next investment destination | Prentice Hall of India  | 2002                   |

**Reference Books**

| S.NO | AUTHOR          | TITLE OF THE BOOK                | PUBLISHERS \<br>EDITION            | YEAR OF<br>PUBLICATION |
|------|-----------------|----------------------------------|------------------------------------|------------------------|
| 1    | Gurusamy        | Financial Markets & Institutions | Third Edition, Tata Mc<br>Grawhill | 2008                   |
| 2    | K. Venkatramana | Stock and Commodity Markets      | SHBP Publishing House              | 2002                   |
| 3    | Ghowria Khatoon | Stock and Commodity Markets      | VBH, New Delhi                     | 2003                   |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Mr. M. Prem        | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|                          |                                    |                           |   |                               |  |             |
|--------------------------|------------------------------------|---------------------------|---|-------------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b>       | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB5VA – Value Added Course      |                           |   | <b>Title</b>                  | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | -                                  | <b>Tutorial Hrs./Sem.</b> | - | Skills on Sourcing Management | <b>Semester:</b>                                 | V           |
|                          |                                    |                           |   |                               | <b>Credits:</b>                                  | Grade       |

### Course Objective

*To make students more proficient on the concepts of inventory management*  
*To inculcate the techniques used in sourcing product*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To recollect the basic concepts, ideas, methods and techniques underlying the sourcing practices. | K1              |
| CO2       | To get the idea for inventory in accordance with generally accepted commercial market.            | K2              |
| CO3       | To apply skills in critical-thinking and problem-solving on selecting the appropriate supplier    | K3              |
| CO4       | To evaluate conceptual knowledge of the sourcing various kinds of business transactions.          | K4              |
| CO5       | To design the perfect sourcing model that will suit future business                               | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | M   | H   | M   | H   | M   | H   | H   |   | H    | H    |
| CO2      | H   | M   | L   | H   | L   | M   | M   |   | M    | M    |
| CO3      | L   | M   | M   | M   | M   | L   | H   |   | L    | M    |
| CO4      | M   | H   | L   | L   | H   | H   | H   |   | H    | H    |
| CO5      | H   | L   | H   | H   | H   | H   | M   |   | M    | M    |

**H-High; M-Medium; L-Low**

| <b>SKILLS ON SOURCING MANAGEMENT- 21UIB5VA</b> |  |              |
|--|--|--------------|
| <b>Unit</b>                                    | <b>Content</b>   | <b>Hours</b> |
| <b>I</b>                                       | <b>Introduction to Sourcing</b> - Strategic (Front Office) – Tactical (Middle Office) – Transactional (Back Office) – Technology (Digital Office) – Dependency on Capacity - Dependency on Knowledge – Sourcing – Buy Diamond @ Gold Price, Buy Gold @ Silver Price – Cost Efficient @ Right Quality -Make Vs Buy – Negotiate more, Sourcing Happens   | <b>10</b>    |
| <b>II</b>                                      | <b>Selecting a supplier - Milk Run Model</b> - Existing Contracts – Supplier List – Prior purchases of the product or services in the last one year – PO Transmission Methods – Post Mail, E Mail, Fax, Bank Networks, EDI, Web based orders, supplier networks – Supplier due diligence – supplier risk management - Point to point – <u>market place mode</u> – usage of e-commerce – drop shipment – central location hub – split to different locations – Geo political and societal events – importance of logistics partner to know all. | <b>10</b>    |
| <b>III</b>                                     | <b>Source to Contract</b> - Request for Proposal – Two ways Bid – Definition of Sourcing – Requirement definition – purchase and plan float enquiries –supplier selection and negotiation – contracting – performance measurement - Sourcing report – Governance – Performance Measurement – <u>New Product Introduction</u> Programme – Regency Buyers – Acquisition Costs – Lifecycle Costs – Case Studies – Telecom – FTE’s (full time employees) BIC (Best in Class) and OCR (optic character reader)                                      | <b>10</b>    |
|  | <b>Total Contact Hrs</b>   | <b>30</b>    |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task



**Text Book**

| S.NO | AUTHOR                          | TITLE OF THE BOOK  | PUBLISHERS \ EDITION               | YEAR OF PUBLICATION |
|------|---------------------------------|--|------------------------------------|---------------------|
| 1    | Walter L Wallace<br>Yusen L Xia | Delivering Customer Value through Procurement and Strategic Sourcing | Pearson FT Press,<br>First Edition | 2014                |

**Reference Books**

| S.NO | AUTHOR  | TITLE OF THE BOOK                               | PUBLISHERS \ EDITION                 | YEAR OF PUBLICATION |
|------|---|---|--------------------------------------|---------------------|
| 1    | Selvan Athishtaraj.<br>V                                    | Basics of Strategic Sourcing                    | Notion Press, First Edition          | 2020                |
| 2    | Seshadri. S   | Sourcing Strategy Principles Policy And Designs | Springer Exclusive,<br>First Edition | 2011                |
| 3    | Robert B. Handfield, Larry C. Giunipero, James L. Patterson | Sourcing and Supply Chain Management            | Cengage Publishers, First Edition    | 2012                |

| Course Designed by               | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|----------------------------------|-----------------------------------|--|--------------------------------------|---|
|                                  |                                   |  |                                      |   |
| Dr. G. Vignesh<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |  |                         |  |             |
|---|------------------------------------|---------------------------|--|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |  | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB5S1                           |                           |  | <b>Title</b>            | <b>Batch:</b>                                    | 2021 – 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 3                                  | <b>Tutorial Hrs./Sem.</b> |  | Personality<br>Building | <b>Semester:</b>                                 | V           |
|   |                                    |                           |  |                         | <b>Credits:</b>                                  | 3           |

### Course Objective

*To impart the students with the knowledge, build productive teams, enhance performance and attain goals. Trait secrets, traits, important traits*

### Course Outcomes

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To keep in mind about the importance of personality building | K1              |
| CO2       | To get the idea on body language and public speaking.        | K2              |
| CO3       | To execute the business etiquette.                           | K3              |
| CO4       | To interpret the communication skills with organizations     | K4              |
| CO5       | To analyze the business skills in individuals                | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | M   | M   | M   | H   | M   | H   | M   |   | H    | L    |
| CO2          | H   | M   | H   | M   | L   | H   | L   |   | M    | M    |
| CO3          | L   | L   | H   | M   | H   | H   | H   |   | H    | L    |
| CO4          | H   | H   | M   | H   | H   | H   | H   |   | H    | H    |
| CO5          | H   | M   | H   | M   | M   | H   | H   |   | H    | M    |

**H – High; M-Medium; L-Low**

| <b>PERSONALITY BUILDING - 21UIB5S1</b> |   |              |
|--|---|--------------|
| <b>Unit</b>                            | <b>Content</b>  | <b>Hours</b> |
| <b>I</b>                               | Communication Skills- importance of communication- development of communication - Communication in an organization                            | <b>9</b>     |
| <b>II</b>                              | Public Speaking- Developing public speaking skills- Factors influencing in public speaking Do's and don'ts in public speaking.                | <b>10</b>    |
| <b>III</b>                             | Body Language- Importance- Gestures- facial expressions- hand shaking- Do's and Don'ts  | <b>8</b>     |
| <b>IV</b>                              | Group Discussion- Importance- Types- Role playing – points to be considered in group discussion   | <b>8</b>     |
| <b>V</b>                               | Business etiquette-objectives-table manners-Time Management- Barriers to time management- points to be considered to maintain time management | <b>10</b>    |
|  | <b>Total Contact Hrs</b>  | <b>45</b>    |

**Pedagogy:**

Direct Instructions, Digital Presentations

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>                  | <b>TITLE OF THE BOOK</b>                    | <b>PUBLISHERS \<br/>EDITION</b>                 | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|--------------------------------|---|---|--------------------------------|
| 1           | R.C. Sharma &<br>Krishna Mohan | Business Correspondence &<br>Report Writing | Third Edition, Tata Mc<br>Graw Hill Publication | 2007                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>          | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b>                     | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|------------------------|--------------------------|---|--------------------------------|
| 1           | Jacqueline<br>A.Rankin | Body Language            | First Publication, Master<br>Mind Books Publication | 2006                           |
| 2           | Mary Mitchell<br>John  | Etiquette                | Third Edition \Dk<br>Publication                    | 2004                           |
| 3           | Dr Rituporna Raj       | Personality Development  | Pauline Publications                                | 2011                           |

| Course Designed by                    | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---------------------------------------|-----------------------------------|--|--------------------------------------|---|
| Mr. B. Madhan Kumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |  |                         |  |             |
|---|------------------------------------|---------------------------|--|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |  | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB5S2                           |                           |  | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 3                                  | <b>Tutorial Hrs./Sem.</b> |  | Garment                 | <b>Semester:</b>                                 | V           |
|   |                                    |                           |  | Costing                 | <b>Credits:</b>                                  | 2           |

### Course Objective

|   |
|---|
| <p><i>To equip the students with costing terminologies</i></p> <p><i>To make aware the various dynamics in Garment Industry</i></p> |
|---|

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remember the cost related to garment industry.             | K1              |
| CO2       | To get the idea about pattern in apparel industry costing.    | K2              |
| CO3       | To apply apparel marketing cost analysis for garment costing. | K3              |
| CO4       | To analyze the budgeting process for apparel industry.        | K4              |
| CO5       | To Develop knowledge in various apparel costing prices.       | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | L   | H   | M   | M   | M   | M   |   | M    | M    |
| CO2            | H   | H   | H   | M   | L   | M   | M   |   | M    | H    |
| CO3            | H   | H   | L   | M   | M   | M   | M   |   | H    | M    |
| CO4            | M   | H   | H   | L   | H   | H   | L   |   | M    | M    |
| CO5            | M   | M   | M   | L   | H   | H   | H   |   | H    | H    |

**H-High; M-Medium; L-Low**

| <b>GARMENT COSTING - 21UIB5S2</b> |   |            |
|-----------------------------------|---|------------|
| <b>Units</b>                      | <b>Content</b>  | <b>Hrs</b> |
| <b>Unit I</b>                     | <b>Introduction to Cost Accounting :</b> Responsibility accounting; uses of cost accounting, elements of cost, Direct material, Direct labour, factory overhead; cost of goods manufactured statements, cost behavior   | <b>5</b>   |
| <b>Unit II</b>                    | Patterns in the apparel industry-fixed variable, semi variable job order for process costing; Accounting for factory overhead: <i>Capacity level concepts</i> , production and service departments direct and indirect costs over and under applied overhead.   | <b>10</b>  |
| <b>Unit III</b>                   | <b>Breakeven analysis:</b> Contribution margin, Variable, cost ratio, marginal income.; sales mix by garment style, effect of volume change, price/column analysis.   | <b>10</b>  |
| <b>Unit IV</b>                    | <b>Apparel Marketing cost Analysis:</b> Marketing cost accounting, marketing cost standards, variance analysis for marketing cost, effective variance, price variance; Determining Pricing of apparel products: <i>Price elasticity of demand and supply</i> , sample costing-marginal revenue and marginal cost, cost plus pricing methods; Full cost pricing, conversion cost pricing differential cost pricing .variable cost pricing, direct cost pricing derivation of cost of apparel products-wovenknits | <b>12</b>  |
| <b>Unit V</b>                     | <b>The budgeting process:</b> Budgeting principles for the apparel industry, fixed vs. variable budget ,master budget, laminations of budgets any justification effort  | <b>8</b>   |
|                                   | <b>Total Contact Hrs</b>  | <b>45</b>  |

\*\*\*Concepts underlined and italicized are self-study

**Pedagogy:**

Direct Instructions, Digital Presentations

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b>               | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|--|---------------------------------|--------------------------------|
| 1           | Krishnakumar  | Apparel Costing, A functional Approach | Abishek Publications            | 2012                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>                        | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|--------------------------------------|--------------------------|---------------------------------|--------------------------------|
| 1           | S.P.Jain and KL.<br>Narang           | Cost Accounting          | Kalyani Publishers              | 2005                           |
| 2           | R.S.N. Pillai and<br>V. Bagavathi    | Cost Accounting          | S. Chand and Company            | 2004                           |
| 3           | T.S.Reddy,<br>Y.Hari Prasad<br>Reddy | Cost Accounting          | Margham                         | 2015                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. B.Rohini       | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |  |  |             |
|---|------------------------------------|---------------------------|---|--|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>                  | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB619                           |                           |   | <b>Title</b>                             | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 5                                  | <b>Tutorial Hrs./Sem.</b> | - | International Sales Promotion & Branding | <b>Semester:</b>                                 | VI          |
|   |                                    |                           |   |  | <b>Credits:</b>                                  | 3           |

### Course Objective

*The objective of this course is to enable the students to understand the basic concepts of sales promotion and in-depth knowledge on advertising and its importance*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the concepts and importance of sales promotion.          | K1              |
| CO2       | To understand and analyze the concepts and value of branding.        | K2              |
| CO3       | To know the in-depth knowledge on advertising and communication.     | K3              |
| CO4       | To learn the various tools and techniques used in advertising media. | K4              |
| CO5       | To Gained knowledge about Advertising agency and their role.         | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | M   | M   | H   | H   | M   | M   | H   |   | M    | H    |
| CO2          | M   | M   | H   | M   | H   | M   | H   |   | H    | M    |
| CO3          | H   | H   | M   | M   | M   | M   | M   |   | H    | M    |
| CO4          | H   | H   | M   | H   | M   | M   | H   |   | M    | M    |
| CO5          | M   | M   | H   | M   | H   | M   | M   |   | H    | M    |

**H-High; M-Medium; L-Low**



| <b>INTERNATIONAL SALES PROMOTION &amp; BRANDING - 21UIB619</b> |   |            |
|--|---|------------|
| <b>Units</b>   | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>   | Introduction to sales promotion: Sales promotion – principles – types- consumer and trade promotions – objectives of SP – Types of SP – sales promotion strategies and practices – cross promotions – surrogate selling – measuring the effectiveness of sales promotions   | <b>12</b>  |
| <b>II</b>  | Branding concepts: Brand concepts – Brand equity – Brand value – Brand loyalty – brand building strategies – brand building on the Web – online vs. off line brand building – global branding strategies.   | <b>13</b>  |
| <b>III</b>   | Introduction to advertising: Meaning and definition of Advertisement – classifications of advertisements – <i>Types of advertisements</i> – Advertising vs. marketing mix – Difference between advertising and other promotional measures – social& Economical aspects of advertising – Ethics in advertisements. | <b>17</b>  |
| <b>IV</b>  | Advertising and communication: Marketing communications – <i>role of communications in marketing</i> – integrated marketing communications – advertising budget – designing ad message – advertising objectives – DAGMAR approach – media planning and strategy – media evaluation.                               | <b>18</b>  |
| <b>V</b>   | Advertising agency: Advertising agency – Ad agencies in India – its role – relationship between client and agency – constructions of effective advertisements – types of media – media for advertising – campaign planning - creativity in advertising.   | <b>15</b>  |
|  | <b>Total Contact Hrs</b>  | <b>75</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b>   | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|----------------------------|---------------------------------|--------------------------------|
| 1           | Keller        | Strategic Brand Management | Pearson Education               | 2010                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>                   | <b>TITLE OF THE BOOK</b>      | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------------------------|-------------------------------|---------------------------------|--------------------------------|
| 1           | George Belch &<br>Michael Belch | Advertising & Sales Promotion | Tata McGraw Hill                | 2009                           |
| 2           | Kazmi & Batra                   | Advertising & sales promotion | Excel Books                     | 2009                           |
| 3           | Jack Z Sissors                  | Advertising                   | McGraw Hill                     | 2010                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. B.Rohini       | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                   |                           |   |                         |  |             |
|---|-----------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB620                          |                           |   | <b>Title:</b>           | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |                         | <b>Semester:</b>                                 | VI          |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 5                                 | <b>Tutorial Hrs./Sem.</b> | - | International Finance   | <b>Credits:</b>                                  | 4           |

### Course Objective

*After the successful completion of the course the student should have a thorough knowledge on the international finance for international business.*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To understand the types of finance available for exports.      | K1              |
| CO2       | To recollect the terms of payment in International trade.      | K2              |
| CO3       | To understand the source of finance available in global trade. | K3              |
| CO4       | To figure out the importance of packing credit in exports.     | K4              |
| CO5       | To analyze the role of EXIM Bank in international trade.       | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | M   | L   | M   | L   | H   | M   |   | L    | M    |
| CO2            | L   | H   | H   | M   | M   | M   | L   |   | H    | M    |
| CO3            | M   | H   | L   | L   | H   | H   | M   |   | M    | H    |
| CO4            | H   | M   | M   | H   | M   | H   | M   |   | H    | H    |
| CO5            | M   | H   | H   | M   | H   | M   | H   |   | M    | H    |

**H-High; M-Medium; L-Low**

| <b>INTERNATIONAL FINANCE - 21UIB620</b> |   |            |
|---|---|------------|
| <b>Units</b>                            | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                                | Terms of Payment - Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis, <u>Import Trust Receipt</u> ; Deferred Payment Imports.  | <b>15</b>  |
| <b>II</b>                               | Sources of Finance - Short-term sources and Medium and long term sources of Finance (Factoring, Forfeiting, External Commercial Borrowing).   | <b>15</b>  |
| <b>III</b>                              | Pre-shipment Finance (Packing Credit) – Different types of Pre shipment Finance- Requirement for getting Pre-shipment Finance - <u>Procedures for Pre-shipment finance</u> - Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.   | <b>15</b>  |
| <b>IV</b>                               | Post-shipment Finance in Indian Rupees - By a) Purchase of Export Bills b) Goods sent on consignment c) Indrawn balance d) Retention Money e) Claims of duty drawback, f) <u>Negotiation of Export Documents drawn under L/C</u> . g) Post shipment credit in Foreign Currency. | <b>15</b>  |
| <b>V</b>                                | Import Finance- a) Sellers credit b) Trust receipt finance by commercial bank c) Bankers acceptance d) Discounting of trade drafts e) Buyers credit-short term loans from foreign banks - EXIM Bank   | <b>15</b>  |
|   | <b>Total Contact Hrs</b>  | <b>75</b>  |

\*\*\*Concepts underlined and italicized are self-study

**Pedagogy:**

Direct Instructions, Digital Presentations

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>    | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b>   | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|------------------|--------------------------|-----------------------------------|--------------------------------|
| 1           | Rajiv Srivastava | International finance    | Oxford University Press,<br>India | 2016                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>          | <b>TITLE OF THE BOOK</b>                    | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|------------------------|---|---------------------------------|--------------------------------|
| 1           | Steve Suranovic,       | International Finance: Theory<br>and Policy | Saylor Foundation               | 2017                           |
| 2           | Thummuluri<br>Siddaiah | International Financial<br>Management       | Pearson Education India         | 2015                           |
| 3           | Daniel R. Kane         | Principles of International<br>Finance      | Taylor & Francis                | 2018                           |

| Course Designed by                      | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---|-----------------------------------|--|--------------------------------------|---|
|   |                                   |  |                                      |   |
| Dr. N. Bhuvaneshkumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                   |                           |   |                         |  |             |
|---|-----------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB621                          |                           |   | <b>Title:</b>           | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |                         | <b>Semester:</b>                                 | VI          |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 5                                 | <b>Tutorial Hrs./Sem.</b> | 5 | Exim Documentation -II  | <b>Credits:</b>                                  | 4           |

### Course Objective

*It aims to provide basic practical knowledge about regulatory documents transport documents and procedure followed in India*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To understand the basic regulatory documents need for custom clearance.  | K1              |
| CO2       | To implement and identify sources of information on export restrictions and documentation associated with foreign countries. | K2              |
| CO3       | To predict the shipping documents for sea/Air  | K3              |
| CO4       | To illustrate the entry documents in international trade   | K4              |
| CO5       | To compose the role of INCOTERMS in international trade.   | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | H   | M   | M   | L   | L   | L   |   | M    | M    |
| CO2            | H   | M   |     | L   | M   | L   | M   |   | M    | L    |
| CO3            | H   | M   | M   | H   | H   | M   | H   |   | H    | M    |
| CO4            | M   | L   | H   | H   | H   | M   | M   |   | M    | H    |
| CO5            | H   | M   | H   | M   | M   | M   | L   |   | H    | M    |

H-High; M-Medium; L-Low

| <b>EXIM DOCUMENTATION – II - 21UIB621</b> |   |            |
|---|---|------------|
| <b>Units</b>                              | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                                  | <b>Regulatory Documents;</b><br>1. Exchange Control Declaration Form – GR Form<br>2. PP Form<br>3. SOFTEX Form  | <b>15</b>  |
| <b>II</b>                                 | <b>Regulatory Documents (Online Submission)</b><br>1.SDF Form   | <b>5</b>   |
| <b>III</b>                                | <b>Shipping Bill – (Sea/Air)</b><br>1. For export of goods Ex. Bond<br>2. For export duty free goods<br>3. For export of dutiable goods<br>4. For export of goods under claim of drawback<br>5. For export of goods under claim of DEPB | <b>25</b>  |
| <b>IV</b>                                 | <b>Shipping Bill – (Land)</b><br>1. For export of goods Ex. Bond<br>2. For export duty free goods<br>3. For export of dutiable goods<br>4. For export of goods under claim of drawback<br>For export of goods under claim of DEPB       | <b>15</b>  |
| <b>V</b>                                  | <b>Bill of Entry- Import Document</b><br>1. Bill of Entry for Home Consumption<br>2. Bill of Entry for Warehouse<br>3. Bill of Entry for Ex. Bond Clearance for Home Consumption<br>EDI declaration Form for Import                     | <b>15</b>  |
|   | <b>Tutorial Hrs</b>   | <b>5</b>   |
|   | <b>Total Contact Hrs</b>  | <b>75</b>  |

### **Pedagogy and Assessment Methods:**

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments, Group Task.

**Assessment: Documentation Filing Test –1**

**Documentation Filing Test – 2**

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>   | <b>TITLE OF THE BOOK</b>                               | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|-----------------|--|---------------------------------|--------------------------------|
| 1           | Shiva Chaudhari | Practical Guide on How to Start Export-Import Business | E Books go Incorporated         | 2017                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>        | <b>TITLE OF THE BOOK</b>  | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|----------------------|---|---------------------------------|--------------------------------|
| 1           | Dr. Khushpat S. Jain | Foreign Trade – Theory, Procedures, Practices and Documentation | Himalya publishing house        | 2017                           |
| 2           | Kenneth D. Weiss     | Building an Import/ Export Business                             | John Wiley & Sons, Inc.         | 2016                           |
| 3           | Kishan Barai         | Export Import Made Very Easy:                                   | Kindle Edition                  | 2015                           |

| Course Designed by    | Reviewed by        | Verified by            | Checked by        | Approved by                |
|-----------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. N. Bhuvaneshkumar | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher        | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |



|   |                                   |                           |   |                            |  |             |
|---|-----------------------------------|---------------------------|---|----------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b>    | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB622                          |                           |   | <b>Title:</b>              | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |                            | <b>Semester:</b>                                 | VI          |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | -                                 | <b>Tutorial Hrs./Sem.</b> | 5 | Comprehensive Subject Viva | <b>Credits:</b>                                  | 2           |

### Course Objective

*To equip the students with Subjects skills required for conducting international business.*  
*To make aware the various dynamics in corporate and business houses.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO3       | To know the basic terminologies in International Business.    | K3              |
| CO4       | To review the elements needed for Logistics and Supply Chain. | K4              |
| CO5       | To know the recent trends in industry interface.              | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO3            | M   | H   | H   | M   | M   | M   | H   |   | M    | H    |
| CO4            | L   | M   | H   | L   | M   | L   | M   |   | M    | M    |
| CO5            | H   | L   | H   | H   | H   | M   | M   |   | H    | L    |

**COMPREHENSIVE SUBJECT VIVA - 21UIB622**

| Units                      | Content  | Tut Hrs   |
|----------------------------|--|-----------|
| Topics for Study<br>(Core) | <p>Internationalization process –Balance of Payments-Regional Integration. Human Resource development system-Developing Human Capacity and Leadership- Training and Development.</p> <p>Commercial Banks- Multinational Banking –CRM in Banking. Forex markets-Exchange Management by Bank</p> <p>Export Import policy and procedure –Incoterms- Basic Documents needed for Exports-Methods of Payment.</p> <p>Emerging concept in logistics management – Order processing –Inventory- Material Handling- Packaging- transportation.</p> <p>Supply Chain Management Activities- Supply chain integration-Outsourcing in SCM.</p> | 5         |
|                            | <b>Total Tutorial Hrs</b>  | <b>05</b> |

*Viva Voce 50 Marks (CE)*

**Assessment Methods:**

Review, Group Task

| Course Designed by               | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|----------------------------------|-----------------------------------|--|--------------------------------------|---|
| Dr. G. Vignesh<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|                          |                                    |                           |   |                         |  |             |
|--------------------------|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB6E1                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | - | Institution to          | <b>Semester:</b>                                 | VI          |
|                          |                                    |                           |   | Industry                | <b>Credits:</b>                                  | 4           |

### Course Objective

To expose the students with the basic knowledge on industry expectations  
 To develop the students with the base etiquette and self-confidence needed to step into the industry

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the Industry Expectations  | K1              |
| CO2       | To understand the importance of etiquette in organization culture                  | K2              |
| CO3       | To inculcate the level of self-confidence to face interviews                       | K3              |
| CO4       | To demonstrate good command in responding to queries                               | K4              |
| CO5       | To achieve the desired result through proper evaluation of competencies creatively | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | H   | M   | H   | L   | M   | M   |   | M    | H    |
| CO2            | H   | M   | H   | M   | M   | M   | H   |   | H    | M    |
| CO3            | H   | M   | L   | M   | H   | H   | L   |   | H    | L    |
| CO4            | H   | H   | H   | H   | M   | H   | H   |   | H    | H    |
| CO5            | H   | M   | M   | H   | H   | H   | M   |   | L    | M    |

**H-High; M-Medium; L-Low**

| <b>INSTITUTION TO INDUSTRY - 21UIB6E1</b> |  |              |
|---|--|--------------|
| <b>Unit</b>                               | <b>Content</b>   | <b>Hours</b> |
| <b>I</b>                                  | Organisation Culture – Meaning – Importance – Tradition – General Idea - Difference between culture and tradition – Cultural Traits – Personality – meaning – Internal and External – Behaviour – Importance in Behaviour – Socialization – Issues in Socialization – International Business Culture – Variations and Adaptability – Multicultural Environment | <b>19</b>    |
| <b>II</b>                                 | Business Etiquette – Meaning – Importance – Role play of etiquette in work place – business etiquette – business attire – requirements – confidence building – pleasing mannerisms – greetings and salutations – etiquette in lifts and elevators – netiquette – meaning and importance  | <b>17</b>    |
| <b>III</b>                                | Building Quantitative aptitude skills – percentage – ratio and proportion analysis – partnership – proprietorship – profit and loss – simple and compound interests – basic simple problem workings on the above – average – time and distance – permutations and combinations – probability – trend and time series   | <b>19</b>    |
| <b>IV</b>                                 | Verbal ability – Sentence improvement – reading comprehension – sentence rearrangement – cloze test – analogy – synonyms – antonyms – grammar – pronunciation – noun and pronoun – basic letter writing – content clarity  | <b>18</b>    |
| <b>V</b>                                  | Logical Ability – Coding and Decoding – Data sequence – calendars – blood relations – statements – arguments – assertions and reasoning – syllogium – alphabet test  | <b>17</b>    |
|   | <b>Total Contact Hrs</b>   | <b>90</b>    |

\*\*\***Concepts underlined and italicized are self-study**

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Assignments, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>                   | <b>TITLE OF THE BOOK</b>  | <b>PUBLISHERS \<br/>EDITION</b>      | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------------------------|---------------------------|--------------------------------------|--------------------------------|
| 1           | Ramachandran KK<br>& Karthik KK | Essentials of Personality | Pearson Education<br>Revised Edition | 2016                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>   | <b>TITLE OF THE BOOK</b>                                | <b>PUBLISHERS \<br/>EDITION</b>            | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|-----------------|---|--|--------------------------------|
| 1           | Gangadhar Joshi | Campus to Corporate – Your<br>Road Map to Employability | Sage Publications,<br>Revised Edition      | 2015                           |
| 2           | Barun K Mitra   | Personality Developments and<br>Soft Skills             | Oxford Higher Education,<br>Fourth Edition | 2012                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
|                    |                    |                        |                   |                            |
| Dr. G. Vignesh     | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                    |                           |   |                         |  |             |
|---|------------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB6E2                           |                           |   | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | - | Air Cargo<br>Management | <b>Semester:</b>                                 | VI          |
|   |                                    |                           |   |                         | <b>Credits:</b>                                  | 4           |

### Course Objective

*To equip the students with various importance of cargo.*

*To make aware the various documentations in handling a cargo*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To remember the customers changing needs in air transport business.                 | K1              |
| CO2       | To understand the optimum levels of customers service without increasing your cost. | K2              |
| CO3       | To implement competitive performance by acquiring exceptional management tools.     | K3              |
| CO4       | To analyze changes within cargo industry and its stakeholders                       | K4              |
| CO5       | To Understand the documentation involved in it.                                     | K5              |

### Mapping

| PO /PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|---------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1           | H   | H   | M   | M   | H   | H   | M   |   | M    | H    |
| CO2           | H   | M   | M   | M   | H   | H   | H   |   | M    | H    |
| CO3           | M   | H   | M   | M   | M   | H   | M   |   | M    | H    |
| CO4           | H   | H   | H   | H   | M   | H   | H   |   | M    | H    |
| CO5           | M   | H   | H   | M   | M   | H   | M   |   | M    | H    |

**H-High; M-Medium; L-Low**

| <b>AIR CARGO MANAGEMENT - 21UIB6E2</b> |   |            |
|--|---|------------|
| <b>Units</b>                           | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                               | <b>Introduction to Air Cargo:</b> Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers – ULD - International Air Routes - Airports - codes – Consortium – <i>Hub &amp; Spoke</i> – Process Flow   | <b>18</b>  |
| <b>II</b>                              | <b>Introduction to Air Transport System</b> – Functions – Customers –Standardization – Management – Airside - Terminal Area - Landside Operations – Civil Aviation Safety and Security – ICAO security manual - Training and awareness – Rescue and firefighting - Issues and challenges - Industry regulations - Future of the Industry. | <b>20</b>  |
| <b>III</b>                             | <b>Air Freight Exports and Imports:</b> definition Sales & Marketing – Understanding Marketing, Environment, <i>Marketing Research</i> , Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo.   | <b>20</b>  |
| <b>IV</b>                              | Advices – Booking - SLI – Labeling – Volume / Weight Ratio – Shipment Planning - TACT – Air Cargo Rates and Charges. - Cargo operations- Customs clearance  | <b>15</b>  |
| <b>V</b>                               | <b>Air Freight Forwarding:</b> Special Cargoes - Consolidation - Documentation – Air Way Bill (AWB) – Communication – Handling COD shipments – POD – Conditions of contract - Dangerous (DGR) or Hazardous goods  | <b>17</b>  |
|  | <b>Total Contact Hrs</b>  | <b>90</b>  |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Assignments, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>  | <b>TITLE OF THE BOOK</b>                         | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|----------------|--|---------------------------------|--------------------------------|
| 1           | J. G. Wensveen | Air Transportation: A<br>Management Perspective. | Ashgate Publishing, Ltd         | 2007                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>                                      | <b>TITLE OF THE BOOK</b>                    | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|--|---|---------------------------------|--------------------------------|
| 1           | P.S. Senguttuvan                                   | Fundamentals of Air Transport<br>Management | Excel Books                     | 2012                           |
| 2           | Bijan Vasigh,<br>Thomas Tacker,<br>and Ken Fleming | Introduction to Air Transport<br>Economics  | Ashgate                         | 2013                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. B. Rohini      | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |



|                          |                                    |                           |   |                                     |  |             |
|--------------------------|------------------------------------|---------------------------|---|-------------------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b>             | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB 6E3                          |                           |   | <b>Title</b>                        | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | - | Industrial Relations and Labour Law | <b>Semester:</b>                                 | VI          |
|                          |                                    |                           |   |                                     | <b>Credits:</b>                                  | 4           |

### Course Objective

*To expose the students with the knowledge on Industrial Relations, Trade Unions & Factories Act*  
*To develop the understanding of industrial disputes act, payment of wages act among students*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the concept of industrial relations and its impact in India    | K1              |
| CO2       | To develop the skills in negotiation with union and conflict resolution    | K2              |
| CO3       | To inculcate the actual happenings to handle the grievances                | K3              |
| CO4       | To enumerate the skills required for collective bargaining                 | K4              |
| CO5       | To explore Industrial Dispute Act 1947 & Employee State Insurance Act 1948 | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | H   | M   | M   | H   | L   | M   | M   |   | H    | H    |
| CO2            | H   | M   | H   | M   | H   | M   | H   |   | M    | M    |
| CO3            | H   | H   | H   | M   | H   | H   | L   |   | M    | L    |
| CO4            | H   | H   | H   | H   | H   | H   | H   |   | H    | H    |
| CO5            | H   | H   | M   | H   | H   | H   | M   |   | L    | M    |

**H-High; M-Medium; L-Low**

| <b>INDUSTRIAL RELATIONS AND LABOUR LAW - 21UIB6E3</b> |   |              |
|---|---|--------------|
| <b>Unit</b>   | <b>Content</b>  | <b>Hours</b> |
| <b>I</b>  | Industrial Relations – Industrial Disputes – causes – handling and settling disputes – employee grievances – steps in grievance handling – causes for poor industrial relations - remedies  | <b>18</b>    |
| <b>II</b>   | Collective Bargaining – Concepts – Principles and Forms of Collective Bargaining – Procedure - Conditions for effective collective bargaining – workers participation in management   | <b>17</b>    |
| <b>III</b>  | Factories Act 1948 – Elements – Explanations on the Act – The Workman’s Compensation Act 1923 – need – importance – concepts of compensations - benefits  | <b>18</b>    |
| <b>IV</b>   | Industrial Dispute Act 1947 – Basic evolution – Need – Importance – Guidelines – The Trade Union Act 1926 – Meaning – Establishments – Conditions – Parties to Trade Unions – <u>Concepts beneficial to the Employees</u>           | <b>19</b>    |
| <b>V</b>  | The Payment of Wages Act 1936 – Meaning – Evolution – Parties involved – The Employees State Insurance Act 1948 – <u>ESIC and its role in employees welfare</u> – UAN – Evolution – Benefits – Disadvantages – Beneficiaries - Uses | <b>18</b>    |
|   | <b>Total Contact Hrs</b>  | <b>90</b>    |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b>                | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|--------------------------|--|--------------------------------|
| 1           | N.D. Kapoor   | Industrial Law           | Sultan Chand Publications<br>– Revised Edition | 2019                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b>   | <b>PUBLISHERS \<br/>EDITION</b>                      | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|--|--|--------------------------------|
| 1           | PC Tripathi   | Personnel Management and<br>Industrial Relations                     | Sultan and Chand<br>Publications, Revised<br>Edition | 2017                           |
| 2           | Srivatsava    | Industrial Relations and<br>Labour Laws                              | Vikas Publications, Fourth<br>Edition                | 2018                           |
| 3           | P Subbarao    | Essentials of Human Resource<br>Management & Industrial<br>Relations | Himalaya Publishers,<br>Recent Edition               | 2019                           |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. G. Vignesh     | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|                          |                                    |                           |   |  |  |             |
|--------------------------|------------------------------------|---------------------------|---|--|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b>                | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB6E4                           |                           |   | <b>Title</b>                           | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> | - | Soft Skills for International Business | <b>Semester:</b>                                 | VI          |
|                          |                                    |                           |   |  | <b>Credits:</b>                                  | 4           |

### Course Objective

|   |
|---|
| <p><i>To expose the students with the various entry level skills requirements</i></p> <p><i>To develop the students to demonstrate good command in work environment</i></p> |
|---|

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember the various organizational entry level skill requirements                | K1              |
| CO2       | To understand the need for different skill requirement in different occasions        | K2              |
| CO3       | To respond appropriately depending upon the situation during recruitment & selection | K3              |
| CO4       | To demonstrate good command in responding to queries and command in work place       | K4              |
| CO5       | To achieve the desired result of good employability                                  | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | H   | M   | M   | H   | L   | M   | M   |   | L    | M    |
| CO2      | H   | M   | H   | M   | M   | M   | H   |   | M    | M    |
| CO3      | H   | H   | L   | M   | H   | H   | L   |   | H    | H    |
| CO4      | H   | H   | H   | H   | M   | H   | H   |   | M    | H    |
| CO5      | H   | H   | M   | H   | H   | H   | M   |   | H    | H    |

**H-High; M-Medium; L-Low**

| <b>SOFT SKILLS FOR INTERNATIONAL BUSINESS - 21UIB 6E4</b> |   |              |
|---|---|--------------|
| <b>Unit</b>   | <b>Content</b>  | <b>Hours</b> |
| <b>I</b>  | Emotional Intelligence – Meaning – Importance – When to Expose - Emotional Quotient – ability to understand – how to manage own emotions in positive manner – positive ways to relieve stress – empathy - meaning and importance – positive measures to concentrate the conflict - resolving conflict | <b>18</b>    |
| <b>II</b>   | Team Spirit and Growth – Meaning – growth mindset – high performing teams – trust and mindful alignments on work – focus – target – achievement and time compliance – positive ways to run a team with ever glowing spirit  | <b>17</b>    |
| <b>III</b>  | Openness to feedback – Basic idea on the feedback – accepting positive feedback and negative feedback –improvement made from the negative feedback – improving with self-awareness – criticism – types and overcoming the shortfalls  | <b>19</b>    |
| <b>IV</b>   | Adaptability – meaning and nature – change in thought process – willingness to take risk – encouraging others to continue risk bearing ability – open mindedness – continuous learning – life learning and accepting the situations   | <b>18</b>    |
| <b>V</b>  | Work ethics skills – reliability – dedication – sincerity – team spirit - discipline – productivity – cooperation – integrity – responsibility - professionalism – interaction with executives – successful stories narration with professional and business people                                   | <b>19</b>    |
|   | <b>Total Contact Hrs</b>  | <b>90</b>    |

\*\*\***Concepts underlined and italicized are self-study**

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Tests, Power Point Presentations, Assignments, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>                        | <b>TITLE OF THE BOOK</b>                     | <b>PUBLISHERS \<br/>EDITION</b>                | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|--------------------------------------|--|--|--------------------------------|
| 1           | Meenakshi Raman<br>& Shalini Upadyay | Soft Skills – Key to success in<br>workplace | Cengage ( I ) Private<br>Limited First Edition | 2017                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>   | <b>TITLE OF THE BOOK</b>                                | <b>PUBLISHERS \<br/>EDITION</b>            | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|-----------------|---|--|--------------------------------|
| 1           | Gangadhar Joshi | Campus to Corporate – Your<br>Road Map to Employability | Sage Publications,<br>Revised Edition      | 2015                           |
| 2           | Barun K Mitra   | Personality Developments and<br>Soft Skills             | Oxford Higher Education,<br>Fourth Edition | 2012                           |

| Course Designed by               | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|----------------------------------|-----------------------------------|--|--------------------------------------|---|
| Dr. G. Vignesh<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|                          |                                    |                          |   |                                       |  |             |
|--------------------------|------------------------------------|--------------------------|---|---------------------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                          |   | <b>Programme Title:</b>               | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB6E5                           |                          |   | <b>Title</b>                          | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem</b> | - | Shipping and Ocean Freight Management | <b>Semester:</b>                                 | VI          |
|                          |                                    |                          |   |                                       | <b>Credits:</b>                                  | 4           |

### Course Objective

*To equip the students with skills required for logistics in global trade*

*To make aware the various dynamics in managing logistics*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To recollect the role of shipping industry in International business.   | K1              |
| CO2       | To understand the shipping management with international maritime environment in which they operate and how they are managed. | K2              |
| CO3       | To execute the basic types of operations and advanced scientific shipment planning.   | K3              |
| CO4       | To analyze the basic documentation used in the shipping industry.   | K4              |
| CO5       | To evaluate the documents which is used in international business   | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | H   | L   | M   | M   | H   | M   |   | M    | H    |
| CO2            | M   | L   | H   | H   | M   | H   | H   |   | M    | M    |
| CO3            | L   | H   | L   | M   | H   | M   | L   |   | M    | H    |
| CO4            | L   | M   | M   | L   | M   | H   | H   |   | M    | M    |
| CO5            | M   | H   | M   | M   | H   | M   | M   |   | H    | M    |

**H-High; M-Medium; L-Low**

| <b>SHIPPING AND OCEAN FREIGHT MANAGEMENT - 21UIB6E5</b> |  |              |
|---|--|--------------|
| <b>Unit</b>   | <b>Content</b>   | <b>Hours</b> |
| <b>I</b>  | Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - superstructure - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo. (Packaging, utility or value). Trimming - Cleansing -Unitized cargo                                   | <b>18</b>    |
| <b>II</b>   | Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services – Seaports – Vessel Operations – pilotage - Stevedoring - Dock Labour Boards - charges –Automated Container Handling - security at ports and harbours. Role of security agencies - lighterage services.   | <b>19</b>    |
| <b>III</b>  | Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service   | <b>17</b>    |
| <b>IV</b>   | Operations - Volume / Weight calculations - <u>Shipment Planning basics</u> – Preparing & loading containers– Types of container services - FCL - Consolidation –LCL - Advanced Scientific shipment planning –Container de-stuffing  | <b>18</b>    |
| <b>V</b>  | Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD) - Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation - <u>Conditions of Contract</u> – Managing Key Accounts – Trade Lane Development – Consortium. | <b>19</b>    |
|   | <b>Total Contact Hrs</b>   | <b>90</b>    |

\*\*\*Concepts underlined and italicized are self-study

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Power Point Presentations, Assignments, Group Task



**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b>              | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \<br/>EDITION</b> | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|----------------------------|--------------------------|---------------------------------|--------------------------------|
| 1           | Michael Robarts,<br>Branch | Elements of Shipping     | Ninth Edition, Routledge        | 2014                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b>        | <b>PUBLISHERS \<br/>EDITION</b>              | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|---------------------------------|--|--------------------------------|
| 1           | Peter Brodie  | Commercial Shipping<br>Handbook | Third Edition, Informa<br>Law from Routledge | 2014                           |
| 2           | -             | Review of Maritime Transport    | UNCTAD                                       | 2014                           |

| Course Designed by               | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|----------------------------------|-----------------------------------|--|--------------------------------------|---|
| Dr. G. Vignesh<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |  |                         |  |             |
|---|------------------------------------|---------------------------|--|-------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |  | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB6E6                           |                           |  | <b>Title</b>            | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 6                                  | <b>Tutorial Hrs./Sem.</b> |  | Business<br>Law         | <b>Semester:</b>                                 | VI          |
|   |                                    |                           |  |                         | <b>Credits:</b>                                  | 4           |

### Course Objective

*To make the students to understand the fundamentals of Commercial Laws.*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember rules and regulations relating to the commerce.                            | K1              |
| CO2       | To understand the fundamentals of commercial law.                                      | K2              |
| CO3       | To apply the knowledge and skills in the elective area of the business law.            | K3              |
| CO4       | To evaluate the principles and legal techniques to resolve practical problems legally. | K4              |
| CO5       | To Familiarize the concept of Agency   | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | H   | M   | H   | M   | M   | M   | M   |   | M    | H    |
| CO2          | H   | M   | H   | M   | M   | M   | M   |   | H    | H    |
| CO3          | H   | H   | H   | H   | H   | H   | H   |   | H    | H    |
| CO4          | H   | M   | H   | M   | M   | M   | M   |   | M    | H    |
| CO5          | H   | H   | H   | H   | H   | H   | H   |   | H    | H    |

H-High; M-Medium; L-Low

| <b>BUSINESS LAW - 21UIB6E6</b> |   |            |
|--------------------------------|---|------------|
| <b>Units</b>                   | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                       | <b>Indian Contract Act 1872:</b> Contract – Definition – Classification of Contracts – Essential elements of a Valid Contract – Offer – Acceptance- Types – Legal Requirements- Legal Rules Relating to Offer and Acceptance – Essentials of Valid Acceptance –Communication of Offer and Acceptance – Revocation of Offer andAcceptance. | <b>15</b>  |
| <b>II</b>                      | <b>Consideration:</b> Essentials of Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions. <b>Capacity to Contract:</b> Law Relating to Minor, Unsound Mind – Persons Disqualified by Law - Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation.                      | <b>18</b>  |
| <b>III</b>                     | <b>Contingent Contract:</b> Rules Regarding Contingent Contract - Performance of Contract- Modes of Performance – Essentials of Valid Tender –Quasi Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach ofContract.   | <b>19</b>  |
| <b>IV</b>                      | <b>Contract of Indemnity and Guarantee:</b> Rights of Indemnity Holder – Rights and Liabilities of Surety – Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawnor and Pawnee.   | <b>20</b>  |
| <b>V</b>                       | <b>Contract of Agency:</b> Classification – Creation of Agencies – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal Liability of an Agent – Termination of Agency _ The Sale of Goods Act 1930.   | <b>18</b>  |
|                                | <b>Total Contact Hrs</b>  | <b>90</b>  |

\*\*\***Concepts underlined and italicized are self-study**

### **Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Power Point Presentations, Assignments, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \ EDITION</b>         | <b>YEAR OF PUBLICATION</b> |
|-------------|---------------|--------------------------|-------------------------------------|----------------------------|
| 1           | Kapoor.N.D    | Business Law             | Sultan Chand and Sons, New<br>Delhi | 2017                       |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>                 | <b>TITLE OF THE BOOK</b> | <b>PUBLISHERS \ EDITION</b>         | <b>YEAR OF PUBLICATION</b> |
|-------------|-------------------------------|--------------------------|-------------------------------------|----------------------------|
| 1           | Pillai and<br>Bhavathi, R.S.N | Business Law             | Sultan Chand and Sons,<br>New Delhi | 2017                       |
| 2           | Arun Kumar Sen                | Commercial Law           | The world press PvtLtd,<br>Kolkata  | 2017                       |
| 3           | P P S Gogna                   | Textbook of Company Law  | Sultan Chand                        | 2016                       |

| Course Designed by              | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---------------------------------|-----------------------------------|--|--------------------------------------|---|
| Dr. B. Rohini<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                            |  |             |
|---|------------------------------------|---------------------------|---|----------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>    | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB6AL                           |                           |   | <b>Title</b>               | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | -                                  | <b>Tutorial Hrs./Sem.</b> | - | Basics of Brand Management | <b>Semester :</b>                                | VI          |
|   |                                    |                           |   |                            | <b>Credits:</b>                                  | Grade       |

### Course Objective

*To learn the importance of brand and its impacts among the customers*

*To gain knowledge of Brand Rejuvenation and Brand Strategies*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | Understanding the concepts and process in branding decisions.                               | K1              |
| CO2       | Outline the brand associations and its functions.   | K2              |
| CO3       | Analyze the impact of branding on buyers, competitors & the relationship with manufacturers | K3              |
| CO4       | Examine & monitor the brand performance over the product lifecycle.                         | K4              |
| CO5       | Inculcate knowledge on global branding strategies   | K5              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | M   | M   | M   | M   | M   | M   |   | M    | M    |
| CO2            | M   | M   | M   | M   | M   | M   | M   |   | M    | M    |
| CO3            | M   | M   | M   | M   | M   | M   | M   |   | M    | M    |
| CO4            | M   | M   | M   | M   | M   | M   | M   |   | M    | M    |
| CO5            | M   | M   | M   | M   | M   | M   | M   |   | M    | M    |

H-High; M-Medium; L-Low

## BASICS OF BRAND MANAGEMENT - 21UIB6AL

| Units | Content  | Hrs |
|-------|--|-----|
| I     | Basic understanding of brand - concepts and process - significance of brands- functions of a brand - brand mark and trade mark - branding challenges and opportunities - different types of brands- Co-branding- store brands.   | -   |
| II    | Building a strong brand – brand positioning - brand values - brand vision- brand elements- branding for global markets - competing with foreign brands. Brand image building - brand loyalty programs - brand promotion methods - brand ambassadors, celebrities, online brand promotions. | -   |
| III   | Brand adoption practice - different types of brand extension - factors influencing decisions for extension - re-branding and re-launching-Managing brand performance- brand equity management- global branding strategies - brand audit- brand leverage - role of brand managers.          | -   |
|       | <b>Total Contact Hrs</b>   | -   |

### Pedagogy:

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Power Point Presentations, Assignments, Group Task

**Text Book**

| S.NO | AUTHOR        | TITLE OF THE BOOK      | PUBLISHERS \<br>EDITION | YEAR OF PUBLICATION |
|------|---------------|------------------------|-------------------------|---------------------|
| 1    | S.RameshKumar | Managing Indian Brands | Vikas publishing House  | 2002                |

**Reference Books**

| S.NO | AUTHOR            | TITLE OF THE BOOK          | PUBLISHERS \<br>EDITION | YEAR OF PUBLICATION |
|------|-------------------|----------------------------|-------------------------|---------------------|
| 1    | Kevin LaneKeller  | Strategic brand Management | Person Education        | 2003                |
| 2    | JeanNoel,Kapferer | Strategic brand Management | The Free Press          | 1992                |
| 3    | Paul Temporal     | Branding in Asia           | John Wiley & sons(P)Ltd | 2000                |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. B. Rohini      | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|                          |                                    |                           |   |                             |  |             |
|--------------------------|------------------------------------|---------------------------|---|-----------------------------|--|-------------|
| <b>Programme Code:</b>   | B.Com. IB – International Business |                           |   | <b>Programme Title:</b>     | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>      | 21UIB6VA – Value Added Course      |                           |   | <b>Title</b>                | <b>Batch:</b>                                    | 2021 - 2024 |
|                          |                                    |                           |   | Basic Skills on Procurement | <b>Semester:</b>                                 | VI          |
| <b>Lecture Hrs./Week</b> | -                                  | <b>Tutorial Hrs./Sem.</b> | - |                             | <b>Credits:</b>                                  | Grade       |

### Course Objective

*To make students more talented on the concepts of procuring mechanism  
To instill the students on the procedure to be used in procurement*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To study the basic concepts, ideas, methods and techniques underlying the procurement practices.      | K1              |
| CO2       | To defend the idea for collective bargaining in accordance with generally accepted commercial market. | K2              |
| CO3       | To apply skills in critical-thinking and problem-solving on raising the appropriate purchase order    | K3              |
| CO4       | To analyze conceptual knowledge of the procurement in business transactions.                          | K4              |
| CO5       | To design the exact procurement model that will sustain business                                      | K6              |

### Mapping

| PO / PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1            | M   | H   | M   | H   | M   | H   | H   |   | H    | H    |
| CO2            | H   | M   | L   | H   | L   | M   | M   |   | M    | M    |
| CO3            | L   | M   | M   | M   | M   | L   | H   |   | L    | M    |
| CO4            | M   | H   | L   | L   | H   | H   | H   |   | H    | H    |
| CO5            | H   | L   | H   | H   | H   | H   | M   |   | M    | M    |

**H-High; M-Medium; L-Low**



| <b>BASIC SKILLS ON PROCUREMENT – 21UIB6VA</b> |   |            |
|---|---|------------|
| <b>Unit</b>                                   | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                                      | <b>Introduction to Procurement</b> – Procurement – Basic Idea - Buy side Predictability is important – Sell Side Quality, Genuinity and Cost are important - Procurement – Transaction Part of It, Research on Cost Effectiveness, Mass requirement @ Cheaper Price Consumer sentiment in India has gone down – Actual Procurement is seen - Procure to Pay –Work flow in ERP System – SLA and Expediting takes place - Requisitioned – Purchase Requisition – Purchase Order – Electronically Transferred to Supplier – Receive Invoice – 3way or 2way Match – make payment for suppliers – account payable with procurement @ some cases.   | <b>10</b>  |
| <b>II</b>                                     | <b>Procurement Process</b> – Transmit Needs – Review Requisition – Select Supplier – Create PO – Release PO – Follow up with the supplier for acknowledgement and Acceptance – Expedite PO – Receive Goods and Services – Check for Quality – Create GRN or Reject Goods - Procurement – Day in a life of a Buyer - Request Creation (Assisted buying, Catalog setup, contract setup) – Approve PR (Review PR and approve as per policy) - Creation of PO – Manual PO (Creation and Release) – Follow up (Supplier PO Acceptance) – Expedite (Call up with the supplier for delivery) – Receiving (Return Management) – Matching (Resolving blocked invoice, PO Amendments) – Pay (suppliers queries for payments)  | <b>10</b>  |
| <b>III</b>                                    | <b>Market Approach Alternatives</b> - Commodity Factors – Spend value and expected savings - Market Factors – Number of current and alternative suppliers – stage of industry circle – potential for changing suppliers and cost associated. Client Factors – how quickly the benefits are required–client resourcing levels – client budget–client willingness to change. –Roll over existing strategies – Request for information – Request for Proposal – Request for Qualification – E Auctions – Direct Negotiations – Floating enquiries through RFP’s – Occupational Health and Safety devices – Negotiations – <i>Phases of Negotiations</i> – Contract Management (Drafting a contract, Reviewing the contract, executing and repository management) | <b>10</b>  |
|   | <b>Total Contact Hrs</b>  | <b>30</b>  |

**Pedagogy:**

Direct Instructions, Digital Presentations, Flipped Classrooms

**Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| <b>S.NO</b> | <b>AUTHOR</b> | <b>TITLE OF THE BOOK</b>            | <b>PUBLISHERS \<br/>EDITION</b>         | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---------------|-------------------------------------|---|--------------------------------|
| 1           | Paul Myerson  | Lean Demand - Driven<br>Procurement | Rutledge Publications,<br>First Edition | 2018                           |

**Reference Books**

| <b>S.NO</b> | <b>AUTHOR</b>   | <b>TITLE OF THE BOOK</b>   | <b>PUBLISHERS \<br/>EDITION</b>             | <b>YEAR OF<br/>PUBLICATION</b> |
|-------------|---|--|---|--------------------------------|
| 1           | Lysons Kenneth  | Procurement and Supply Chain<br>Management                                 | Pearson Education Limited,<br>Tenth Edition | 2020                           |
| 2           | Peter Baily and<br>David Farmer<br>and Barry<br>Crocker and<br>David Jessop | Procurement Principles &<br>Management                                     | Pearson India Limited,,<br>Eleventh Edition | 2018                           |
| 3           | Walter L Wallace<br>Yusen L Xia   | Delivering Customer Value<br>through Procurement and<br>Strategic Sourcing | Pearson FT Press,<br>First Edition          | 2014                           |

| Course Designed by               | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|----------------------------------|-----------------------------------|--|--------------------------------------|---|
| Dr. G. Vignesh<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |

|   |                                    |                           |   |                              |  |             |
|---|------------------------------------|---------------------------|---|------------------------------|--|-------------|
| <b>Programme Code:</b>                                  | B.Com, IB – International Business |                           |   | <b>Programme Title:</b>      | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                                     | 21UIB6S1                           |                           |   | <b>Title</b>                 | <b>Batch:</b>                                    | 2021 - 2024 |
| <b>Lecture Hrs./Week<br/>or<br/>Practical Hrs./Week</b> | 2                                  | <b>Tutorial Hrs./Sem.</b> | - | Intellectual Property Rights | <b>Semester:</b>                                 | VI          |
|   |                                    |                           |   |                              | <b>Credits:</b>                                  | 2           |

### Course Objective

*It aims to provide basic knowledge about intellectual property rights followed in our country*

### Course Outcomes

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

| CO Number | CO Statement   | Knowledge Level |
|-----------|--|-----------------|
| CO1       | To remember differentiating different types of intellectual property and their roles in contributing to organization | K1              |
| CO2       | To understand the framework of strategic management of intellectual property.  | K2              |
| CO3       | To execute derive value from intellectual property and leverage its value in new product.                            | K3              |
| CO4       | To evaluate the legal management of intellectual property and understanding of real life practice.                   | K4              |
| CO5       | To criticize the trademarks of intellectual property and how to design in to practically                             | K5              |

### Mapping

| PO/PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1          | M   | H   | L   | H   | H   | M   | L   |   | H    | M    |
| CO2          | H   | H   | H   | H   | H   | H   | H   |   | H    | L    |
| CO3          | L   | M   | M   | M   | H   | M   | H   |   | H    | M    |
| CO4          | M   | L   | M   | L   | H   | L   | M   |   | H    | M    |
| CO5          | H   | M   | H   | M   | M   | H   | H   |   | H    | L    |

**H-High; M-Medium; L-Low**

| <b>INTELLECTUAL PROPERTY RIGHTS - 21UIB6S1</b> |   |            |
|--|---|------------|
| <b>Units</b>                                   | <b>Content</b>  | <b>Hrs</b> |
| <b>I</b>                                       | <b>Overview of Intellectual Property:</b> Zoographical Identification - Need for IPR – IPR in India and Abroad – Importance of IPR          | <b>6</b>   |
| <b>II</b>                                      | <b>Patents:</b> Patent document– <i>Granting of patent</i> – Rights of patent – Drafting and filing of a patent.                            | <b>6</b>   |
| <b>III</b>                                     | <b>Copy Right:</b> Meaning – Coverage – Protection of Copy Right – Other Related Rights – Distinguish between related rights and copyright  | <b>6</b>   |
| <b>IV</b>                                      | <b>Trade Marks:</b> Meaning – Rights – Kinds of signs – Types of trademark – Functions – <i>Well know marks</i>                             | <b>6</b>   |
| <b>V</b>                                       | <b>Unfair Competition:</b> Meaning – Relationship between unfair and intellectual property laws – Merits and Demerits of unfair Competition | <b>6</b>   |
|  | <b>Total Contact Hrs</b>  | <b>30</b>  |

### **Pedagogy**

Direct Instructions, Digital Presentations, Flipped Classrooms

### **Assessment Methods:**

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR                            | TITLE OF THE BOOK                           | PUBLISHERS \<br>EDITION                | YEAR OF PUBLICATION |
|------|-----------------------------------|---|--|---------------------|
| 1    | P.N. Cheremisin<br>R.P. Ouellette | Biotechnology<br>Applications and Research, | Technomic Publishing<br>Co., Inc. USA, | 1985                |

**Reference Books**

| S.NO | AUTHOR                               | TITLE OF THE BOOK                                    | PUBLISHERS \<br>EDITION              | YEAR OF PUBLICATION |
|------|--------------------------------------|--|--------------------------------------|---------------------|
| 1    | AjitParulekar and<br>Sarita D' Souza | India Patents Law – Legal &<br>Business Implications | Macmillan India ltd                  | 2006                |
| 2    | B.L. Wadehra                         | Law Relating to Patents, Trade<br>Marks              | Universal law Publishing<br>Pvt. Ltd | 2000                |
| 3    | B.L. Wadehra                         | Copyright, Designs &<br>Geographical Indications     | Universal law Publishing<br>Pvt. Ltd | 2000                |

| Course Designed by | Reviewed by        | Verified by            | Checked by        | Approved by                |
|--------------------|--------------------|------------------------|-------------------|----------------------------|
| Dr. G. Vignesh     | Mr. M. Prem        | Dr. G. Vignesh         | Mr. K. Srinivasan | Dr. R. ManickaChezian      |
| Course Teacher     | Module Coordinator | Head of the Department | CDC Coordinator   | Controller of Examinations |

|   |                                   |                           |   |                         |  |             |
|---|-----------------------------------|---------------------------|---|-------------------------|--|-------------|
| <b>Programme Code:</b>                          | B.Com IB – International Business |                           |   | <b>Programme Title:</b> | Bachelor of Commerce with International Business |             |
| <b>Course Code:</b>                             | 21UIB6S2                          |                           |   | <b>Title:</b>           | <b>Batch:</b>                                    | 2021 - 2024 |
|   |                                   |                           |   |                         | <b>Semester:</b>                                 | VI          |
| <b>Lecture Hrs./Week or Practical Hrs./Week</b> | 2                                 | <b>Tutorial Hrs./Sem.</b> | - | Garment Merchandising   | <b>Credits:</b>                                  | 2           |

### Course Objective

*To equip the students with language skills required for conducting international business.  
To make aware the various dynamics in corporate cultures and business etiquette.*

### Course Outcomes

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

| CO Number | CO Statement  | Knowledge Level |
|-----------|---|-----------------|
| CO1       | To recollect the fundamentals of merchandising in garment industry.       | K1              |
| CO2       | To understand production methods appropriate to product quality and cost. | K2              |
| CO3       | To implement the standardization concept and quality in apparel industry. | K3              |
| CO4       | To review the elements of visual merchandizing.                           | K4              |
| CO5       | To justify the role of garment merchandising in international trade.      | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | - | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|---|------|------|
| CO1      | H   | M   | L   | M   | L   | M   | H   |   | H    | M    |
| CO2      | M   | H   | M   | M   | H   | M   | M   |   | M    | L    |
| CO3      | M   | H   | H   | M   | M   | M   | H   |   | M    | H    |
| CO4      | L   | M   | H   | L   | M   | L   | M   |   | M    | M    |
| CO5      | H   | L   | H   | H   | H   | M   | M   |   | H    | L    |

## GARMENT MERCHANDISING - 21UIB6S2

| Units | Content   | Hrs       |
|-------|---|-----------|
| I     | Fundamentals of merchandising - Responsibilities of the merchandiser – Merchandise planning: target markets, market segmentations and marketing Research.   | 6         |
| II    | Planning and Controlling and control tools: marketing calendar, merchandise Calendar, sales forecast - Execution: Line development: objectives, elements, planning, control, research, line plan, styling direction and product development and adoption -Pricing: pricing strategies, <i>objectives, pricing formula</i> - Costing principles and strategies | 6         |
| III   | Introduction to Standardization and Quality control in apparel industry- Importance of consumer perception of apparel quality- Managing apparel quality through inspection and sampling procedures.   | 6         |
| IV    | Sourcing strategies: objectives, global sourcing, the role of merchandiser in Sourcing, - sourcing options, - factors in sourcing options, factors in sourcing Decision- customer vendor relationship - Domestic and International sourcing Process   | 6         |
| V     | Fashion Visual Merchandising- <i>Functions of Visual Merchandising</i> - Elements of Visual Merchandising - Store exteriors, interiors& windows – image, atmosphere 7 theatrics - Display props, fixtures, mannequins, floral, signage & graphics.  | 6         |
|       | <b>Total Contact Hrs</b>  | <b>30</b> |

### Pedagogy

Direct Instructions, Digital Presentations, Flipped Classrooms

### Assessment Methods:

Tests, Seminar, Power Point Presentations, Group Task

**Text Book**

| S.NO | AUTHOR                          | TITLE OF THE BOOK     | PUBLISHERS \<br>EDITION | YEAR OF<br>PUBLICATION |
|------|---------------------------------|-----------------------|-------------------------|------------------------|
| 1    | R. Rathinamoorthy,<br>R. Surjit | Apparel Merchandising | WPI India               | 2017                   |

**Reference Books**

| S.NO | AUTHOR                                    | TITLE OF THE BOOK  | PUBLISHERS \<br>EDITION                 | YEAR OF<br>PUBLICATION |
|------|---|--|---|------------------------|
| 1    | By Jeremy A<br>Rosenau, David L<br>Wilson | Apparel Merchandising<br>The Line Starts Here                                | Fairchild Books & Visuals               | 2014                   |
| 2    | By Evelyn Grace ·                         | Introduction to Fashion<br>Merchandising                                     | Prentice-Hall                           | 2011                   |
| 3    | By Rick Renner ·                          | Merchandising the Anointing<br>Developing Discernment for<br>These Last Days | Rick Renner Ministries,<br>Incorporated | 2000                   |

| Course Designed by                      | Reviewed by                       | Verified by                              | Checked by                           | Approved by   |
|---|-----------------------------------|--|--------------------------------------|---|
|   |                                   |  |                                      |   |
| Dr. N. Bhuvaneshkumar<br>Course Teacher | Mr. M. Prem<br>Module Coordinator | Dr. G. Vignesh<br>Head of the Department | Mr. K. Srinivasan<br>CDC Coordinator | Dr. R. ManickaChezian<br>Controller of Examinations |