

M.Com. (International Business)

Syllabus

AFFILIATED COLLEGES

Program Code: 31S

2020 – 2021 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with "A" Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 982)

Coimbatore - 641 046, Tamil Nadu, India

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



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



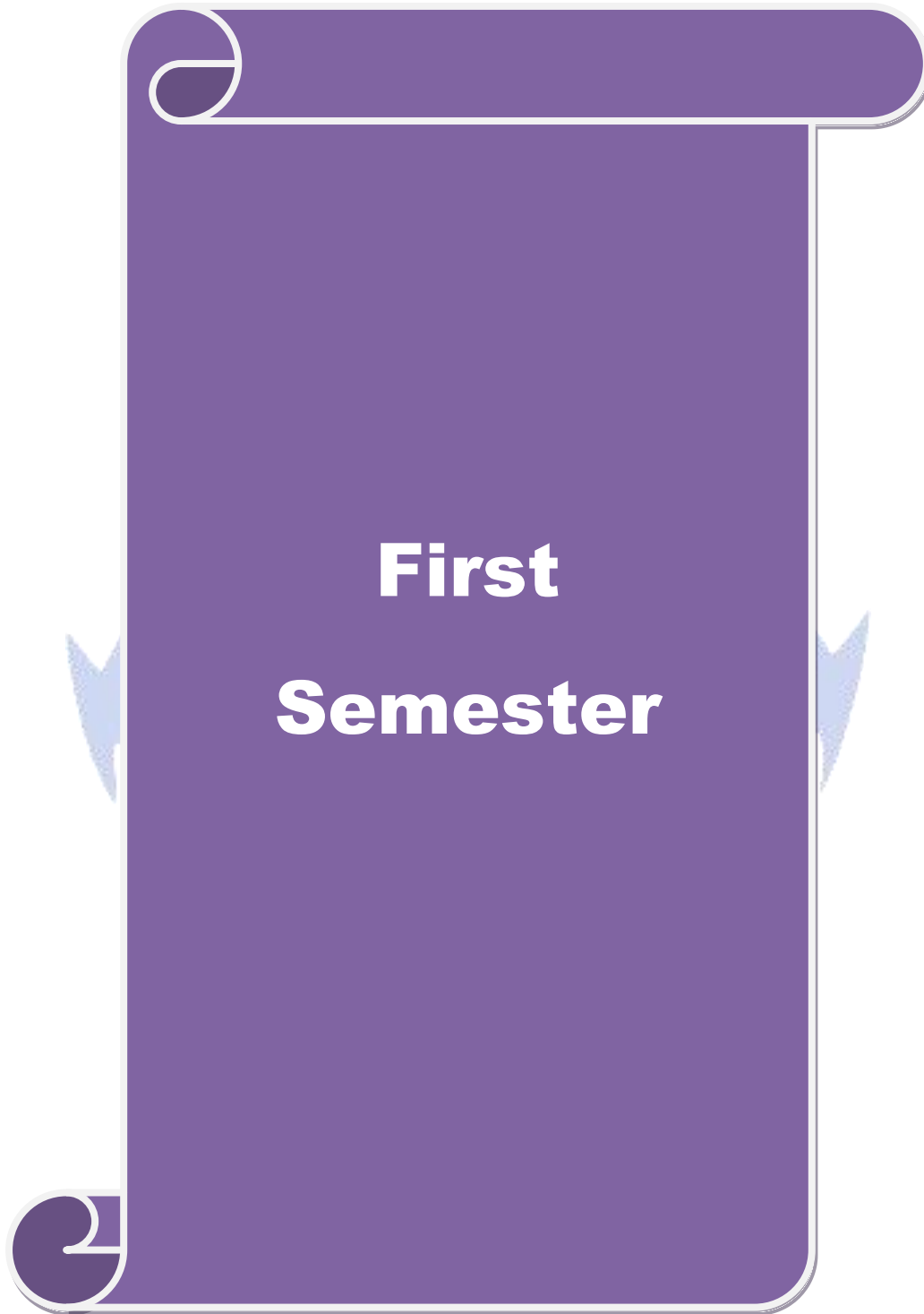
Program Outcomes (POs)	
On successful completion of M.Com.(International Business) program	
PO1	Apply critical and analytical research skill to evaluate the challenging problems
PO2	Adapt to sustain in the challenging era
PO3	Graduates are enabled with the Knowledge in the practical applications of import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



M.Com (International Business) Curriculum

(For the students admitted during the academic year 2020 - 21 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Global Business Environment	4	3	-	25	75	100
	International Marketing Management	4	3	-	25	75	100
	Managerial Economics	4	3	-	25	75	100
	Financial Accounting	4	3	-	25	75	100
	Elective-I :	4	3	-	25	75	100
SECOND SEMESTER							
	International Trade Procedure	4	3	-	25	75	100
	Logistics & Supply Chain Management	4	3	-	25	75	100
	Foreign Exchange Management	4	3	-	25	75	100
	Cost and Management Accounting	4	3	-	25	75	100
	Computer Applications: MS Office & Internet - Practical I	4	3		40	60	100
	Elective -II :	4	3	-	25	75	100
THIRD SEMESTER							
	Business Research Methods	4	3	-	25	75	100
	International Financial Management	4	3	-	25	75	100
	Export –Import Finance	5	3	-	25	75	100
	Indirect Tax Laws	4	3	-	25	75	100
	Industrial Training (Report 40 marks and Viva 10 marks.	2			50	-	50
	Elective/Diploma-III :	3	3	-	25	75	100
FOURTH SEMESTER							
	Strategic Management	4	3	-	25	75	100
	International Economics	4	3	-	25	75	100
	Computer Lab (Tally)	4	3	-	40	60	100
	Project Work & Viva-Voce (OR) In lieu of Project work, the following two papers may be opted.	8			160 Marks – Project and 40 Marks Viva-Voce)		200
	1. International Business Relations	4	3	-	25	75	100
	2. Industrial Law	4	3	-	25	75	100
	Elective/Diploma-IV :	3	3	-	25	75	100
Grand Total		90					2250



Course code	GLOBAL BUSINESS ENVIRONMENT		L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	Basic knowledge on Global business environment		Syllabus Version		2020 - 21	
Course Objectives						
1.To be familiar with the basic concept of international business environment 2.To understand the national physical environment, including Rostow's view and tax structure 3.To have insight knowledge about cultural factors and attitude 4. To develop and understanding of legal environment in International Business 5. To learn Fundamentals of environmental protection and international policy						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Acquire the basic knowledge various national physical environment and its impact on international business.					K1
2	Understand the complex business environment with international business perspectives by applying and establish the strategies with ethical and social values to achieve the market share for their establishment for longer period.					K2
3	Acquire the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building.					K3
4	Develop the effective use of world resources with social, cultural and ethical background.					K4
5	Evaluate the environmental protection and economics policies to offer valuable solution for sustainability.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction				18 Hours	
International business: Meaning – nature- concepts – international trade – analyzing the business environment – types – Micro and Macro environment: Role of Political environment- role of social – cultural environment- role of economic environment in international business.						
Unit:2	National Physical Environment				18 Hours	
The national physical environment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure- Inflation-foreign investment.						
Unit:3	Cultural environment				18 Hours	
Cultural environment: Material culture – language – Aesthetics – design, color, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.						
Unit:4	Legal environment				18Hours	
Legal environment – Bases for legal system – Jurisdictions International Legal disputes –						

International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.		
Unit:5	Fundamentals of environmental	18 Hours
Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India’s policy and the relevant constitutional provisions – law of environment – protection in India.		
Unit:6		
Asian Negotiating Style, Assignments, Seminar, Group Discussion and Current Affairs		
	Total Lecture Hours	90 Hours
Books for study		
1	International Marketing : Onkvist & Shaw, 2014	
2	International Marketing : Philip R. Careora, 2016	
3	Environmental Economics : M. Karpagam, 2018	
Books for Reference		
1	Global Marketing Management (3 rd edition 2012) by Kieferlee, Steve Carter, Oxford University Press, 2017	
2	International Business Environment (First Reprint 2011) by Sukumar Nandhini, The McGraw-Hill Publications, 2016	
3	Global Marketing Management (8 edition April 25, 2013) by Warren J. Keegan, Prentice Hall India Publishing, New Delhi, 2018	
4	International Marketing Text and cases - (14 th edition, 2015), Franchis Cherunilam, Himalaya Publishing House, New Delhi, 2018	
5	International Marketing management (25 th revised edition, 2015), Varshney and Bhattacharya, Sultan Chand and Sons, New Delhi, 2019	
Related Online Contents		
1	http://epgp.inflibnet.ac.in.ahl.php?csrno=438 paper no and title P11. International business environment module number and title : MI. Globalization Module Tag: BSE_P11_M1	
2	www.rbi.org.in	
3	www.eximguru.com	
Course Designed By:		

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

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

Course code	INTERNATIONAL MARKETING MANAGEMENT		L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	Broad understanding about Marketing and brand Concepts		Syllabus Version		2020 - 21	
Course Objectives:						
1. To know the basic concepts principles of the International Marketing 2. To understand the consumer behavior in the international contexts 3. To develop the product idea and procedure to introduce a new product 4. To understand and evaluate the application of marketing 5. To acquire knowledge about Global Marketing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand and evaluate the application of marketing				K2	
2	Identify the skill sets required in marketing				K4	
3	Examine the various functions of International Marketing				K4	
4	Determine the various Marketing areas				K5	
5	Gain knowledge on Global Marketing				K6	
K1 - Remember; K2- Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions		18 Hours			
National & International Marketing: Definition – Special features of International Marketing – Barriers in International Marketing – Future of Global Marketing.						
Unit:2	International Marketing		18 Hours			
Management of International Marketing – Defining customer value and satisfaction – retaining customers – delivering customer value & satisfaction – Implementing total quality marketing – Competitive marketing strategies – Balancing customer and Customer Orientations.						
Unit:3	Marketing decisions		18 Hours			
International Marketing decisions – Products strategies and product planning – Branding and Packaging decision – Pricing strategies.						
Unit:4	Managing direct and on-line marketing		18 hours			
Managing direct and on-line marketing – the growth and benefits of direct marketing – indirect marketing – major channel for direct marketing – on-line marketing – conducting on-line marketing – Challenges of on-line marketing.						
Unit:5	Case Studies		18 Hours			
Case Studies (based on the above units).						

Unit:6		
Assignments, Seminar, Group Discussion and Current Affairs / Quiz / Self Study Component		
	Total Lecture Hours	90 Hours
Books for study		
1	Marketing Management : Philip Kotler (Millennium edition), 2017	
2	International Marketing :SakOnkvist& John J. Shaw, 2018	
3	Principles of International Marketing : Philip Kotler& Gray Armstrong, 2015	
Books for Reference		
1	Global Marketing Management : Keegan, 2014	
2	International Marketing Management : Varshney and Bhattacharya, 2019	
3	International Marketing (4 th Edition, 2010) by P.K. Vasudeva, Excel Book, New Delhi , 2017	
Related Online Contents		
1	e-PG Pathshala : (Commerce : P.07, M.33)	
2	NPTEL : https://onlinecourses.nptel.ac.in	
Course Designed By:		

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

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

Course code		MANAGERIAL ECONOMICS	L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	To make the students to understand the application of principles of economics in the field if managerial decision making		Syllabus Version		2020 - 21	
Course Objectives:						
<ol style="list-style-type: none"> 1. To offer expertise and knowledge on the application of economic theories and concepts to business decisions. 2. To make the students to understand the application of economic tools to demand forecasting and pricing methods 3. To Assess the effects of business cycle in a business 4. To apply economics models for demand & supply, pricing decisions. 5. To familiarize the students to understand the national income 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Acquire the knowledge about the Nature and Scope of Managerial Economics Demand Analysis and Cost Concepts					K1
2	Understand the role of Managerial Economist, Goals of Corporate Enterprises, Demand determinants, type of market, National income and public finance					K2
3	Be familiar with Government pricing policies and also about TRIM's and TRIP'S					K3
4	Analyze role of managerial economist in demand analysis, cost and production analysis					K4
5	Evaluate the value of enterprises, pricing and output decisions, business cycles and causes and remedies of industrial sickness.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
Managerial Economics: Meaning-Nature-Scope- Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Profit maximization and wealth maximization.					18 Hours	
Unit:2						
Demand analysis - Demand determinants – Demand distinctions – Elasticity of demand – Types, methods – Applications – Demand forecasting for industrial goods – Consumer goods – Consumer durables – Factor influencing elasticity of demand.					18 Hours	
Unit:3						
Cost and production analysis - Cost concepts – Cost and output relationship - cost control – Short run and Long run - cost functions - production functions – Break-even analysis - Economies scale of production.					18 Hours	

Unit:4		18Hours
Pricing and output decisions in different market situations – Monopoly and Duopoly competition - _Perfect and Imperfect - Pricing policies.		
Unit:5		18 Hours
Business cycles – National income, monetary and fiscal policy – Public finance. TRIMsIntellectual Property rights – TRIPs – Industrial Sickness – causes –remedies.		
Unit:6	Contemporary Issues	
Assignments, Seminar, Group Discussionand Current Affairs		
	Total Lecture hours	90 Hours
Books for study		
1	Maheswari and Varshney : Managerial Economics, 2017	
2	P.L.Metha : Managerial Economics, 2016	
3	G.S.Gupta : Managerial Economics, 2018	
Books for Reference		
1	Reddy P N & Appannaiah .H.R : -Essential of Managerial Economics, 2019	
2	Peterson Craig .H CrisLewis .W Managerial Economics, 2019	
Related Online Contents		
1	https://youtu.be/n47SQ64MhYw	
2	https://youtu.be/dyq-G8tyuOU	
Course Designed By:		

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

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

Course code	FINANCIAL ACCOUNTING		L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	Basic knowledge in Accounting Concepts		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are to:						
1. To enable the students to understand the basic concepts of accounting with Indian Accounting Standards.						
2. To enable the students to learn about Single Entry System and Royalty Accounts.						
3. To impart the knowledge about Departmental Accounts and Branch Accounts.						
4. To provide the techniques about Depreciation Accounting						
5. To offer the knowledge to prepare the accounts relating to insolvency of an individual						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Acquire the conceptual skills to prepare Single Entry system and Royalty Accounts				K1 & K2	
2	Analyse the calculation of Interest and Installment amount under Hire Purchase System and Installment Purchase System.				K2 & K3	
3	Prepare the Departmental Accounts and Branch Accounts.				K4	
4	Prepare the Insolvency accounts				K5 & K6	
5	Explain the Human Resource Accounting				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions				18 Hours	
Accounting: Meaning-Importance-Accounting Concepts-Convention. Trial Balance-Trading and Profit and Loss Account and Balance Sheet of Sole traders with simple adjustments-Trial balance Vs Balance sheet. Accounting Standards – Meaning – Significance of Accounting Standards . Overview of Important Accounting Standards: AS 1 (Disclosure Accounting Policies)-AS 2 (Valuation of Inventories) – AS 6 (Depreciation Accounting)-AS 9 (Revenue Recognition) – AS 10 (Accounting for Fixed Assets).						
Unit:2	Hire purchase				18 Hours	
Hire purchase and Installment systems- Hire Purchasing Trading account- Goods on sale or Return						
Unit:3	Departmental accounts				18 Hours	
Departmental accounts – transfers at cost or selling price –Branch excluding foreign branches						
Unit:4	Single Entry system & Depreciation				18 Hours	
Single Entry system-meaning and features-Statement of affairs method and Conversion method. Accounting for Depreciation – Significance of depreciation-methods of providing depreciation- Royalty excluding Sublease.						
Unit:5	Insolvency accounts				18 Hours	

Insolvency accounts of an individual-Preparation of Statement of Affairs-Deficiency account-Inflation Accounting – Social Accounting – Environmental Accounting- Human Resource Accounting. (Theory only)		
Unit:6	Contemporary Issues	
Assignments, Seminar, Group Discussion and Current Affairs		
	Total Lecture Hours	90 Hours
Books for study		
1	Advanced Accountancy - R.L.Gupta&M.Radhasamy, 2017	
2	Advanced Accountancy - S.P.Jain&K.L.Narang, 2018	
3	Advanced Accountancy - M.C.Shukla&T.S.Grewal, 2019	
Books for Reference		
1	Financial Accounting - T.S.Reddy&A.Murthy, 2019	
Related Online Contents		
1	www.icaai.org	
2	www.icsi.edu	
3	www.caclubindia.com	
Course Designed By:		

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

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

Course code	INTERNATIONAL TRADE PROCEDURE		L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	To equip the students with knowledge of International Trade procedure	Syllabus Version	2020 - 21			
Course Objectives:						
1. To develop the students to convert themselves to familiar to do and to involve in the international business.						
2. To familiarize the students about Different categories of Exporters						
3. To impart the knowledge about Export and Import Documentation.						
4. To provide Knowledge on Warehousing in Exporters						
5. To offer the knowledge to case studies						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Acquire the basic knowledge of the terms used in International business such as licensing procedure					K1
2	Understand the role of registered exports, export oriented units					K2
3	Acquire the application skill in connection with license duty trade control capital goods under EPCG scheme used in foreign trade					K3
4	Develop the analytical skill about the role of warehousing in connection with in ports, NRI norms, free trade zones, customs procedures and customs duty and RBI regulations relating to letter of credit.					K4
5	Evaluate the activities refereeing the past cases relating to international trade procedures					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions			18 Hours		
International Trade – Internal and International trade. Export Trade Control: Different categories of Exporters – Export licensing procedures and formalities – Role of ECGC in export promotion – Deemed exports and its benefits.						
Unit:2	Registered Exporters			18 Hours		
Registered Exporters: Definition of export House and Trading House – Incentives given to Free trade Zones and 100% EOUs – salient features and benefits – Norms governing the establishment and governing of the units – Project exports and consultancy exports.						
Unit:3	Import Trade Control			18 Hours		
Import Trade Control : License – Duty Entitlement Passbook Scheme – Harmonized IEC code number adopted for classification of import trade control items – Import of capital goods under EPCG scheme – Import of raw materials and components under OGL actual user condition – Import for stock and sale – Restricted and Banned items for imports – Canalisation of Imports and various canalizing agencies.						

Unit:4	Warehousing in imports	18Hours
Warehousing in connection with imports – Bonded warehousing – Special facilities provided for NRIs and the norms for import of various items by them – Import of Capital goods and raw materials for Free Trade Zones and 100% EOUs – Customs Procedures for Imports – Customs duty and Indian Customs tariff. Export and Import Documentation: Acceptance of document of L/C, D/A and D/P– Approved methods of RBI regulations – Suppliers credit.		
Unit:5	Case Studies	18 Hours
Case Studies (based on the above units).		
Unit:6	Contemporary Issues	
Assignments, Seminar, Group Discussion, Current Affairs, discussions with industrialist, debate and Brain storming		
Total Lecture Hours		90 Hours
Books for study		
1	How to Import :Nabhps Publication, 2018	
2	How to Export :Nabhps Publication, 2019	
3	Export Marketing : T. A. S. Balagopal, 2017	
Books for Reference		
1	A Guide on Export Policy Procedure and Documentation : M. L. Mahajan, 2017	
Related Online Contents		
1	https://youtu.be/UCNuQfyoNTw	
2	https://youtu.be/V4AjcG3-z38	
3	https://youtu.be/O0zs6CH-IPc	
	https://youtu.be/jj0H1Ly3XVM	
Course Designed By:		

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

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

Course code	LOGISTICS & SUPPLY CHAIN MANAGEMENT		L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	Basic Knowledge about Supply Chain Management		Syllabus Version		2020 - 21	
Course Objectives:						
<ol style="list-style-type: none"> To create awareness about the logistics and supply chain activities taken in order to deliver the good. To understand supply chain management problems Acquire knowledge about the supply chain integrates and strategies Students will know about how to manage different strategic analysis Alliances procurement and out sourcing and dimensions of customer value to service industries . Alliances procurement and out sourcing and dimensions of customer value to service industries . 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the marketing concepts and its application in logistics management					K1
2	Appraise and apply the practical aspects in logistics management					K5
3	Develop the logistics strategies to promote the product					K4
4	Defining the strategies to be adopted in logistics management					K3
5	Create a good logistics manger to apply the strategy					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create						
Unit:1	Introductions				18 Hours	
Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory						
Unit:2	Inventory Control				18 Hours	
Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century						
Unit:3	Supply Chain Management				18 Hours	
Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications						
Unit:4	Role of a Manager in Supply Chain				18Hours	

Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement- Systems and Values of Supply Chain		
Unit:5	Aligning the Supply Chain	18 Hours
Aligning the Supply Chain with Business Strategy - SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications		
Unit:6	Contemporary Issues	
Assignments, Seminar, Group Discussion and Current Affairs		
	Total Lecture hours	90 Hours
Books for study		
1	D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003, 1st Edition, 2017	
Books for Reference		
1	Logistics and Supply Chain Management - Cases and Concepts. G Raghuram& N Rangaraj, Mac Millan, 2019	
2	Logistics & Supply Chain Management: Creating Value-Adding Networks: Martin Christopher, FT Press, 2017	
3	Supply Chain Management: Janat Shah, Text and Cases, 1st Edition, Pearson, 2013	
Related Online Contents		
1	NPTEL	
2	SWAMYAM /MOOCs	
3	YouTube channels	
Course Designed By:		

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

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

Course code		FOREIGN EXCHANGE MANAGEMENT	L	T	P	C
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Core/Elective/Supportive	Core	4	-	4
Pre-requisite	Basic knowledge on Foreign Exchange Management	Syllabus Version	2020 - 21	
Course Objectives:				
<ol style="list-style-type: none"> 1. To understand the evolution, growth, structure, components of the International and Domestic Forex Market. 2. To understand various financial terminologies and transactions involved in the Forex Market 3. To understand how the foreign exchange market operates 4. To understand the principles of currency values 5. To explain the techniques can be used Hedge 				
Expected Course Outcomes:				
On the successful completion of the course, student will be able to:				
1	Analyze Foreign Exchange Transactions	K4		
2	Evaluate authorized dealers in nationalized	K5		
3	Understand Foreign exchange risk and exposure	K2		
4	Analyze Inter Bank Deals- cover deals trading	K4		
5	Create Foreign Exchange Management	K6		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create				
Unit:1	Introductions	18 Hours		
Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions – purchases and sales transactions – Authorized dealers – Foreign currency accounts –Multinational Banking.				
Unit:2	Foreign exchange market	18 Hours		
Foreign exchange market – Functions – Exchange rates – Exchange quotations – spot and forward transactions – Merchant rates – TT Selling rate- TT Buying rate-Forward exchange contract- Features of Forward exchange contract.				
Unit:3	Foreign exchange risk and exposure	18 Hours		
Foreign exchange risk and exposure – External techniques of exposure management – Internal techniques of exposure management.				
Unit:4	Inter Bank Deals	18Hours		
Inter Bank Deals- cover deals trading, SWAP Deals – Arbitrage operations-Managing foreign exchange reserves-Fiscal and Monetary policies in India- Devaluation –pros and cons.				

Unit:5	Case Studies	18 Hours
Case Studies (based on the above units).		
Unit:6	Contemporary Issues	
Assignments, Seminar, Group Discussion and Current Affairs		
Total Lecture hours		90 Hours
Books for study		
1	International Finance : Maurice. D. Levi, 2016	
2	Foreign Exchange, International Finance : A. V. Rajwade, 2013	
3	Global Financial Markets : Ian H. Giddy, 2019	
Books for Reference		
1	Foreign Exchange Arithmetic : C. Jeevanandham, 2019	
2	International Economics : Methane, 2017	
Related Online Contents		
1	https://youtu.be/Ea-j0qbKkVE	
2	https://youtu.be/e5zI4NhvST8	
3	https://youtu.be/BbYHRtypG5M	
Course Designed By:		

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

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

Course code		COST AND MANAGEMENT ACCOUNTING	L	T	P	C
Core/Elective/Supportive	Core		4		-	4
Pre-requisite	Knowledge in basics of Cost and Management Accounting		Syllabus Version		2020 - 21	
Course Objectives:						
<ol style="list-style-type: none"> 1. To facilitate the students about various tools and techniques available in Cost and Management Accounting 2. To give in-depth knowledge about the preparation of cost sheet and about material and labour cost management 3. To impart the knowledge about preparation of Fund flow and Cash flow statements 4. To understand the application of marginal cost techniques 5. equip themselves in the preparation of various budgets 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Select the appropriate tools for managerial decision making				K2&K3	
2	Construct cost sheet and apply various techniques using marginal costing technique for managerial decision making				K3&K6	
3	Illustrate the preparation of Funds flow and /cash flow statement				K2 &K5	
4	Familiar in BEP analysis				K5	
5	Develop the techniques to prepare different types of budgets				K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
Introductions					18 Hours	
<p>Cost Accounting Meaning-definitions-nature- significance – Differences between financial and cost accounting – Installation of Costing system – Characteristics of ideal costing system – Methods of costing – Classification of costs- Preparation of cost sheet.</p> <p>Material: Need for material control- tools used for material control-types of purchase of material. Stores control: Fixing different levels of Materials – EOQ. Bin Card: Meaning-Importance- Bin Card Vs Stores Ledger. Preparation of Stores Ledger by using FIFO- LIFO –Simple average method- Weighted average method.</p>						
Unit:2						
Labor & Overheads					18 Hours	
<p>Labour: Time rate- Piece rate-points to be noted in wage fixation. Incentives: meaning-importance- Taylor’s Differential piece rate- Halsey and Rowan plans. Labour turnover: meaning- Causes – effects- methods of reduction of labour turnover.</p> <p>Overheads: Meaning – Classification – Allocation-Absorption- Over absorption and Under absorption – Meaning and causes.</p>						
Unit:3						
Management Accounting					18 Hours	

Management Accounting: – Meaning – Nature – Scope – Functions – Objectives – Importance – Limitations – Tools and Techniques of Management Accounting.		
Ratio Analysis: Meaning – Advantages – Limitations – Classification of Ratios.		
Unit:4	Funds Flow Statement	18Hours
Funds Flow Statement: Meaning-Merits-Demerits- Preparation of Funds Flow Statement. Cash flow Statement: Meaning-Merits-Demerits - Cash Flow Statement Vs Fund Flow Statement - Preparation of Cash flow Statement as per AS-3.		
Unit:5	Marginal Costing	18 Hours
Marginal Costing: Meaning -Salient features – Advantages – Limitations-Cost-volume-profit Analysis – Budgeting and Budgetary control – Meaning- Definition – Objectives– Essentials– Advantages – Limitations –Types of Budgets – Preparation of Production Budget, Flexible Budget and Cash Budget.		
Unit:6	Contemporary Issues	2 Hours
Assignments, Seminar, Group Discussion, Current Affairs		
	Total Lecture Hours	90 Hours
Books for study		
1	Cost Accounting - Jain & Narang, 2019	
2	Cost Accounting - S.P. Iyengar, 2017	
3	Cost Accounting - T.S.Reddy & Y.H.P.Reddy, 2019	
Books for Reference		
1	Management Accounting - T.S.Reddy & Y.H.P.Reddy, 2017	
2	Management Accounting - S.N.Maheswari, 2019	
Related Online Contents		
1	https://www.youtube.com/watch?v=_z4-7xr6ur8	
2	https://www.youtube.com/watch?v=0OJ2PIGiwJE	
3	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=6	
Course Designed By:		

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

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

Course code		COMPUTER APPLICATIONS PRACTICAL-I MS OFFICE AND	L	T	P	C
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INTERNET			
Core/Elective/Supportive		4	4
Pre-requisite	E-Reading and Writing	Syllabus Version	2020 - 21
Course Objectives:			
<ol style="list-style-type: none"> To gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems. To explore various methods that Information Technology can be used to support existing businesses and strategies. To investigate emerging technology in shaping new processes, strategies and business models. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1	Recollect the fundamentals concepts of MS Office and Internet		K1
2	Accomplish projects utilizing business theories, Internet resources and computer technology.		K2
3	Work with simple design and development tasks for the main types of business information systems		K3
4	Achieve hands-on experience with productivity/application software to enhance business activities.		K4
5	Knowledge about working with spreadsheets		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create			
Unit:1		18 Hours	
MS OFFICE - MS WORD - Type your curriculum vitae using templates/wizards in MS Word 2. Prepare a L/C in MS Word. 3. Prepare a Bill of Exchange. 4. Prepare a Quotation to various suppliers in order to purchase Raw materials: use mail merge. 5. Collect and prepare the certificate of origin. 6. Collect and prepare a pay slip. 7. Collect and prepare an invoice. 8. Collect and prepare a packing list. 9. Create a sample research reports (only on topics). 10. Draw a product lifecycle. 11. Draw an organizational chart in MS Word. 12. Prepare a minute for a meeting. 13. Draft a letter to various newspapers to display the press notes of the workshop conducted in your department: use mail merge. 14. Prepare			
Unit:2		18 Hours	
MS EXCEL -1. Find the correlation between demand and supply. 2. Prepare an excel sheet under the main heading of assets and liabilities and perform the following: a. Select a column and change the number format to rupees and paise format. b. Change a particular range of cells font as bold. c. Select key and go to sheet no.3 and select cell. 3. Calculate T Test and F Test for the data collected from any statistical book. 4. Create customs Exchange rate in Excel(buying rate and selling rate) 5. Take the sample data and draw a demand and supply curve and fix the price in Excel. 6. Draw a Break Even Chart with imaginary figures. 7. Draw an Indifference curve analysis. 8. Prepare a sales budget. 9. Prepare a market survey report for any product. 10. Estimate GDP and National income in Excel			
Unit:3		18 Hours	
MS POWERPOINT - Prepare an agenda for an inauguration function of a one day seminar. 2. Draw			

<p>a diagram of different packing labels and symbols in MS Word and display it in the power point. 3. Create an advertisement using PowerPoint. 4. Create a slide show of various activities of your department during the academic year. 5. Present using Power point the procedures involved in exporting a product. 6. List down the countries in the European Union and also the currencies.</p>		
Unit:4		18 Hours
<p>MS ACCESS - Create G8 countries (SAARC) trade data in access. 2. Create a database for countries cultural environment in access. 3. Create a database of major MNC's in India and their business using Access. 4. Display the details of soft wares developed by any corporate in India and perform the following: a. Display the details of the packages whose software costs exceed 20 thousand. b. Display the details of the software that are developed in Tally. c. What is a price of costliest software developed in accounting? 5. Create a table with the following fields and insert the values: a. company name b. proprietor c. address d. suppliers name e. number of employees f. GP percentage Do the following: a. Display all the records of the company in ascending order with GP percentage. b. Display the name of the company whose supplier name is TELCO c. Display the details of the company whose GP percentage greater than 20 d. Display the details of the company having employee ranging from 300 to 1000 e. Display the name of the company whose supplier is name as TATA 6. Create a table named student in the following fields and insert the values a. student name b. gender c. roll number d. department name e. address f. percentage Calculate the following: a. calculate the average percentage of the students b. display the names of the students whose percentage is greater then 30 c. display the details of the student who got the highest percentage d. display the details of the students whose percentage is 50 and 70 e. display the details of the students whose percentage is greater than the percentage of roll number 12CA01. 7. Create a table named product with the following fields: a. product number b. product name c. unit of measure d. quantity e. total amount Do the following: a. Select the records whose unit of measurement is Kg b. Select the records whose quantity is greater than 10 and less than or equal to 20. c. Calculate the entire total amount by using sum operation. d. Calculate the number of records whose unit price is greater then 50 with count operation. 8. Create the table payroll with the following fields a. employee number b. employee name c. department d. Basic pay e. HRA f. DA g. PF h. Net pay Calculate the following: a. Net pay. b. Arrange the records in ascending order according to the net pay. c. Display the details of the employees working in sales department. d. Select the details of the employees whose HRA is greater than 1000 and DA greater than 1000.</p>		
Unit:5		18 Hours
<p>INTERNET -Discussions on various forms and E groups. 2. Download the port areas in the map and display it in the Power Point. 3. Browse and collect the country profile. View as slide show. 4. Collect the various organizations assisting India's foreign trade and prepare a report. 5. Collect and prepare the containers lists based on the commodity features. 6. Use Export 911.com and download any one export document. 7. collect and prepare sailing routes and bunkering ports 8. Download the information regarding storage factor of different commodities. 9. Download the shipping space in any of the leading ports in India and download the information regarding ship repair and construction. 10. Download the information regarding the different types of marine risks. 11. Download the information regarding ship schedule at different ports: a. birth time b. sailing time c. arrival time and display it in Power point.</p>		

Unit:6		
Assignments, Seminar, Group Discussion, Current Affairs / self study working with computer		
	Total Lecture Hours	90 Hours
Books for study		
1	Computer Applications in Business” by Parameswaran R Anil Kumar, Dr. Pardeep Gupta, Dr. Pardeep Ahlawat, 2017	
2	Introduction to Computers Peter Norton „Sixth Edition McGrawHill, 2019	
3	Computer Fundamentals – P.K Sinha (B.P.B publication), 2014	
Books for Reference		
1	Fundamentals of Computer – V.Rajaramanna (Prentice Hall), 2016	
2	Computers and Commonsense Hunt, J. Shelley ,Prentice Hall of India, 2017	
3	Fundamentals of Information Technology, A and Leon M,Leon,Vikas 2002	
Related Online Contents		
1	https://www.youtube.com/watch?v=Mndo33lGYOo	
2	NPTEL	
3	Swayam / MOOCS	
Course Designed By:		

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

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



Course code	BUSINESS RESEARCH METHODS		L	T	P	C
Core/Elective/Supportive	CORE		4			4
Pre-requisite	Basic knowledge about Statistics		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To develop understanding of the basic framework of the research process and various research designs and techniques 2. To identify the various sources of information for literature review and data collection 3. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem 4. To write research reports and research proposal. 5. To explain the interpretation 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues					K1
2	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process					K2,K3
3	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the business/industry					K4,K5
4	Write the research report and research proposal					K5
5	Identify the overall process of designing a research study from its inception to its report.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introuctions				18 Hours	
Business Research – Meaning – Scope and Significance – Utility of Business research – Qualities of good researcher – Types of research – Research process – Identification, Selection and formulation of research problems – Hypothesis – Research design						
Unit:2	Sampling & Data Collections				18 Hours	
Sampling design: Meaning-Sampling frame- Sampling and Non-Sampling Errors- Type I Error and Type II Error in research- Level of Significance- determination of sample size-Methods of sampling. Census: merits and demerits - Census Vs Sampling. Pilot study –Pre test. Primary and Secondary data: Meaning-sources-merits-demerits. Methods of data collection: Observation-Interview-Survey-Email-Schedule and Questionnaire. Levels of measurement: Nominal- Ordinal- Interval Ratio. Scaling techniques: Rating scales- Attitude scales – Likert’s Scale-Guttsman scale-Thurston scale.						
Unit:3	Statistical tools				18 Hours	
Statistical tools used in research-Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation –Auto correlation – Regression models –Ordinary Least Square methods – Multiple regression.						

Unit:4	Testing of Hypothesis	18- hours
Testing of Hypothesis- Parametric test: 'Z' test: Test for differences between proportions, difference between Means of two samples-differences between two Standard deviations and testing the correlation co-efficient -'t' test: To Test the significant of the mean of a random sample, Difference between means of two samples (Independent and paired Samples) testing. Anova: One way ANOVA -Two way ANOVA. Non-parametric test: Chi-square Test - Mann Whitney 'U' Test- Kruskal wallis 'H' Test.		
Unit:5	Interpretation & Report Writing	18 Hours
Interpretation: Meaning-Significance. Report writing: Significance – Layout of research report-mechanics of writing a Research report – Precautions to be followed in Research Report- Types of reports- footnotes and bibliography writing; checking plagiarism.		
Total Lecture hours		90 Hours
Text Book(s)		
1	Emory : Business Research Methods, 2016	
2	Rummel&Ballaine : Business Research Methods, 2017	
3	S.P. Gupta : Statistical Methods, 2018	
Reference Books		
1	C.R. Kothari : Research Methodology, 2015	
Related Online Contents		
1	https://www.youtube.com/watch?v=FkhFSSL-AZY	
2	https://www.youtube.com/watch?v=6NItBL8pTYQ	
3	https://www.youtube.com/watch?v=Ngui6XbcVLc	
4	https://www.youtube.com/watch?v=IhgyR0DR9WQ	
Course Designed By:		

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

Course code	INTERNATIONAL FINANCIAL MANAGEMENT			L	T	P	C
Core/Elective/ Supportive	CORE			4			4
Pre-requisite	Basic understanding about management and its functions.			Syllabus Version		2020 - 21	
Course Objectives:							
1. To understand the concept and importance of international financial management. 2. To identify the various International Monetary Investments. 3. To understand the various international bank and IMF. 4. To know Exchange Rate Theories and derivatives. 5. To introduce case studies.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Help to understand the important concept of international financial management			K2			
2	Discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.			K3			
3	Identify methods of financing international operations and strategies for foreign direct investment and alternative methods.			K3			
4	Familiar with the role of IMF and World Bank.			K5			
5	Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.			K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introductions			18 Hours			
International Financial Management – Definition – Meaning - International Money Markets – Money Market Instruments – International Capital Markets – Comparison of New York, Indian Money Market – International Bond Market – Bond Issue Drill – Bench Mark Drill – Euro Currency Market – Euro Dollar – Euro Deposit and Loans.							
Unit:2	International Monetary and Financial Environment			18 Hours			
International Monetary and Financial Environment – International Monetary Investments.							
Unit:3	Exchange Rate			18 Hours			
Exchange Rate Theories – Derivatives – Forward Rate Agreements – Currency Futures and Interest Futures - International Banking – Role of IMF in International Liquidity – International Institutions – World Bank.							
Unit:4	International Development Associations			18 Hours			
International Development Associations – International Finance Corporation – The International Debt and Country Analysis – Recent Changes in International Financing.							

Unit:5	Case Studies	18 Hours
Case Studies (Based on the above units)		
	Total Lecture hours	90 Hours
Text Book(s)		
1	International Finance : P. R. Bhatt, 2016	
2	International Finance : Maurice D. Levi, 2014	
3	International Finance Management : P. K. Jain, 2013	
Reference Books		
1	International Finance Management : V. K. Bhalla, 2015	
2	International Finance Management : Alan C. Shapiro, 2012	
Related Online Contents		
1	https://www.youtube.com/watch?v=r6oVh2YHoiA	
2	https://www.youtube.com/watch?v=eciQ3sTftBs	
3	https://www.youtube.com/watch?v=kYR-AIZI7NY	
4	https://www.youtube.com/watch?v=9phqDzH1rJE	
Course Designed By:		

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

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

Course code	EXPORT – IMPORT FINANCE			L	T	P	C
Core /Elective/Supportive	CORE			4			4
Pre-requisite	Basic understanding about export and import.			Syllabus Version		2020 - 21	
Course Objectives:							
1. To know different source of finance such as long term , medium term and short term finance. 2. To understand about pre-shipment and post shipment finance facilities. 3. Toknow various methods of payment for imports. 4. To havea insight knowledge about Import and export banks and various procedure for getting long-term finance. 5. To introduce case studies.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Acquire the basic knowledge various source of finance such as long term , medium term and short term			K1			
2	Examine various procedure for pre shipment and pro shipment procedure.			K4			
3	Expert knowledge about various method of payment for import business.			K2			
4	Evaluate different procedure for getting long-term finance			K5			
5	Awareness in case studies.						
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introductions			18- hours			
Introduction to Export Finance: Terms of International Payments – Modes of International Payments – Financing of Export Credit needs – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit System in India.							
Unit:2	Pre-shipment Finance			18- hours			
Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post shipment Finance.							
Unit:3	Introduction of import finance			18- hours			
Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports.							
Unit:4	Long term finance			18- hours			
Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving. Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation – ICICI – IDBI – IFCI.							

Unit:5	Case Studies	
Case Studies (based on the above units).		
	Total Lecture hours	90- hours
Text Book(s)		
1	International Marketing : M. L. Varma & Agarwal, 2013	
2	Export Import Finance :Parasram, 2014	
3	International Finance : Maurice D. Levi, 2014	
Reference Books		
1	Harberller, “Memory of International Trade”. , 2016	
2	Harberller, “Memory of International Trade”. , 2018	
Related Online Contents		
1	https://www.youtube.com/watch?v=geSIitRfvmg	
2	https://www.youtube.com/watch?v=QxoEEI9oXMg	
3	https://www.youtube.com/watch?v=hsFmZigDufc	
4	https://www.youtube.com/watch?v=UAqSL5YE26c	
Course Designed By:		

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

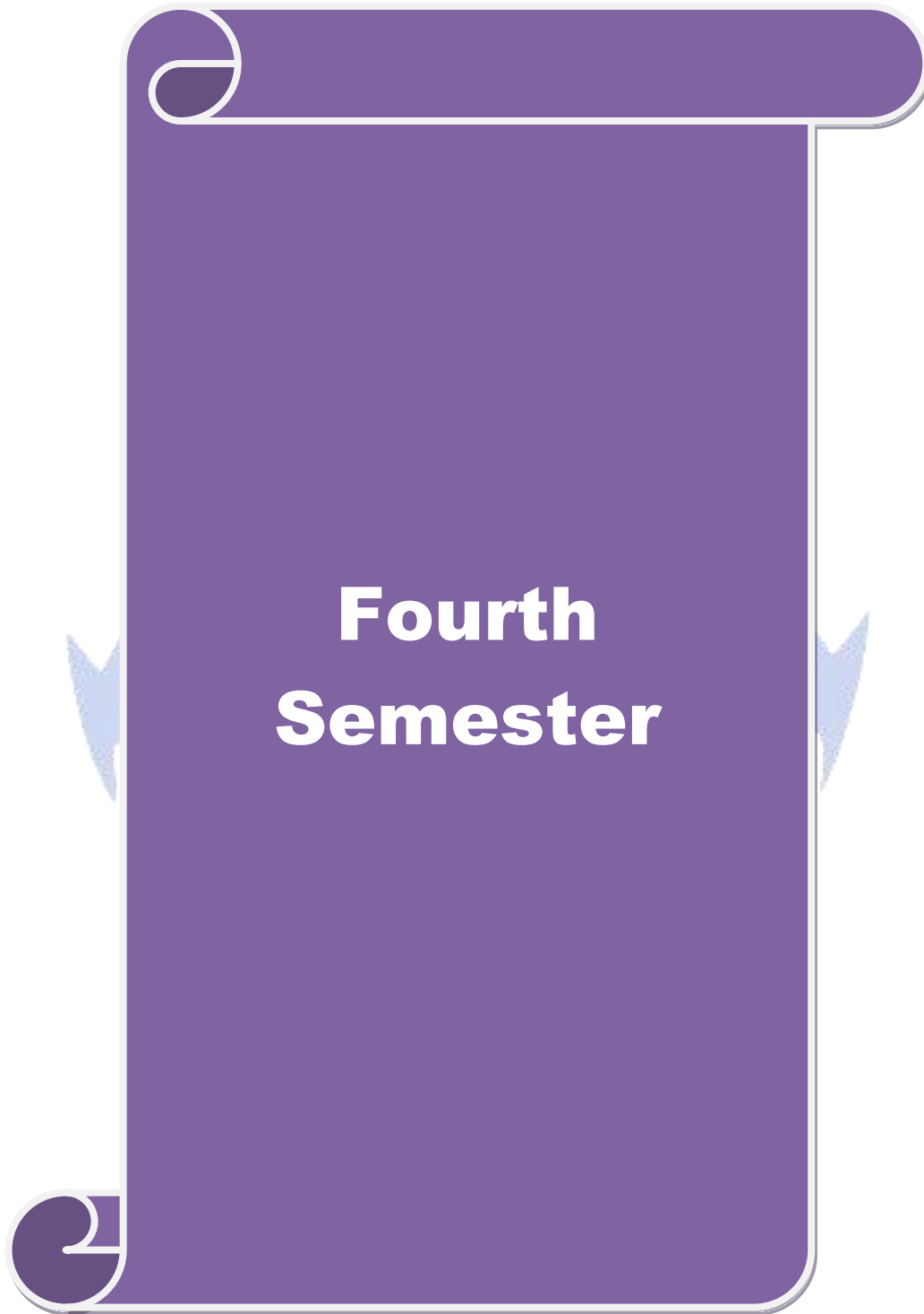
*S-Strong; M-Medium; L-Low

Course code	INDIRECT TAX LAWS			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	To acquire the ability to analyze and interpret the provisions of the goods and services tax law and recommend solutions to practical problems			Syllabus Version		2020 - 21	
Course Objectives:							
<ol style="list-style-type: none"> 1. To understand the features and importance of GST 2. To understand the techniques of computation GST 3. To develop an understanding of the customs laws and acquire the ability to analyze and interpret the provisions of such laws. 4. To develop an understanding of the basic concepts of foreign trade policy to the extent relevant to indirect tax laws, and acquire the ability to analyse such concepts. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the working knowledge of principles and provisions of GST			K2			
2	Examine the Role of customs in international trade.			K3			
3	Explain the Customs clearance procedure for home consumption.			K3			
4	Evaluate the principles of Customs Law.			K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	GST			18- hours			
Indirect tax: Features- advantages- disadvantages. Differences between direct and Indirect tax. Meaning- GST: Features- advantages- disadvantages- Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration -Constitutional aspects- Levy and collection of CGST and IGST – Application of CGST/IGST law; Concept of supply including composite and mixed supplies, inter-State-supply, intra-State supply, supplies in territorial waters; Charge of tax including reverse charge; Exemption from tax; Composition levy- Place of supply- Time and Value of supply-Input tax credit.							
Unit:2	Computation of GST liability			18- hours			
Computation of GST liability- Procedures under GST including registration, tax invoice, credit and debit notes, electronic way bill, accounts and records, returns, payment of tax including tax deduction at source and tax collection at source, refund, jobwork- Liability to pay in certain cases- Administration of GST; Assessment and Audit-Inspection, Search, Seizure and Arrest. Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.							
Unit:3	Customs Law as contained in the Customs Act, 1962 and the Customs Tariff Act, 1975			18- hours			
Introduction to customs law including Constitutional aspects-) Levy of and exemptions from customs duties – provisions relating to application of customs law, taxable event, charge of customs duty, exceptions to levy of customs duty, exemption from custom duty- Types of customs duties-							

Classification and valuation of imported and export goods- Officers of Customs; Appointment of customs ports, airports etc.- Import and Export Procedures including special procedures relating to baggage, goods imported or exported by post, stores- Provisions relating to coastal goods and vessels carrying coastal goods- Warehousing-Drawback-Demand and Recovery- Refund- Provisions relating to prohibited goods, notified goods, specified goods, illegal importation/exportation of goods- Searches, seizure and arrest; Offences; Penalties; Confiscation and Prosecution-Appeals and Revision; Advance Rulings; Settlement Commission		
Unit:4	Foreign Trade Policy to the extent relevant to the indirect tax laws	18- hours
Introduction to FTP – legislation governing FTP, salient features of anFTP, administration of FTP, contents of FTP and other related provisions- Basic concepts relating to import and export- Basic concepts relating to export promotion schemes provided under FTP		
Unit:5	Relevant Case Studies from the above Context	90 hours
	Total Lecture hours	
Text Book(s)		
1	Gupta, S.S. , GST- How to meet your obligations (April 2017), Taxmann Publications	
2	H.C. Mehrotra, Prof. V.P. Agarwal, G.S.T. Goods and Services Tax and Customs Duty Sahitya Bhawan Publications, 2019.	
3	Taxmann’s GST Books 2019-20	
Reference Books		
1	Indirect taxes law & practices :v.s. datey, 2014	
2	Indirect taxation :dinakarpagare&v.Balachandran, 2011	
Related Online Contents		
1	https://www.youtube.com/watch?v=_tpXa20mVx0	
2	https://www.youtube.com/watch?v=yNKlC_CuIHA	
3	https://www.youtube.com/watch?v=PueI6RP701c	
4	https://www.youtube.com/watch?v=HnQBauxf3qA	
Course Designed By:		

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

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



Course code	STRATEGIC MANAGEMENT			L	T	P	C
Core/Elective/Supportive	CORE			4	-	-	4
Pre-requisite	Basic understanding about management and its functions.			Syllabus Version	2020 - 21		
Course Objectives:							
<ol style="list-style-type: none"> 1. To develop an idea about Strategic Management concepts and techniques. 2. To enrich the knowledge of the students with general and competitive business environment. 3. To help the students to learn the process of strategic decision making, 4. To taught implementation and evaluation of corporate policies 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Have thorough knowledge about Strategic management			K1			
2	Know the ideas about SWOT Analysis-TOWS Matrix.			K5			
3	Enhance the knowledge about the business environment.			K4			
4	Acquire the knowledge about various Business Strategy.			K2			
5	Evaluate Balanced score card.			K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introductions			18- hours			
Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchy levels of planning - Strategic planning process- Strategic management Practice in India. Competitive advantages and its implication on Indian Business.							
Unit:2	Environment Analysis & Internal Analysis			18- hours			
Environment Analysis & Internal Analysis of Firm: General environment scanning, competitive & environment analysis - to identify opportunities& threat - Assessing internal environment through functional approach and value chain -identifying critical success factors - to identify the strength & weakness - SWOT – Core Competence - Stockholders' expectations, Scenario-planning - industry analysis.							
Unit:3	Strategy Formation Generic strategies			18- hours			
Strategy Formation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organizations, nonprofits organizations and large multi product and multiple market organisations.							
Unit:4	Tools of Strategy Planning			18- hours			
Tools of Strategy Planning and evaluation :Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BSmatrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing -Assessment of economic contribution of strategy - Strategic funds programming. Strategy implication &Control : Various approaches to implementation of strategy - Matching organisation structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalisation - Future of Strategic Management.							

Unit:5	Case studies	18- hours
Case studies		
	Total Lecture hours	90- hours
Text Book(s)		
1	Pearce & Robinson, Strategic Management, All Indian Travellers N D, 2011	
2	A.C.Hax and NS, Strategic Management: An Integrative Perspective, Majifu Prentice Hall, 2013	
3	Michael Porter, Competitive strategies, 2015	
Reference Books		
1	John A Pearce II and Richard B Robinson, —Strategic Management: Formulation, Implementation and Control, 9th Edition, TMH, 2007	
2	Samul C. Certo and J.Paul Peter, Strategic Management, Second Edn. Concepts & Application, McGraw Hill, 2008	
Related Online Contents		
1	https://www.youtube.com/watch?v=uY_ywciZUnM	
2	1. www.icaai.org / strategic management	
3	2. www.icsi.edu / strategic management	
4	3. www.rjspm.com / strategic management	
Course Designed By:		

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

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

Course code	INTERNATIONAL ECONOMICS			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic understanding in economics terminologies			Syllabus Version	2020 - 21		
Course Objectives:							
1.To familiarize the international trade and international trade theories. 2. Tounderstand the Balance of payment and its importance 3.To acquire knowledge about unilateral, bilateral and multilateral trade. 4. To assess the impact of Foreign Economic Policies in Indian economy. 5. To understand International liquidity and impact of Devaluation.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Acquire the knowledge about international trade and international trade theories.			K1			
2	Understand the meaning of balance of payment and its impact on Indian economy.			K2			
3	Have thorough knowledge about unilateral, bilateral and multilateral trade.			K3			
4	Analyze the impact of Foreign Economic Policies in Indian economy.			K4			
5	Examine the various International liquidity and impact of Devaluation			K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introductions			18- hours			
Economic growth and International trade – Features of International Transactions – International Trade Theories – Comparative cost Theory – Opportunity Cost Theory – H.O theory - International Trade Equilibrium							
Unit:2	Gains from international trade			18- hours			
Gains from international trade – Terms of trade – Technical progress and Trade – Balance of Trade – Balance of Payments and Indian perspective – Economic effects and Trade restrictions – Bilateralism – OPEC & other international cartels.							
Unit:3	International Movements			18- hours			
International Movements - Meaning – Goods, Services, Unilateral transfers & capitals, Current account – Export and Import of merchandise and services – Role of International Movements. International Investments - Nature, Character, Policies and results. International Payments - Meaning, Financing International Transactions, Regional Monetary Systems: Blocks, Areas & Zones – Rates of exchange.							
Unit:4	Foreign Economic Policies			18- hours			
Foreign Economic Policies: Systems, Concepts, Characters and methods of formulation – Euro – Dollar Market – International liquidity – Devaluation – International Lending and the World debt crisis. International Economic Development & Co-operation – Development of under developed countries – United Nation’s Financial Programs – Economic Union and Communities.							

Unit:5	Case Studies	
Case Studies (Based on the above units)		
	Total Lecture hours	90- hours
Text Book(s)		
1	International Economics :Kindlebergers	
2	International Economics : Paul R. Krugman	
Reference Books		
1	Managerial Economics :D.Gopalakrishnan	
2	Managerial Economics :B.M.Wali&Kalkundrikar	
3	Managerial Economics : S. Sankaran	
Related Online Contents		
1	https://youtu.be/n47SQ64MhYw	
2	https://www.yourarticlelibrary.com/notes/national-income-definition-concepts-and-methods-of-measuring-national-income/30801	
3	www.icai.org	
Course Designed By:		

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

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

Course code	COMPUTER LAB (TALLY)	L	T	P	C
Core/Elective/Supportive	Core			4	4
Pre-requisite	Basic accounting knowledge in tally	Syllabus Version		2020 - 21	
Course Objectives:					
1. To understand the application of tally both in theoretical and practical aspects. 2. To prepare final accounts of companies. 3. To handle inventories and cost. 4. To understand about the voucher entries. 5. To acquire knowledge in Fundamentals of Computerized Accounting					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concepts of tally	K2			
2	Apply the knowledge on creation of company	K3			
3	Analyze the creation of vouchers	K4			
4	Evaluate the inventory and cost	K5			
5	Able to prepare final accounts	K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
CREATING A COMPANY					
1) Create a Company with all relevant details including GST options					
Creating Ledger					
2. Create the ledgers under appropriate predefined groups					
Cash a/c Computer sales a/c					
Buildings a/c Machinery a/c					
Furniture a/c Commission received a/c					
Printer purchase a/c Commission paid a/c					
Rent received a/c Salary a/c					
Rent paid a/c Indian bank a/c					
Wages a/c Sales returns a/c					
Capital a/c Depreciation a/c					
Purchase returns a/c					
John & Co. a/c (purchased goods from this company)					
Ram agency a/c (sold goods to this company)					
3. Create vouchers and view profit and loss a/c and balance sheet for the following:					
Hindustan Ltd. started the business on 01-04-....					
1. Contributed capital by cash Rs 2, 00,000					
1. Cash deposited in Indian bank Rs 50,000					
2. Credit purchases from Krishna traders Rs. 20000 invoice no 12					
3. Credit purchases from PRAVIN traders Rs 20,000 invoice no 12					
4. Credit purchase from KRISHNA traders Rs 20000 invoice no 14					

5. Credit purchase from PRAVIN traders Rs 20,000 invoice no 44
6. Returned goods to KRISHNA traders Rs 5000 invoice no 12
7. Returned goods to PRAVIN traders Rs 5000 invoice no 44
8. Credit sales to RAVI & Co Rs 50,000 inv no 1
9. Credit sales to KUMAR & Co Rs 50,000 inv no 2
10. Cash sales Rs 20,000 inv no 3
11. Credit sales to RAVI & Co Rs 50,000 inv no 2
12. Credit sales to RAVI & Co Rs 50000 inv no 5
13. Goods returned by RAVI & Co Rs 5000 inv no 1
14. Goods returned by KUMAR & Co Rs 5000 inv no 1
15. Payment made by cheque to KRISHNA TRADERS Rs 30,000 ch no 505580
16. Payment made by cheque to PRAVIN TRADERS Rs 30,000 ch no 505592
17. Received cheque from: Ravi& Co and kumar& Co 75,000 each.

Payments made by cash

1. Paid to petty cash by cash Rs.1000
2. Furniture purchased Rs.20000
3. Salaries paid Rs. 10000
4. Rent Rs.4000
5. Electricity charges Rs.3000
6. Telephone charges Rs.3500
7. Cash purchases Rs.5000

Payments made by petty cash

8. Conveyance Rs.150
9. Postage Rs.100
10. Stationeries Rs.200
11. Staff welfare Rs.100
12. Stationeries purchased from sriram& co 1500 on credit
13. Depreciation on furniture 10%

4. Emerald & Co., started a business of home appliances from 1-4_....

1-4 received cash for capital 5,00,000

7-4 credit purchases from LG Limited invoice no 123

Ovan	100nos	at Rs 800
Mixies	100nos	at Rs 1000
DVD player	100nos	at Rs 1500
Fridge	100nos	at Rs 2000

10-4 credit Sales to AMN invoice no 1:

Ovan	70nos	at Rs 1000
Mixies	70nos	at Rs 1500
DVD player	70nos	at Rs 2000
Fridge	70nos	at Rs 2500

+CGST & SGST

10-4 Cash Sales invoice no 2:

Ovan	10nos	at Rs 1000
Mixies	10nos	at Rs 1500
DVD player	10nos	at Rs 2000
Fridge	10nos	at Rs 2500

<p>+ CGST & SGST ON TOTAL SALES</p> <p>CASH discount 5%</p> <p>15-4 Paid cheque to LG limited Rs 2, 00,000</p> <p>15-4 Received cheque from AMN& co Rs 3, 00,000</p> <p>Payment made by cash</p> <p>Paid to petty cash Rs 2000, Furniture Rs 15,000, Salaries Rs 10,000</p> <p>Wages Rs 7,000, Carriage inward Rs 1500,</p> <p>25-04 Payment made by petty cash</p> <p>Conveyance Rs 200, Postage Rs 150, Stationeries Rs 150, Staff Welfare Rs 200</p> <p>30-4 Journal depreciate 10% on furniture:</p> <p>Prepare Trading Profit and Loss Account and B/s</p>																																																							
<p>5. From the Balances of Ms. Kavitha, Prepare Trading And Profit And Loss A/C And Balance Sheet For</p> <p style="text-align: center;">The Year Ending ----</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Stock 9,300</p> <p>Repairs 310</p> <p>Machinery 12,670</p> <p>Furniture 1330</p> <p>Office expenses 750</p> <p>Trading expenses 310</p> <p>Land and buildings 15,400</p> <p>Bank charges 50</p> <p>Capital 24,500</p> <p>Loan 5,000</p> <p>Closing stock 7580</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Misc income 200</p> <p>Purchases 15,450</p> <p>Purchase return 440</p> <p>Sales return 120</p> <p>Sundry creditors 12,370</p> <p>Advertisement 500</p> <p>Cash in hand 160</p> <p>Cash at bank 5870</p> <p>Sales 20,560</p> <p>Sundry expenses 150</p> <p>Insurance 500</p> <p>Traveling expenses 200</p> </td> </tr> </table>				<p>Stock 9,300</p> <p>Repairs 310</p> <p>Machinery 12,670</p> <p>Furniture 1330</p> <p>Office expenses 750</p> <p>Trading expenses 310</p> <p>Land and buildings 15,400</p> <p>Bank charges 50</p> <p>Capital 24,500</p> <p>Loan 5,000</p> <p>Closing stock 7580</p>	<p>Misc income 200</p> <p>Purchases 15,450</p> <p>Purchase return 440</p> <p>Sales return 120</p> <p>Sundry creditors 12,370</p> <p>Advertisement 500</p> <p>Cash in hand 160</p> <p>Cash at bank 5870</p> <p>Sales 20,560</p> <p>Sundry expenses 150</p> <p>Insurance 500</p> <p>Traveling expenses 200</p>																																																		
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<p><u>INVENTORY VALUATION</u></p> <p>6. From the Information given below create unit of measurement, stock groups and stock items</p> <p>Find the stock summary:</p> <p>Stock groups: 1. Magazine 2. Baby drinks 3. Cool drinks 4.dailynews paper 5. Hot drinks 6. Stationeries 7. Vegetables</p> <p>Stock items:</p> <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left;">Item</th> <th style="text-align: center;">Qty</th> <th style="text-align: center;">Rate</th> <th style="text-align: left;">Units</th> </tr> </thead> <tbody> <tr> <td>Boost</td> <td style="text-align: center;">25</td> <td style="text-align: center;">80</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>Sports star</td> <td style="text-align: center;">20</td> <td style="text-align: center;">15</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>Potato</td> <td style="text-align: center;">260</td> <td style="text-align: center;">30</td> <td style="text-align: left;">kgs</td> </tr> <tr> <td>Star dust</td> <td style="text-align: center;">20</td> <td style="text-align: center;">25</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>The Hindu</td> <td style="text-align: center;">50</td> <td style="text-align: center;">3.25</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>Tomato</td> <td style="text-align: center;">150</td> <td style="text-align: center;">15</td> <td style="text-align: left;">kgs</td> </tr> <tr> <td>Fanta</td> <td style="text-align: center;">10</td> <td style="text-align: center;">25</td> <td style="text-align: left;">lit</td> </tr> <tr> <td>Dinamalar</td> <td style="text-align: center;">40</td> <td style="text-align: center;">2,50</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>Coco</td> <td style="text-align: center;">55</td> <td style="text-align: center;">120</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>Horlicks</td> <td style="text-align: center;">60</td> <td style="text-align: center;">70</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>India today</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> <td style="text-align: left;">nos</td> </tr> <tr> <td>Lactogin</td> <td style="text-align: center;">10</td> <td style="text-align: center;">100</td> <td style="text-align: left;">nos</td> </tr> </tbody> </table>				Item	Qty	Rate	Units	Boost	25	80	nos	Sports star	20	15	nos	Potato	260	30	kgs	Star dust	20	25	nos	The Hindu	50	3.25	nos	Tomato	150	15	kgs	Fanta	10	25	lit	Dinamalar	40	2,50	nos	Coco	55	120	nos	Horlicks	60	70	nos	India today	10	10	nos	Lactogin	10	100	nos
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MAINTAIN BILLWISE DETAILS

7. Create bill wise details from the following

1. Ravi commenced business with a capital of Rs 2,00,000
2. Purchased goods from kumar& Co Rs.15, 000 Paid in three instalments within 5 days gap
3. Purchased goods for cash Rs.8000
4. Sold goods to Ratna& co Rs. 20,000 amount to be paid in two instalment
5. Sold goods for cash for Rs .5000
6. Received cash from ratna& co Rs. 75000
7. Paid to kumar& co Rs. 7500
8. Sold goods for cash Rs.5000

CONSOLIDATION OF ACCOUNTS

8. Bharath Agencies, A Wholesaler Gives The Following Information:

Opening balances:

Capital: 20,00,000 cash at bank: 10,00,000

Cash in hand: 5,00,000 furniture: 5,00,000

Bharath agencies are dealing in stationeries. The selling prices are as follows;

Pen Rs 35 per dozen pencil Rs. 30 per dozen

Ink pens Rs 140 per dozen

The following transactions take on a particular date:

1. Purchased 100 dozens of pens from Ravana bros. @ Rs.25 per dozen for cash
2. Purchased 200 dozens of pencils from Gughan bros.@ Rs.21.50 per dozen for credit less discount of Rs 100
3. Sold 10 dozens of pens to Dharma bros. For cash
4. Sold 10 dozens of pens to Bema bros for credit
5. Sold 50 dozens of pencils to Arjuna bros.
6. purchased from Ravana bros 50 dozens of ink pens @ Rs.120 and by cheque.

Prepare following statements using Ex-accounting packages:

- Stores ledger, Trading account, Income statement, Balance sheet
- Account summary Ignore dates

FOREIGN GAINS/LOSS

9. Calculate

01.01.2005 Purchased goods from U.K supplier 1000 £

02.01.2005 Sold goods to U.S buyer 1500

03.01.2005 Cash received from U.S buyer 1500

(Selling rate rs.46/\$)

04.02.2005 Paid cash to U.K supplier 1000

(Selling rate rs 53/ £)

10. MEMO VOUCHER

An advance amount paid Rs 1500 given to sales executive for traveling. The actual expenses for traveling expenses for the sales is Rs 500

11. CHEQUE PRINTING

Print a cheque: Company name on cheque: Wipro India Ltd.: name of the bank Indusind bank. Width 168, height 76, starting location 116, distance from top 23.

12. RATIO ANALYSIS

Enter the following details comment upon the short-term solvency position of the company:

Working capital Rs 20560492

Cash 14500 Bank 18500

Debtors 518260

Creditors 429337

Sales 515252

Purchases 433310

Stock 125982

Net profit ...?

13. INTEREST CALCULATIONS

Cash deposited in Scotia bank Rs 1,00,000

Sold goods to ganeshRs 25,000

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

Sold goods to ganesh 50,000

Interest parameters rate 14% per 365 days year

14. Calculate Interest

Cash deposited in SBI 1, 00,000 Rs

1-12 purchased goods from suppliers Rs 20,000

Deposited in SBI Rs.50, 000

Purchased goods from suppliers Rs 40,000

Interest parameters rate 16% per 365 days year

15. Display the interest calculations for the period 1-4 to 31-12

Opening balance

Ram & Co Rs 25,000

Krishna traders Rs 20,000

Interest parameters rate 12% per 365 days year

Interest parameters rate 12% and 16% for sundry creditors per 365 days year

Purchased goods from Krishna for 25,000(credit period 45 days)

Sold goods to Ram for Rs. 50,000(credit period 30 days)

Paid to Krishna the amount plus interest

Received from Ram plus interest

16. Create stock items, stock groups, sales categories, god owns, units of measure.

Stock	Category	Group	Go down	Unit of measure	Std cost	Sell Price	Op. Qty	Total Value
Inter Celeron	Processor	Celeron	Mumbai	Nos	15000	20000	2	30000
Intel Premium III	Processor		Chennai	Nos	20000	25000	3	60000
Tally Silver	Accounting	Tally	Chennai	Nos	20000	22500	5	100000
Tally gold	Accounting	Tally	Chennai	Nos	42000	45000	5	210000
								400000

17. Using the above exercise create various vouchers including VAT calculation for the

following :	
9/4/2006	Intel Pentium III (3 Nos) @ 25,000 delivered to Vijay & CO, from Madras Go down.
10/4/2006	10 Nos of Intel Celeron @ 15000 per unit received from Jayaram and Co, and sent to Madras Go down.
12/4/2006	2Nos of Intel Premium III received from Vijay & CO, as it was not in a working position.
13/4/2006	2Nos of Intel Celeron returned to Jayaram& Co from Madras Go down.
14/4/2006	Physical Stock verification shows Shortage of 1 No Intel Pentium III.
18. Create the following Inventory vouchers with data from any cost accounting book. a. Purchase order b. sales order c. Rejection out d.rejection in e. Stock journal f. delivery note g. Receipt note h. physical stock	
19 In addition to the above mentioned lab exercises work out a problem from any advanced accountancy book with a minimum of 20 transactions and generate the tally reports in full.	
	Total Lecture hours 90 Hours
Books for Study	
1	V.Sundarmoorthy, “ Tally 9 Volume I & II , Genesis –VBSE Pvt.Ltd. , 2012
Books for References	
1	A.K.Nandhini&K.K.Nandhini, “ Implementing Tally ERP 9”, BPB Publications, 2019
Related Online Contents	
1	https://youtu.be/a-Ms3JNqy8g
2	https://youtu.be/w7II_j2bvtI
3	https://youtu.be/Db07hAYIsLs
4	https://www.youtube.com/watch?v=XCszfm-6nBY
Course Designed By:	

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

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

Course code	INTERNATIONAL BUSINESS RELATIONS				L	T	P	C
Core/Elective/Supportive	CORE				4			4
Pre-requisite	Basic understanding about business relationship				Syllabus Version		2020 - 21	
Course Objectives:								
<ol style="list-style-type: none"> 1. To become familiar with the concepts of International relations and its elements. 2. To understand the relationship between International relations and International Politics. 3. To make them to understand about the nature and content of international law. 4. To know the evolution of international organization and regional grouping. 5. To assess the impact of Foreign Economic Policies in Indian economy. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Acquire the knowledge about the concept of International relations and its elements.				K1			
2	Understand the role of International relations and International Politics in Indian economy.				K2			
3	Expert knowledge about nature and content of international law.				K3			
4	Examine the evolution of international organization and regional grouping.				K4			
5	Analyze the impact of Foreign Economic Policies in Indian economy.				K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create								
Unit:1								
Introductions				18 hours				
Concept of International relations-origin and growth of International Relations-Elements of IRI- Is international relations a discipline? -Scope of international relations and International Politics - foreign policy-values of foreign policy-its approaches objectives of nation's foreign policy-Determinants of foreign policy - internal factors-external factors								
Unit:2								
International law				18 hours				
The nature and content of international law- the codification of international law. The balance of power- its nature-definition-characteristics-role-historical significance-devices for maintaining the balance of power – collective security and balance of power-balance of power today-collective security and peaceful settlement.								
Unit:3								
Evolution of international organization				18 hours				
Evolution of international organization and regional grouping for the development of international relations-role of regional grouping-EU—ASEAN-NAFTA-SAARC-ARAB LEAGUE- WORLD BODIES -UN and WTO- Economic Group- G8,G-15- G-77.								
Unit:4								
Foreign policy				18- hours				
Foreign policy of India-Nehru's foreign policy-its distinctive features- non-alignment foreign policy since 1962-Indo-Soviet relations- relations with China and Great BritainIndo-U.S relations-Indo-Pakistan relations- Disarmament efforts by India – India's neighborhood relations.								

Unit:5	Case Studies	18- hours
Case Studies (Based on the above units) Note: Question paper shall cover 100% Theory		
	Total Lecture hours	90 hours
Text Book(s)		
1	International relations : Palmer &Parkins, 2015	
2	International relations : Urmila Sharma and S.R. Sharma, 2014	
3	International relations : N. Jayapalan, 2013	
Reference Books		
1	International relations : L.N. Srivastva, 2011	
Related Online Contents		
1	https://www.youtube.com/watch?v=NVCdNuzqLzU	
2	https://www.youtube.com/watch?v=ZCjXp8K0Les	
3	https://www.youtube.com/watch?v=cyUpDfxsbxk	
Course Designed By:		

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

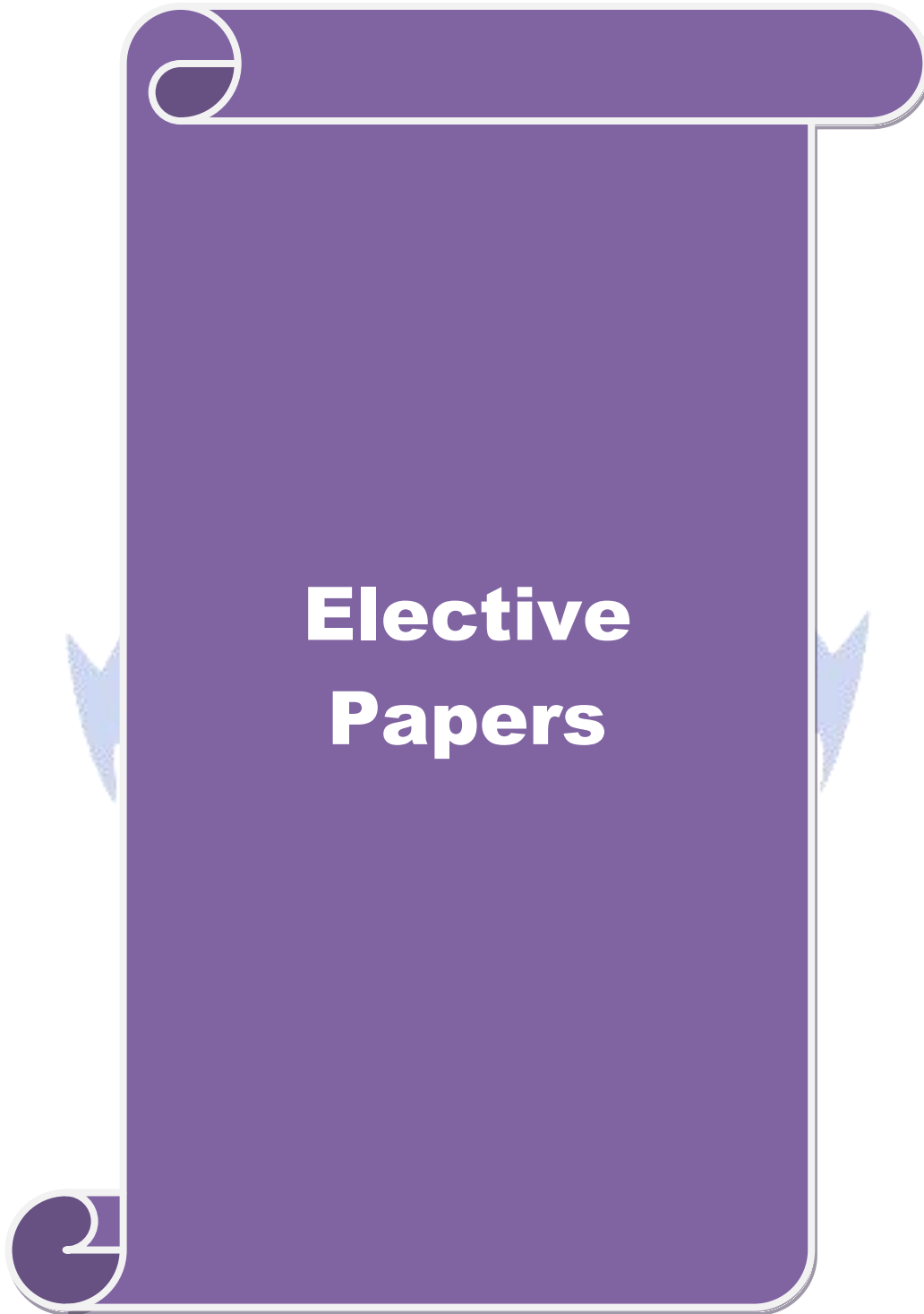
*S-Strong; M-Medium; L-Low

Course code		INDUSTRIAL LAW	L	T	P	C
Core/Elective/Supportive		CORE	4			4
Pre-requisite	Basic understanding about business regulatory organization and their practice.		Syllabus Version		2020 - 21	
Course Objectives:						
<ol style="list-style-type: none"> 1. To acquire updated knowledge and develop understanding of the regulatory framework for business 2. To gain expert knowledge about various Industrial Acts. 3. To be aware on the opportunities available in various legal compliances so as to enable them employable. 4. To impart the knowledge about current practice of industrial law. 5. To gain knowledge on pf. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand updated regulatory framework followed by the companies.				K1&K2	
2	Examine various type of industrial act and its functions.				K3	
3	Analyze various opportunities available in various legal compliances so as to enable them employable.				K4&K5	
4	Create knowledge about current practice of industrial law				K6	
5	Awareness about payment of gratuity act					
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions				18- hours	
Factories Act 1948 – Provisions relating to health, Safety, Welfare – Employment of Child and young men – Audit workers – Women workers – The Child Labour (Prohibition and Regulation) Act 1986 – Child Labour Rules 1988.						
Unit:2	Trade Unions Act				18- hours	
Trade Unions Act 1926 – Definition – Registration – Rights and Privileges – Cancellation of registration - Political fund – Industrial Disputes Act 1947 – Provisions relating to strike, lockout, retrenchment, Layoff and closure – Machinery to solve disputes.						
Unit:3	Payment of Bonus Act				18- hours	
Payment of Bonus Act 1965 – Meaning of Gross Profit – Computation of available and allocable surplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability of the act – Payment of wages Act 1936 – permissible deductions – Time and Mode of payment – Minimum wages Act 1948 – The Tamilnadu Payment of subsistence Allowance Act 1981.						
Unit:4	Social security Legislation				18- hours	
Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board – Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneous Provisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PF Scheme – Employees Family pension scheme and Fund – Workmen’s compensation Act 1923 – Employer’s liability and Non-liability – Ways open to workmen for claiming compensation – Disability – Partial – Permanent – Total disablement – Accusation – Diseases.						

Unit:5	PAYMENT OF GRATUITY ACT	18- hours
PAYMENT OF GRATUITY ACT, 1972: Applicability and Non-Applicability of the Act; Definitions: Appropriate Government, Complete year of service, Employee, Employer, Continuous Service, Factory, Family, Major port, Mine, Oilfield, Plantation, Port, Prescribed, Railway Company, Retirement, Superannuation, Wages; Payment of Gratuity; Forfeiture of Gratuity; Employer's Duty to Determine and Pay Gratuity; Nomination; Recovery of Gratuity; Penalties.– Environmental Protection Act – The Industrial Employment (Standing order) Act 1946.		
	Total Lecture hours	90- hours
Text Book(s)		
1	Industrial Law – N.D.Kapoor, 2015	
2	Factory Laws applicable to Tamilnadu - S.Vaidyanathan, Madras Book Agency. , 2012	
3	. Industrial Law - S.MShukla and R.N.Saxena, 2014	
Reference Books		
1	Business and Industrial law - P.P.S.Gogna, 2011	
2	The Child labour (Protection & Regulation) - Madras Book Agency Act 1986	
3	The Tamil Nadu Payment of Subsistence - Madras Book Agency Athourance Act 1981	
4	The Environment (Protection) Act 1986 -Professional Book Publishers, 2018	
5	Lab our Industrial Laws -P.K. Padhi, 2017	
Related Online Contents		
1	https://www.youtube.com/watch?v=6snzm5cfCBw	
2	https://www.youtube.com/watch?v=1HaIGN7lflo	
3	https://www.youtube.com/watch?v=m1tmK2DQwj8	
4	https://www.youtube.com/watch?v=BWYh5hosin4	
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	L
CO2	S	M	S	M	S
CO3	M	S	S	M	S
CO4	S	M	S	M	S
CO5	M	M	L	S	L

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



Course code	DOMESTIC LOGISTICS		L	T	P	C
Core/Elective/Supportive	Elective		3			3
Pre-requisite	Basics understanding about the features of Logistics.		Syllabus Version		2020-21	
Course Objectives:						
1. To be familiar with type of vehicles and vehicle body. 2. To understand main type of costing system. 3. To develop vehicle routing & solving scheduling issues. 4. To impart knowledge in planning and fleet management 5. To create awareness in advice planning and documentation.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall different type of vehicles and vehicle body.				K1	
2	Expert indifferent type of costing system in domestic logistic.				K4	
3	Gather knowledge in driver licensing				K2	
4	Gained knowledge in documentation				K2	
3	Impart knowledge about vehicle routing & solving scheduling issues.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction				18 hours	
Vehicle Selection-Types of vehicles – types of operations – load types and characteristics – main types of vehicle body - Implications of vehicle selection – vehicle acquisition.						
Unit:2	Freight transport				18 hours	
Reasons for road freight transport vehicle costing – Main types of costing systems – vehicle standing costs – vehicle running costs – overhead costs – costing the total transport operation – whole life costing – vehicle cost comparisons – zero-based budget.						
Unit:3	Legislation				18 hours	
Legislation- Operator licensing – Driver licensing – Driver’s Hours regulations – Road transport directive – tachographs - vehicle dimensions.						
Unit:4	Planning				18 hours	
Need for Planning – fleet management – main types of road freight transport – transport resource requirements – vehicle routing & scheduling issues – data requirements – computer routing & scheduling – information system applications – GPS – RFID						
Unit:5	Advices – Planning				18 hours	
Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) - Consignment note CMR (EU & Canada) – Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals – Exceptional Loads (Project cargo).						
Unit:6	Contemporary Issues					
Online assignment , Group Discussion and seminar						
					Total Lecture hours	
					90 hours	

Text Book(s)	
1	Logistics of facility location and allocation / Dileep R. Sule (Marcel Dekker), 2018
2	Logistics & supply chain management / Martin Christopher (Prentice Hall Financial Times), 2017
3	The management of business logistics / John J. Coyle, Edward J. Bardi, C. John Langley (West Publishing Company), 2015
Reference Books	
1	Manufacturing operations and supply chain management : the LEAN approach / [edited by] David Taylor and David Brunt (Thomson Learning), 2013
2	Operations and process management : principles and practice for strategic impact / Nigel Slack (Financial Times Prentice Hall), 2017
3	Logistics and Distribution Management: Alan Rushton, Phil Croucher, Peter Baker (CILT), 2018
Related Online Contents	
1	https://www.youtube.com/watch?v=QJnsv84Vq4A
2	https://www.youtube.com/watch?v=e6zu3TAzSPA
3	https://www.youtube.com/watch?v=TwFXQbxLU3s
Course Designed By:	

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

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

Course code	CHARTERING AND SHIP BROKING		L	T	P	C
Core/Elective/Supportive	Elective		3			3
Pre-requisite	Basic understanding about the functions of brokers.	Syllabus Version			2020 - 21	
Course Objectives:						
1. To know the nature, principles and terminology of Chartering 2. To understand the role of brokers and their functions. 3. To explore various type of charters. 4. To learn about Freight and hire calculations. 5. To impart knowledge on individual rights, responsibilities and liabilities						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recollect the nature, principles and terminology of Chartering				K1	
2	Acquire the knowledge about the importance of brokers in chartering and their functions.				K2	
3	Examine various type of charters.				K5	
4	Evaluate Freight and hire calculations				K4	
5	Analyse Individual rights, responsibilities and liabilities				K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions				18 hours	
Principles of Chartering-Introduction to Chartering – Chartering Terminology – Role of Broker – Types and Functions - forms and activities – Charter Parties						
Unit:2	Types of Charter				18 hours	
Types of Charter - Voyage Ships –Vessel Descriptions - Vessel requirements - tramp chartering services - Passenger Ship Chartering – Cargoes - Freight Markets - Liner Operations – Tanker Charter - tanker trades - International Tanker Chartering Market						
Unit:3	Purchase and Registration				18 hours	
Purchase and Registration of Vessels - Exemptions and immunities - trading limits - drydocking - protective clauses -stevedore damage						
Unit:4	Freight and hire calculations				18 hours	
Freight and hire calculations – Voyage Estimation – Checks – Cargo Capacity – Time estimation in Port– Lay time Calculations - Vessel Negotiations – Statement of Facts – Time Count - Demurrage and Dispatches - Classification Societies – Spares and Black lists – Delivery Methods – Auctions						
Unit:5	Contracts				18 hours	
Contracts - Individual rights, responsibilities and liabilities - Clauses in time charters - Bill of lading-Chartering Market Practice - Ethical requirements - lien clause – Disputes - General Arbitrations.						
Unit:6	Contemporary Issues					

Online assignment , Group discussion and seminar	
	Total Lecture hours
	90 hours
Text Book(s)	
1	The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press) , 2014
2	Shipbroking and Chartering Practice: Seventh Edition (Business of Shipping) by Lars Gorton (Lloyd's List) , 2018
3	Shipbroking and Chartering Practice, 6th Edition Gorton, Ihre, Sandervarn and Hillenius, 2017
Reference Books	
1	Tanker Chartering (Shipping Business Series) by Philip Wood (Witherby& Co Ltd) , 2016
2	Ocean Freights and Chartering by Cyril Frederick Hardy Cufley (Adlard Coles Nautical) , 2017
3	Tanker Chartering 2010-2011 by Institute of Chartered Shipbrokers (Witherby Seamanship International Ltd) , 2010
Related Online Contents	
1	https://www.youtube.com/watch?v=CHQB2hjkBuk&t=4s
2	https://www.youtube.com/watch?v=jqL641cQr-c
3	https://www.youtube.com/watch?v=qfPbdOYye9M
Course Designed By:	

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

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

Course code		INTERNATIONAL SHIPPING AND LOGISTICS	L	T	P	C
Core/Elective/Supportive		Elective	3			3
Pre-requisite	Basic understanding about contract and elements of contract.		Syllabus Version		2020 - 21	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the nature of Indian contract act and its types. 2. Understand the importance of consideration in valid contract. 3. Identify the difference between valid, void and voidable contract. 4. Create knowledge on Regulations relating to cargoes, dangerous and Hazardous cargoes. 5. Learn documentation procedure. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recollect the nature of Indian contract act and its types.				K1	
2	Acquire the knowledge about role of consideration in valid contract.				K2	
3	Explain the difference between valid, void and voidable con				K4	
4	Gain knowledge in Regulations relating to cargoes, dangerous and Hazardous cargoes				K1	
5	Explain documentation procedure.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions				18- hours	
Indian Contract Act – Meaning and Definition of Contract – Essential Elements – Types of Contracts – Offer and Acceptance – Consideration – Capacity of Parties – Flaw in Consent – Void and Illegal Agreements – Performance and discharge of Contracts – Remedies for Breach of contract – Quasi contracts – Bailment and Pledge and Law of Agency- The Customs Act,						
Unit:2	Regional Laws				18- hours	
Regional Laws-The Carriage of Goods by Sea Act (COGSA), and related laws rules and regulations. Marine Insurance related laws, Labour Laws						
Unit:3	International Regulations				18- hours	
International Regulations for Vessels-International Agencies -regulations relating to ship construction - ship maintenance - ship navigation - ship breaking - pollution caused by ship's effluents						
Unit:4	Regulations relating to cargoes				18- hours	
Regulations relating to cargoes, dangerous and Hazardous cargoes, and packaging of cargoes, Live cargo - Hague - Visby Rules – Hamburg Rules – Hague protocol to Warsaw Convention 1955, International carriage of goods by Road (CMR), 1956 - Institute Cargo Clauses (A,B,C) – General Conditions of Marine Insurance on Goods (GCMI 1988)						

Unit:5	Quotations	18- hours
Quotations – Orders – Regulations - Credits – Invoicing – Filing – Archiving - Understanding Terms in Logistics –Freight forwarding contracts – General conditions of freight forwarding – Conditions of Contract - Documents - (Air Way Bill (AWB), Bill of Lading (B/L)) - Contract of transportation – Contracts with customers		
Unit:6	Contemporary Issues	
Online assignment , Group discussion and seminar		
	Total Lecture hours	90- hours
Text Book(s)		
1	Legal Principles in Shipping Business 2010-2011 by Institute of Chartered Shipbrokers (Witheyby Seamanship International Ltd)	
2	Shipping Law by Simon Baughen (Routledge-Cavendish)	
3	Maritime Security and the Law of the Sea by Natalie Klein (Oxford University Press)	
Reference Books		
1	Marine Cargo Claims (International shipping laws) by William Tetley (Intl Shipping Pubns)	
2	Shipping Finance, 3rd Edition by Stephenson Harwood (Euromoney Institutional Investor)	
3	N D Kapoor – Elements of Mercantile Law – Sultan Chand & Sons	
Related Online Contents		
1	https://www.youtube.com/watch?v=96sDOLuCFRQ	
2	https://www.youtube.com/watch?v=iJysPxww184	
3	https://www.youtube.com/watch?v=uuBMnOP0nDM	
Course Designed By:		

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

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

Course code	AIRLINE MARKETING AND STRATEGIC AIRLINE ALLIANCE		L	T	P	C
Core/Elective/Supportive	Elective		3			3
Pre-requisite	Basic understanding about airline transport services	Syllabus Version			2020 - 21	
Course Objectives:						
<ol style="list-style-type: none"> 1. Know the market for Air transport Service. 2. Understand stages in the application of Marketing Principles of Airline Management. 3. Explore the theory of product analysis and its application to the Airline Industry. 4. Measuring the performance impact of alliance. 5. Performance evaluation in air line business. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the market for Air transport Service.				K2	
2	Examine various stages in the application of Marketing Principles of Airline Management				K3	
3	Evaluate the theory of product analysis and its application to the Airline Industry.				K5	
4	Measure the performance impact of alliance				K5	
5	Examine Performance of air line business.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introductions				18 hours	
Market For Air transport Service-Definition-Marketing Mix- stages in the application of Marketing Principles of Airline Management – successful Airlines –Air Freight Market – market segmentation – concept- segmentation variables in the air passenger market-customer requirements- Marketing Strategy: PESTE analysis : political factors – economic factors – social factors – technological factors – environmental factors – introduction of Airline Business and Marketing Strategies – Porters Five Forces and their application to the Airline Industry – strategic families – differentiation airlines – the future – focus strategies – Airline Business and marketing strategies – common mistakes						
Unit:2	Product Analysis				18 hours	
Product Analysis-What is product- theory of product analysis and its application to the Airline Industry – fleet and schedules – related product features – customer service – related product features – controlling product quality – introduction of Pricing and revenue management – building blocks in airline pricing policy – uniform and differential pricing – the structures of air freight pricing-Distribution Of Product And Brand Relationship-Distribution channel strategies – The Travel Agency Distribution system – Global Distribution System (GDS) – Distribution Channels in the Air Freight market – Brands and Commodities – Brand –Building in the Airline Industry – Brand Strategies						
Unit:3	Promotion Marketing				18 hours	
Promotion Marketing-Fundamentals of relationship marketing – components of a relationship						

marketing strategy – frequent flyer programmers –the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms.		
Unit:4	Glimpse at Alliancing	18 hours
A Historical glimpse at Alliancing objectives-Reasons for Airlines building Alliances Objectives of Alliances- Introduction- Marketing-driven objectives for alliances-Turbulence in marketing channels-Changes to airline marketing-Determinates of alliance image-Benefit challenges and cost of alliance brand association-Marketing and information. Performance measurement in airlines- Measuring the performance impact of alliance-Time continuum in performance assessment-Traffic and revenue enhancement-Cost-Productivity-Profitability.		
Unit:5	Airline business	18 hours
Introduction- Success drivers in airline business- Premises and objectives – Finding suitable partners – governance structure- degree of integration and trust- Organization,,s commitment- Ensuring flow of information- Performance evaluation-Managing cultural differences- In conclusion. Scenarios for the future- The internal dynamics of alliancing- a look into the future of airline alliance groups.		
Unit:6	Contemporary Issues	
Online assignment , Group discussion and seminar		
	Total Lecture hours	90 hours
Text Book(s)		
1	Airline Marketing and Management-Stephen Shaw – Ashgate Publishing Limited, 2017	
2	Managing Strategic Airline Alliances-Birgit Kleymann&HannuSeristo- Ashgate Publishing Limited, 2015	
Reference Books		
1	Marketing Management – Philip Kotler-Pearson Education, 2019	
2	Marketing Management –Ramaswamy&Namakumari –MacMillan, 2010	
3	Global Marketing Management –Warren J.Keegan –P.H.I, 2003	
Related Online Contents		
1	https://www.youtube.com/watch?v=0yrd0ACXyVg	
2	https://www.youtube.com/watch?v=KxGb1O3Lt7w	
3	https://www.youtube.com/watch?v=On49t9uTZUA	
Course Designed By:		

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

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

Course code		FINANCIAL MARKETS AND INSTITUTIONS	L	T	P	C
Core/Elective/Supportive		ELECTIVE	3			4
Pre-requisite	Basic knowledge on financial market and Institutions		Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> 1. Understand the overview of Indian financial system and securities exchange board of India. 2. Acquire knowledge in banking, small savings, provident funds, unit trust of India and mutual funds. 3. Be aware on the non banking financial intermediaries and non bank statutory financial organizations. 4. Explain investment information and credit rating agency of India Limited. 5. Defining basic concepts related to financial institutions, money market institutions, and Investment Information and Credit Rating Agency of India Limited. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe Indian Financial System and securities exchange board of India.			K1&K2		
2	Classify Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.			K2		
3	Explore activities of non-financial banking			K4		
4	Assessing about various investment information and credit rating agency			K5		
5	Identifying about various financial institutions and related to its working and functions			K3		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1						
Introduction			18 hours			
Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.						
Unit:2						
Capital Market			18 hours			
Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Dept Market – Foreign Exchange Market – Derivatives Market.						
Unit:3						
Financial Services Institutions			18 hours			
Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).						

Unit:4	Investment Agency	18- hours
Investment Information and Credit Rating Agency of India Limited (ICRA) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).		
Unit:5	Financial Institutions	16 hours
Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
	Total Lecture hours	90 hours
Books for Study		
1	Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Co.,Ltd.2017	
2	Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India. 2016	
3	Financial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd., 2018	
Books for References		
1	Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Co., Ltd. 2016	
2	Financial Services: Dr.D.JosephAnbarasu& Others, Sultan Chand & Sons. 2015	
Related Online Contents		
1	https://youtu.be/pY3WeLwGT4s	
2	https://youtu.be/MsPgw4FodgE	
Course Designed By:		

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

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

Course code		INDIAN STOCK EXCHANGES	L	T	P	C
Core/Elective/Supportive		ELECTIVE	4			4
Pre-requisite		Basic knowledge on Indian stock exchange	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Understand the overview of Indian Financial System and securities exchange board of India.						
2. Acquire knowledge in banking, Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.						
3. Be aware on different platforms for trading of securities of various companies.						
4. Taught about E-commerce Act and Internet Stock Trading.						
5. Summarize about various concepts related internet stock trading features and SEBI functions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe Indian stock exchanges and securities exchange board of India.					K1&K2
2	Classify and regulate the trading transactions with proper rules and regulations.					K2
3	Explore activities of the investors of stock exchange					K4
4	Determining the securities contracts regulation act and important provisions related to SEBI functions workings.					K5
5	Examining various basic concepts of internet stock trading features					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction					18 hours
Stock Exchange-Meaning and Functions – World's Stock Exchanges – Indian Stock Exchanges-Origin and Growth - Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-Jobbers Vs. Brokers-Stock Exchange Dealings Trading of Securities.						
Unit:2	Stock Exchange Regulatory Framework					18 hours
Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.						
Unit:3	Listing					18 hours
Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.						

Unit:4	Securities Contracts	18- hours
The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.		
Unit:5	Internet Stock Trading	16 hours
Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd, 2017	
2	Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited. 2016	
3	Financial Services: Dr.D.JosephAnbarasu& Others, Sultan Chand & Sons.2015	
Books for References		
1	. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited. 2016	
2	Financial Institutions and Markets – Gorden and Nataraj, 2019	
3		
Related Online Contents		
1	www.udemy.com	
2	https://youtu.be/-MveJRIDdgU	
3	www.nscindia.com	
Course Designed By:		

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

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

Course code		FUTURES AND OPTIONS	L	T	P	C
Core/Elective/Supportive		ELECTIVE	4			4
Pre-requisite		Basic knowledge on Derivate market	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to enable the students to:						
1. Provide delegates with a good understanding of how the futures and options markets work, together with the functions of the clearing house.						
2. Understand and value the basic derivatives and their applications in the financial risk management and investment.						
3. Learn the theoretical underpinnings and the practical applications in real world of derivative securities.						
4. Learn the theoretical underpinnings and the practical applications in real world of derivative securities.						
5. Defining various types of pay off for buyer and identifying commodity markets						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Evaluating the concepts and market mechanics of different types of financial derivatives					K1&K2
2	Analyze how financial derivatives are valued, based on the no-arbitrage and risk-neutral valuation approaches					K4
3	Evaluate the instruments that can be used to implement risk management strategies.					K5
4	Discovering various pay off for buyer of futures and other options like hedging and speculation.					K4
5	Identifying the evolution of commodity markets and exchanges in India.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 hours	
Introduction to Derivatives – Definition of derivatives products – participants in derivatives market, economic forever of derivatives market.						
Unit:2	Index Derivatives				18 hours	
Index Derivatives – Index number – economic significance of index movements – types of Indices – desirable attributes of an index – Derivatives in Nifty and Sensex.						
Unit:3	Forward contracts				18 hours	
Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.						

Unit:4	Pay off for Buyer	18 hours
Pay off for buyer (long futures) of futures – pay off for seller (short futures) of futures – Hedging, speculation and arbitrage – Options pay off – pay off profit for buyer of call options – pay off profit for writer of call options. Hedging and speculation in options.		
Unit:5	Commodity Markets	16 hours
Evolution of Commodity Markets – Commodity markets in India – NewyorkMercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
	Total Lecture hours	90 hours
Books for Study		
1	Financial Services and Markets :Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd, 2016	
2	Financial Services :M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited. 2017	
3	Financial Services :Dr.D.JosephAnbarasu& Others, Sultan Chand & Sons. 2018	
Books for References		
1	The Financial and Analysis of Capital : A.J. Merrett, Allen Ykes projects 2016	
2	Financial Management : P.V. Kulkarni & B.G. Sathya Prasad 2019	
3	Financial Management : M.Y. Khan & P.K. Jain 2018	
Related Online Contents		
1	www.udemy.com	
2	https://youtu.be/-MveJRIDdgU	
3	www.nscindia.com	
Course Designed By:		

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

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

Course code		FUNDAMENTAL AND TECHNICAL ANALYSIS	L	T	P	C
Core/Elective/Supportive		ELECTIVE	4			4
Pre-requisite		Basic knowledge on Derivate market	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Discovering various concepts based on investments and security analysis.						
2. Define technical analysis and contrast it with fundamental analysis.						
3. Explain the logic behind technical analysis and company analysis.						
4. Discuss the basic tools used by technical analysts.						
5. Explaining the concepts based on moving averages, charts and its related functions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examining various concepts related to investment and approaches to security valuation.					K4
2	outline the theoretical contexts of the fundamental and technical analysis					K2
3	summarize work on the basic tools used by technical analysts					K5
4	determining the various theory and technical analysis related meaning					K5
5	evaluate securities by measuring the intrinsic value of stock					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 hours	
Investment - meaning – importance – security analysis – risk and return – various approaches to security valuation.						
Unit:2	Fundamentals analysis				18 hours	
Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE						
Unit:3	Industry analysis				18 hours	
Industry analysis – meaning – methods - Company analysis – meaning – methods.						
Unit:4	Technical analysis				18 hours	
Technical analysis – meaning – Dow Theory – Elliot Wave Theory						
Unit:5	Moving Averages				16 hours	
Moving Averages – Charts – MACD -relative strengths.						

Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Investment analysis and portfolio management :Reily. 2016	
2	Portfolio management : S.K. Baura. 2013	
3	Modern portfolio theory and investment analysis : Elton and Gurbar. 2018	
Books for References		
1	Securities analysis and portfolio management : Fischer and Jordan 2018	
2	Investment :Jack Clark Francis & Richard w.Taylor. 2015	
3	Investment management :V.K.Bhalla. 2016	
Related Online Contents		
1	www.tradingcompus.in	
2	Learn.tradimo.com	
3	www.mooclist.com	
Course Designed By:		

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

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

Course code		PRINCIPLES OF INTERNATIONAL TRADE	L	T	P	C
Core/Elective/Supportive		ELECTIVE	4			4
Pre-requisite		Basic knowledge on International trade	Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Be familiar with the process of international and domestic trade procedures.						
2. Form a base of policy framework in International Trading with special emphasis on India.						
3. Appraise them of the documentation procedures and its sanctity in Intl' Business.						
4. To know more about international investments and factors affecting international investments						
5. Summarize Multinational Corporation and about the Globalizations						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications					K2
2	Apply the principle of comparative advantage and its formal expression and interpretation within different theoretical models					K3
3	Simplify form the theory of international trade as well as international trade policy and to demonstrate the relevance of the theory					K6
4	Discussing about various international investments and its limitations, factors affected by investment Indian companies					K6
5	Summarize concepts based on Multinational Corporation and about the Globalizations					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 hours	
The global Economy – Perspective on the theory of International Trade – The importance of International trade – Counter Trade – Forms of Counter Trade – Reasons for Growth of Counter Trade – Global Trade and Developing Countries.						
Unit:2	International commodity Agreements				18 hours	
International commodity Agreements – Quota agreements, Buffer stock Agreements – Carts – State Trading – Bilateral and Multilateral contracts. Gains from Trade – Terms of Trade – Factors influencing the terms of trade.						
Unit:3	Tariff				18 hours	
Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes – Export Subsidies – Arguments for free Trade – Arguments for protection – Demerits of protection – Trade barriers.						

Unit:4	International Investments	18 hours
International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Dangerous of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.		
Unit:5	Multinational Corporation	16 hours
Multinational Corporation – Definition and Meaning – Importance of MNCS – benefits of MNCs – Criticism – Globalizations – Meaning – stages – Essential conditions for Globalization – Implications and Importance of Globalization – Benefits – Obstacles to Globalization in India – Factors favoring Globalization.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
	Total Lecture hours	90 hours
Books for Study		
1	International Trade – Theory and Evidence – By James R.Markusen, James R.Melvin, William H.Kaempfer& Keith E.Maskus. 2017	
2	International Trade and Export Management – Francis Cherunilam 2015	
Books for References		
1	International Business – Francis Cherunilam 2016	
2	International Business – P. Natarajan 2019	
3		
Related Online Contents		
1	http://epgp.inflibnet.ac.in.ahl.php?csrno=438 paper no and title P11. International business environment module number and title :MI.Globalization Module Tag: BSE_P11_M1	
Course Designed By:		

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

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

Course code		EXPORT AND IMPORT PROCEDURE	L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on EXIM		Syllabus Version		2020-21	
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> 1. Learn the export and import trade procedure 2. know the functions of export and import promotion council 3. Learn the role of export and import consultancy like excise procedures 4. Give an understanding about the export and import warehousing laws and their regulations 5. Learn the custom practice while importing and documentation related to rules and regulations 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the export and import licensing procedure			K1		
2	Understand the functions of export and import promotion council			K2		
3	Analyse the knowledge about customs procedure			K4		
4	Evaluate the trading procedure			K5		
5	Apply the export and import procedure for the given project			K3		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 hours	
Exports – Recent measures to boost Country's Exports – Rules for successful exporting – Preliminaries for starting export business – Deemed exports and its benefits – Finance for Exports.						
Unit:2	Categories of exporters				18 hours	
Different Categories of exporters - Registration of Exports – Appointing Overseas agents – Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.						
Unit:3	Excise procedure				18 hours	
Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labeling – Shipping and customs clearance of goods.						
Unit:4	Import Trade law in India				18 hours	
Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of						

Payments – Liberalization of Imports.		
Unit:5	Retirement of Import Documents	16 hours
Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	How to Export and How to Import – Nabhipublications 2017	
2	Export management – P.K. Khurana 2018	
3	Export Management – T.A.S. Balagobal 2019	
Books for References		
1	A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications 2015	
Related Online Contents		
1	https://youtu.be/O0zs6CH-IPc	
2	https://youtu.be/RyiWM0s_7K0	
3	https://youtu.be/gjP0mI7pkgk	
Course Designed By:		

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

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

Course code	INSTITUTIONS FACILITATING INTERNATIONAL TRADE			L	T	P	C
Core/Elective/Supportive	ELECTIVE			4			4
Pre-requisite	Basic knowledge on international trade			Syllabus Version		2020-21	
Course Objectives:							
The main objectives of this course are to enable the students to							
1. Reduce global poverty and improve people's living conditions and standards through facilitating internal trade institutions							
2. Provide information about export promotion in India and related to its agencies.							
3. Support sustainable economic, social and institutional development on international trade							
4. Promote regional cooperation and integration on facilitating the international trade.							
5. Assessing various International Monetary Fund and International Development Fund and its features.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.					K3& K6	
2	Understand the conditions of financial markets and its impact in facilitating the international trade					K4	
3	Identifying the awareness on the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments in facilitating institutions.					K3	
4	Examine international monetary fund and concepts its principles					K4	
5	Identifying various concepts based on international development association and features					K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Export promotion in India					18 hours	
Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC"s in India- State export –Promotion agencies- Impediments in export promotion.							
Unit:2	Role of RBI in export finance					18 hours	
Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.							
Unit:3	WTO					18 hours	

World Trade Organization – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organization structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRS benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures Evaluation of WTO- drawbacks/Criticisms.		
Unit:4	IMF	18 hours
International Monetary Fund (IMF)-Objectives- Organization and management- Resources Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose Organization structure- Guiding principle- Leading programs.		
Unit:5	IDA	16 hours
International Development Association (IDA)-Objectives-Memberships – Loan assistance International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
	Total Lecture hours	90 hours
Books for Study		
1	International Business (Text & cases) : Francis cherunilam. 2016	
2	International Marketing : Rakesh Mohan Joshi. 2015	
3	International Business (Text & cases) : P. Sudha Rao 2016	
Books for References		
1	International Business Environment : Francis cherunilam.2016	
2	Export Marketing :Achaya and Jain. 2013	
3	Export Marketing : B.S. Rathir& J.S. Rathir 2018	
Related Online Contents		
1	NPTEL	
2	SWAMYAM /MOOCs	
Course Designed By:		

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

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

Course code	INDIA'S INTERNATIONAL TRADE			L	T	P	C
Core/Elective/Supportive	ELECTIVE			4			4
Pre-requisite	Basic knowledge on export market			Syllabus Version		2020-21	
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Understand the international trade environment, strategies and management. 2. Apply concepts, principles and theories to international trade situations. 3. Be aware on the different thinking and viewpoints of diverse cultures. 4. Knowing more about import and export laws related to regulations. 5. Providing information about the global trades towards developing countries facing problems 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Identify the basic difference between inter-regional and international trade					K2 & K6	
2	Apply the legal framework in the real life businesses related to foreign trade regulations in India.					K3	
3	Evaluate India's international trade performance about its objectives and principles.					K5	
4	Identifying various concepts related to imports related to law of protection their rights					K3	
5	Discovering more about global trades and developing countries and major problems faced by sectors.					K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Development of Foreign Trade Policy					18 hours	
Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.							
Unit:2	Legal frame work of India's foreign trade					18 hours	
Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.							
Unit:3	India's export trade					18 hours	
India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.							

Unit:4	Imports	18- hours
Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks		
Unit:5	Global trade and developing countries	16 hours
Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	International Trade and Export Management - Francis cherunilam. 2015	
2	Export Management - T.A.S Balagopal 3. International Trade - M.L. Varma 2016	
Books for References		
1	Global Marketing Management : Keegan 2018	
Related Online Contents		
1	e-PG Pathshala : (Commerce : P.07, M.33)	
2	NPTEL : https://onlinecourses.nptel.ac.in	
Course Designed By:		

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

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

Course Designed By :- Dr.A.SELVARAJ
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Annexure

BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC and

13th Rank among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046

TAMIL NADU

INDIA



M.Com (International Business)

Program Code:

Affiliated Colleges' Syllabus

(With effect from 2020 - 21 - 2021)

ELIGIBILITY FOR ADMISSION TO THE COURSE

“A Graduate in Commerce, B.Com.(Computer Applications), B.Com.(Information Technology), B.Com.(Professional Accounting), B.Com. (Finance), B.Com. (Banking and Insurance), B.Com.(International Business), B.Com.(Accounting & Taxation), B.Com.(Cost & Management Accounting), B.Com.(E-Com), B.Com.(Financial System), B.Com.(Foreign Trade), BBA, BBM, BBA. (CA), BBM. (CA), B.Com. (Corporate Secretaryship with CA), BCS, BCS. (CA), B.Com. Co-operation”

DURATION OF THE COURSE

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

COURSE OF STUDY AND SCHEME OF EXAMINATION

The course of study and scheme of examination for the M.Com (International Business) course shall consist of the following:

		Credits					
	ONLINE COURSE						
	*Offered by Swayam	2					
	VALUE ADDED COURSE						
1.	Soft Skill Development						
2.	Application of Software Packages for Research						
	CERTIFICATE COURSE						
1.	Entrepreneurship Development						
2.	Personnel Management and Industrial Relations						

#Electives: List of Group of Elective Papers:

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

1. GROUP-A

1. Domestic Logistics
2. Chartering and Ship Broking
3. International Shipping and Logistics
4. Airline Marketing and Strategic Airline Alliance

2. GROUP-B

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

3. GROUP-C

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

* In the core subjects, Number of Papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above. @ Includes 25 / 40% continuous internal assessment marks for theory and practical papers respectively. * As the course is highly practical oriented a Industrial visit to any port (Ocean and Air)/ ICD have to be seen in the second semester and a in house visit to any Export / Import organization in the third semester.

III Semester:

1. Industrial/ Institutional Training is to be made compulsory. The Student should take it up during the II Semester holidays and submit a report in the III Semester.

2. It carries 50 marks with 2 credits. Breakup for 50 marks (Only Internals)
Report 40 marks, Viva-voce 10 marks (Department level under the chairmanship of HOD)

3. Institution to be visited :

Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions.4. Duration of the visit: minimum of 21 days 5. Marks for the industrial training out of 50 should be sent to the University along with the III Semester Internal marks.

IV Semester:

1. Project Work and Viva-voce examination will be optional for the colleges. They can either opt for project or 2 theory papers in the IV semester which are given as below:

1. International Business Relations 2. Industrial Law

a. If Project is opted by the college 200 marks with 8 credits will be awarded. The break-up of marks will be as follows: Project work 160 marks(80%) and Viva Voce exam 40 marks(20%).

External Examiners will be appointed by the University for conducting the viva-voce exam along with the concerned internal examiner. Monthly review of the project work has to be conducted by the guide along with the head of the department for a systematic progress of the work.

b. If the theory papers are opted instead of project work, the marks and credits will be given as other ore papers i.e., CIA - 25 marks and semester exam-75 marks.

