POST GRADUATE DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

M. Com. IB

Academic Year 2026 - 2028

Institute Vision:

NGM College envisions itself as a national beacon of educational excellence, inspiring students to become holistic leaders – intellectually brilliant, ethically unshakeable, socially compassionate, and culturally enriched – who empower themselves and their communities for a sustainable global future.

Institute Mission:

- *To cultivate an intellectually vibrant and ethically grounded ecosystem through dynamic curricula, advanced infrastructure, and a nurturing faculty*
- *We are committed to empowering students with critical knowledge, robust research acumen, and profound values, transforming them into innovative leaders and responsible citizens who uplift the quality of life for all*

Department Vision:

Create a new generation of global players with sense of creativity, dignity and patriotism to meet the ever-changing challenges, to sustain the purity and cultural heritage of our great nation.

Department Mission:

• *To develop the students into confident individual's through role play in academics and extracurricular activities*

• *To ensure knowledge transfer by imparting high standards in curriculum through committed and dedicated faculty team*

• *To impart knowledge based output through academia industry enhancement*

• *To transform students into disciplined citizens by infusing ethical and cultural values*

Program Educational Objectives:

The Program Educational Objectives (PEOs) describe the expected professional accomplishments and societal contributions of a Postgraduate in Commerce with International Business about two years after completing the program. The PEOs are as follows:

PEO1	***Disciplinary Knowledge:*** Graduates will demonstrate comprehensive disciplinary knowledge in International Business through the application of advanced theories, global trade principles, cross-cultural understanding, and international market analysis.
PEO2	***Communication and Leadership Competence:*** Within a few years of graduation, he/she will exhibit strong communication and interpersonal competencies by effectively articulating global business strategies, engaging diverse stakeholders, negotiating international trade agreements, and leading multicultural teams in dynamic global environments.
PEO3	***Reflective and Strategic Thinking:*** Graduates will emerge as professionals capable of demonstrating reflective and strategic thinking abilities by critically evaluating business decisions, adapting to dynamic global environments, leveraging international trade opportunities, and developing innovative solutions to complex business challenges.
PEO4	***Lifelong Learning:*** Over the course of their professional careers, graduates will engage in continuous life-long learning by upgrading their knowledge and skills in response to global business developments, embracing emerging strategies and technologies, enhancing cultural competence, and fostering innovation with an entrepreneurial outlook in international business practice.

Program Outcomes (POs)

Program Outcomes (POs) are the graduate attributes acquired by students at the time of completing their postgraduate program. These outcomes are aligned with the Graduate Attributes (GAs) prescribed by the UGC under the LOCF framework and are common to all disciplines of study.

The attainment of POs is assessed at the time of graduation for every outgoing batch. The POs are addressed and achieved through the Course Outcomes (COs) of the various courses in the curriculum, and collectively contribute to the attainment of the Program Educational Objectives (PEOs).

PO1	***Disciplinary knowledge:*** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.
PO2	***Communication Skills:*** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	***Critical thinking:*** Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	***Problem solving:*** Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5	***Analytical reasoning:*** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PO6	***Research-related skills:*** A sense of inquiry and capability for asking relevant/ appropriate questions, problematizing, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses,

	predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PO7	***Cooperation/Team work:*** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO8	***Scientific reasoning:*** Ability to analyze, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
PO9	***Reflective thinking:*** Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.
PO10	***Information/digital literacy:*** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
PO11	***Self-directed learning:*** Ability to work independently, identifies appropriate resources required for a project, and manages a project through to completion.
PO12	***Multicultural Competence:*** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
PO13	***Moral and ethical awareness/reasoning:*** Ability to embrace moral/ethical values in conducting one's life, formulates a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
PO14	***Leadership readiness/qualities:*** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
PO15	***Lifelong learning:***Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life, through

	self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development / re-skilling.

Program Specific Outcomes:

The **Program Specific Outcomes (PSOs)** are defined by the stakeholders of the program and describe the discipline-specific skills that a postgraduate in Commerce with International Business is expected to acquire at the time of graduation. Unlike the general Program Outcomes (POs) prescribed by UGC-LOCF, PSOs are exclusive to the discipline (Commerce – International Business) and are achieved through the teaching–learning process of the courses in the curriculum.

For the **M. Com. IB program**, the Department, in consultation with stakeholders, has identified the following PSOs:

PSO - 01	***Global Trade and Strategic Application:*** Graduates will be able to understand and use knowledge of international trade, global finance, export–import procedures, and international regulations to create effective business strategies for companies working in global markets.
PSO - 02	***International Business Operations and Decision-Making:*** Graduates will be able to understand global market conditions, cultural differences, and international trade policies to make sound business decisions and manage internationalbusiness operations effectively.

Course Outcomes (COs) specify the measurable learning achievements that students are expected to attain upon successful completion of course.

Mapping

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1																	
CO2																	
CO3																	
CO4																	
CO5																	

3 Point Scale – 1, 2, 3

1) A **Credit** is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (Minimum 15 weeks).
   a) 1 Credit of class room theory = 15 hours of engagement in a semester.
   b) 1 Credit of Practical/Internship/workshop-based activity/theory under ODL = 30 hours of engagement in a semester.
   c) 1 Credit of field visit/industry visit/Assignments = 40-45 hours of engagement in a semester
   d) Research Project/Dissertation: Either entire semester/Equivalent to one paper

2.**Choice Based Credit System (CBCS)** provides an opportunity for the students to choose courses from the prescribed courses basket comparing Major/Core, Minor/Elective of Skills Based (Vocational) courses.

3. **Learning Hours:** Total outcome-based learning hours for credits shall include:

- Classroom Teaching/Tutorials
- Lab work/Practical/Projects/Assignments/Seminars
- Sports/Games/Physical Activities/ Yoga
- Social/Community work (Including NCC/NSS participation)
- Internship/Apprenticeship/On the Job Training (OJT), field visit, Projects

2. Distribution of Credit and selection of courses across Three (UG) / Two Years (PG) Degree Programmes:

2.1. Major Discipline Course

Major discipline is the main focus (Core) subjects and the degree will be awarded in that discipline.

Students must secure a prescribed minimum number of credits (About 50% of total credits) in the major discipline. Major courses shall be available to choose in every semester. The weightage of the credits of a course may differ (4-6 credits) based on level of the courses. The number of courses in Major may vary from semester to semester.

2.2. Minor Discipline Course

Minor discipline is the broader understanding of the course beyond the major discipline course.

2.3. Interdisciplinary/ Multidisciplinary/Allied Course This is constituent discipline of the major courses and helps learners to acquire core competence in relevant or any other independent courses. This course may

be major specific or other discipline specific. Minimum of 9 credits may be allocated to Interdisciplinary/ Multidisciplinary/Allied courses.

S.No	Category	Abbreviation	Description
1	Core Course	CC	Mandatory courses that provide fundamental and advanced knowledge in the primary discipline, ensuring academic depth and programme uniformity.
2	Allied Course	AC	Supportive courses related to the core discipline that enhance conceptual understanding and interdisciplinary knowledge.
3	Allied Optional	AO	Elective allied courses that allow students to choose additional subjects related to or supportive of the major discipline.
4	Foundation Course	FC	Courses designed to bridge the gap between school education and higher education by strengthening basic academic skills and knowledge.
5	Ability Enhancement Compulsory Course	AECC	Mandatory courses aimed at enhancing essential skills such as communication and environmental awareness for all students.
6	AE–1: Communicative English	AE–1	A compulsory course offered in Semester II to develop communication and language skills, conducted beyond regular class hours.
7	AE–2: Environmental Science	AE–2	A compulsory course offered in Semester I focusing on environmental awareness, sustainability, and responsible citizenship.
8	Value Education	VE	Courses that promote moral, ethical, and social values to ensure holistic personality development and responsible citizenship.
9	Skill Enhancement Course	SEC	Application-oriented courses designed to develop practical, technical, and employability skills related to the programme.
10	Non-Major Elective/Extra Departmental Course	NME/EDC	Interdisciplinary courses offered by other departments to provide basic knowledge outside the student's major, promoting multidisciplinary learning.
11	Discipline Specific Elective	DSE	Advanced and specialized elective courses within the discipline offered in Semesters V and VI, allowing students to choose areas of interest.

S.No	Category	Abbreviation	Description
12	Discipline Specific Skill Enhancement Course	DSSEC	The Course helps the students to develop skills related to their discipline exclusive subjects for better career opportunities.
13	Self Study	SS	A course designed for independent learning, completed outside regular class hours to promote learner autonomy.
14	Internship	IS	Practical training undertaken after Semester II during summer, followed by report submission and viva-voce in Semester III.
15	Outreach Programme	OR	A compulsory activity to promote social responsibility and community engagement through service-oriented initiatives.
16	Extra Credit Courses	EC	Additional credits earned through approved online courses such as MOOCs offered via platforms like SWAYAM and NPTEL or through institutional certificate courses.

2.4. Summer Internship / Field visits / Projects/ Apprenticeship / Community Engagement and Service corresponding to Major Subject, Co-Curricular Courses and Research Project.

- Internship/ Apprenticeship corresponding to Major subjects are suggested in fifth or sixth semester.
- Field visits/ Projects / Community Engagement and services corresponding to Major subject to be offered in third years.

2.5. Research Project/Dissertation:

The research project / dissertation will be in major discipline with social relevance leading to product development / problem solving / prototypes.

N.G.M College - Curriculum Development Cell
Scheme of Examination For PG (2026 – 2028)
Choice Based Credit System & OBES

Commerce with International Business – M. Com IB

SEM	Subject Code	Title of the Paper	Hrs. / Week			Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
I	26PIB101	**CCI :**International Marketing Management	5	-	1	3	25	75	100	4
	26PIB102	**CCII :**International Economics	5	-	1	3	25	75	100	4
	26PIB103	**CC III :**Accounting for Business Executives	5	1	-	3	25	75	100	3
	26PIB104	**DSSEC I :**Entrepreneurship & Business Model	4	1	1	3	25	75	100	5
	26PIB1E1/ 26PIB1E2	**DSE – I :** Global Business Strategies **DSE – II :** Business Ethics and Corporate Sustainability	5	-	1	3	25	75	100	5
Total			**24**	**2**	**4**	**-**	**125**	**375**	**500**	**21**

SEM	Subject Code	Title of the Paper	Hrs. / Week			Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
II	26PIB205	**CC IV:** International Business Relations	5	-	1	3	25	75	100	4
	26PIB206	**CCV :** Foreign Trade Procedures & Documentation	5	-	1	3	25	75	100	4
	26PIB207	**CCVI :** Global Business Environment	4	-	1	3	25	75	100	4
	26PIB208	**DSSEC II :** Map Reading and Route Tracing	3	1	1	3	25	75	100	5
	26PIB2E3/ 26PIB2E4	**DSE – III**:InternationalLogistics & Transport Management **DSE – IV:** Chartering and Ship Brokering	5	-	1	3	25	75	100	5
	26PIB2N1 / 26PIB2N2	**EDC – I:** Basics to International Business **EDC - II :** Organizations Fostering International Trade	2	-	-	2	-	100	100	2
Total			**24**	**1**	**5**	**-**	**125**	**475**	**600**	**24**

SEM	Subject Code	Title of the Paper	Hrs. /Week			Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		CIA	CE		
III	26PIB309	**CC VII:** International Supply Chain Management	5	-	1	3	25	75	100	4
	26PIB310	**CCVIII :** Research Methodology	5	1	-	3	25	75	100	3
	26PIB311	**CC IX :**Foreign Exchange Management	5	-	1	3	25	75	100	4
	26PIB312	**DSSEC III :**Customs Compliance and Communication Practices	3	2	1	3	25	75	100	5
	26PIB313	**IS –** Summer Interns	-	-	-	-	25	75	100	2
	26PIB3E5/ 26PIB3E6	**DSE – V :** Export Import Finance **DSE – VI :** E- Commerce	5	-	1	3	25	75	100	5
Total			**23**	**3**	**4**	**-**	**150**	**450**	**600**	**23**
IV	26PIB414	**CCX :**Global Risk Management and Insurance	5	-	1	3	25	75	100	4
	26PIB415	**CCXI :**Indian Knowledge Systems in Human Resource Management	5	-	1	3	25	75	100	4
	26PIB416	**CC XII:** World Intellectual Property Rights	5	-	1	3	25	75	100	4
	26PIB417	**DSSECIV :** Project Management for International Business	2	-	4	3	25	75	100	5
	26PIB4E7/ 26PIB4E8	**DSE – VII:** World Shipping and Cargo Management – **DSE – VIII :** International Financial Management	5	-	1	3	25	75	100	5
Total			**22**	**-**	**8**	**-**	**125**	**375**	**500**	**22**
Grand Total									**2200**	**90**

CO – SCHOLASTIC COURSES

SEMESTER	COURSE	Hours/Week	Total Hours	Internal Mark	External Mark	Total	Credits
ADVANCED LEARNER COURSE (Optional)							
II	Entrepreneurial Development	-	-	25	75	100	Grade
ONLINE COURSES							
Any Semester	EXIM Trade or Documentation Procedures	-	-	-	-	-	-
SKILL ENHANCED COURSE*							
II	Port Management	2	30	30	70	100	2*
ONLINE CERTIFICATE COURSES (Optional)							
IV	Any Online Certificate Course	2	40	25	75	100	2

The Scholastic courses are only counted for the final grading and ranking. However, for the award of the degree, the completion of one online course (It shall be completed within the entire duration) and Skill Enhancement Course are mandatory. All other co-scholastic courses are optional only.

Student must undergo for their Summer Interns / Institutional Training (EXIM, Manufacturing Concerns) for a period of minimum 3 weeks to maximum 30 working days in the Second Semester Vacation and the assessment for the same will be done in the Third Semester.

Passed by	**Board of Studies Meeting held on 07.03.2026**
Approved by	**33rd Academic Council Meeting held on 25.03.2026**

Question Paper Pattern

(Based on Bloom's Taxonomy)

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

1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q1 - 10)	A (Q1 – 5 MCQ) (Q6 – 10 Define / Short Answer / MCQ)	10 * 1 = 10	MCQ / Define	**75**
K3 (Q11-15)	B (Either or pattern)	5 * 5 = 25	Short Answers	
K4 & K5 (Q16 – 20)	C (Either or pattern)	5 * 8 = 40	Descriptive/ Detailed	

2. Practical Examinations:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core / Elective)	50	20	30	10	05	05
Practical (Core / Elective)	75	30	45	20	05	05
Practical (Core / Elective)	100	40	60	30	05	05

3. Project:

Paper	Maximum Marks	Marks for		
		CIA	CEE	
			Evaluation	Viva-voce
Project	100	25	50	25
Project	150	40	75	35
Project	200	50	100	50

***** CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

Components of Continuous Internal Assessment (CIA)

THEORY

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Test 1	75	(75+75+15+10)/7	25
Test 2 / Model	75		
Assignment / Digital Assignment	15		
Others*	10		

*Others may include the following: Seminar / Socratic Seminars,Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

Components		Calculation	CIA Total
Review I	5	5+5+5+10	25
Review II	5		
Review III	5		
Report Submission	10		

Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;

Components		Calculation	CIA Total
Review I	10	10+ 10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

** Components for 'Review' may include the following:*

Originality of idea, relevance to current trend, candidateinvolvement, and presentation of report for Commerce, Management & Social Work.Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science Cluster.

Continuous Internal Assessment for Project

For Commerce, Management & Social Work Programme

The Final year Commerce, Management & Social Work students should undergo a project work during(IV) semester

- The period of study is for 4 weeks.
- Project / Internship work has to be done in an industrial organization (or) work on any industrial problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a Mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- Project work constitutes 100 marks, out of which 25 is CIA and 75 is CEE Marks.

Mark Split UP

CIA	CEE	Total
25	75	100

S. No	Components for CIA	Marks
1	Review – I *	5
2	Review – II *	5
3	Review – III *	5
4	Rough Draft Submission	10
Total		**25**

* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

S. No	Components for CEE	Marks
1	Evaluation*	50
2	Viva-Voce	25
Total		**75**

* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

Components for CEE: 75 Marks

ComponentsforCEE	Marks	Total	Grand Total
Evaluation			75
Title Relevance of the Industry/Institute	10	50	
Technology	10		
Design and Development Publishing	10		
Testing, Report	20		
Viva Voce			
Project Presentation	10	25	
Q&A Performance	15		

HEALTH AND WELLNESS COURSE

Scheme of Evaluation

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
	Total	100

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 101			**Title**	**Batch:**	2026 - 2028
				International Marketing Management	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week**	1		**Credits:**	4

COURSE OBJECTIVE

To provide comprehensive knowledge of international marketing concepts, market entry strategies, global trade practices, and to develop awareness of product, pricing, promotion, and distribution decisions in international markets.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the full structure of international marketing including entry modes, product decisions, pricing, promotion, and distribution.	PO1 (2),PO5 (2)
CO2	Discuss the global marketing strategies covering product planning, pricing methods, communication tools, and channel systems.	PO5 (1), PO7(3)
CO3	Assess the international trade practices including branding, advertising, sales promotion, transfer pricing, and intermediaries.	PO1 (2), PO (3)
CO4	Outline the market entry, marketing mix decisions, trade fairs, online marketing, and marketing information systems in global markets.	PO4 (2), PO5 (1), PO10(1)
CO5	Review the overall working of international marketing from market selection to distribution and research.	PO12 (3)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	1	-	3	-	-	-	-	-	-	-	-	✓	-
CO3	2	-	-	3	-	-	-	-	-	-	-	-	-	-	-	✓	✓
CO4	-	-	-	2	1	-	-	-	-	1	-	-	-	-	-	✓	✓
CO5	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-

3 Point Scale – 1, 2, 3

INTERNATIONAL MARKETING MANAGEMENT - 26 PIB101		
Units	**Content**	**Hrs.**
I	International Marketing: Definition – Special features of International – Modes of Entry into International Market - Barriers in International Marketing- International Marketing Approaches –Ethnocentric, Polycentric, *Regio centric*, Geocentric Approach –Future of Global Marketing.	18
II	Product Mix: Concept and Features – New Product Planning Process – Market Segmentation – Product Positioning – Product Life Cycle Concept – Branding Decisions – Packaging In International Marketing.	18
III	Pricing Strategies for Different Products – Types of Pricing – Dumping and Antidumping Measures – International Transfer Pricing – Counter Trade, Pricing Quotation in Global Trade	19
IV	Personal Selling and Channel of distribution – Publicity Methods and Impact – Sales Promotions – Overseas Product Exhibition & Trade Fair – Advertising – Impact of Webcast and Net Based Advertisement. Direct and Indirect Channels – Types of Intermediaries - *Channel Development* – Channel Adoption – International Marketing Information System and Research - Online Marketing	20
V	Case Studies from above units	15
Total Contact Hours		**90**

**** Concepts Underlined and Italicized are self-study***

PEDAGOGY

Power Point Presentation, Group Task.

ASSESSMENT METHODS

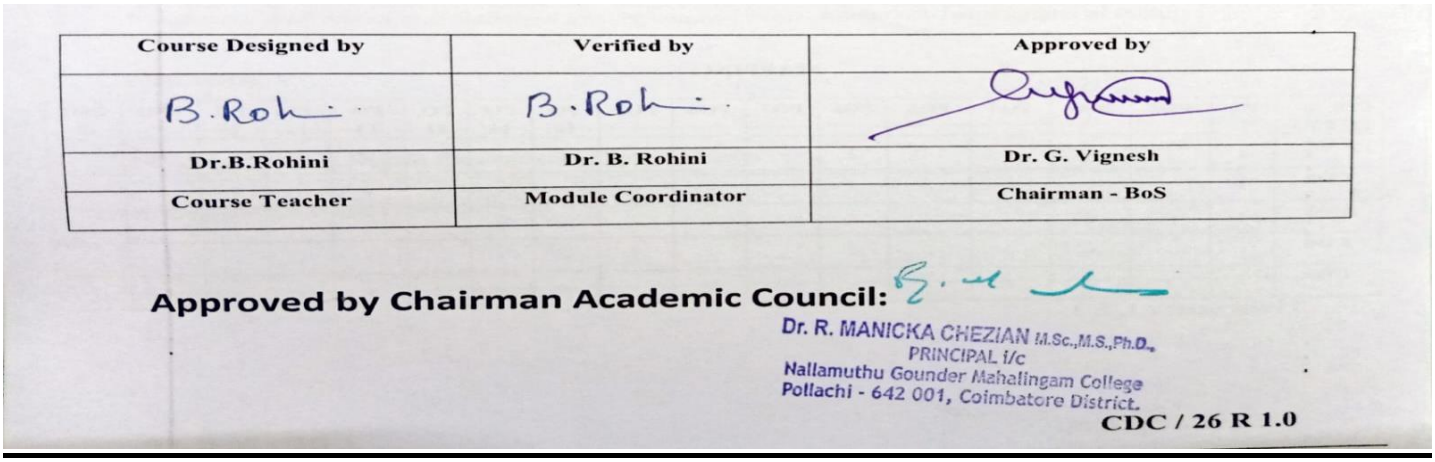
Seminar, Power Point Presentation, Assignments, Group Task.

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Onkvisit, Michael A. Merz& John J. Shaw	International Marketing : Strategy and Theory	Routledge	2025
2	MasaakiKotabe, KristiaanHelsen&PrateekMaheshwari	International Marketing	Wiley India	2021
3	Daniel	International Marketing	SAGEPublications	2025

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Srinivasan	International Marketing	PHI Learning Pvt	2016
2	S.C. Jain	International Marketing Management	CBS Publishers	2008



Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 102			**Title**	**Batch:**	2026 – 2028
				International Economics	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week**	1		**Credits:**	4

COURSE OBJECTIVE

To provide knowledge of international trade theories, commercial policies, balance of payments, exchange rates, and global economic institutions, and to enable students to apply and evaluate these concepts in real-world situations.

COURSE OUTCOMES

CO Number	Course Statement	Knowledge Level
CO1	To remember Basic concepts, theories, policies, balance of payments, exchange rates, and international institutions in international economics.	PO1(3),PO6(2)
CO2	To provide International trade theories, commercial policies, balance of payments, exchange rate systems, and the role of global economic institutions.	PO1(3),PO15(1)
CO3	To Knowing the Balance of payments adjustment, exchange rate determination, and trade theories in practical and real-world economic situations.	PO1(1),PO3(2)
CO4	To Gain International trade theories, commercial policies, exchange rate systems, and international economic relations.	PO9(3)
CO5	Provide Global economic issues, trade policies, institutional roles, and case studies in international economics.	PO2(2),PO12(2)

MAPPING

CO/ PO/PSO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	✓	
CO2	3	-	-	-	-	-		-	-	-	-	-	-	-	1		✓
CO3	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-		
CO4	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-		
CO5	-	3	-	-	-	-	-	-	-	-	-	2	-	-	-		✓

3 Point Scale – 1, 2, 3

INTERNATIONAL ECONOMICS – 26 PIB 102		
Units	**Content**	**Hrs.**
I	**International Trade Theories** - International tradeTheories: Absolute Advantage, Comparative cost theory — Heckscher-Ohlin Theory (Factor Endowment) – Porters Diamond Model – Product Life Cycle Theory -Gains from trade – Terms of Trade.	20
II	**Commercial Policy of International Trade** - Free trade versus protection – Tariffs- Effective rate of protection – *non – tariff barriers*– import quotas – Dumping – Exchange control- international cartels- state trading – customs union.	18
III	**Balance of Payments & Exchange Rate Policy** - Balance of payment meaning and components – Adjustment mechanisms of balance of payment – foreign exchange rate policy - internal and external balance- Optimum currency area – *International capital movements*	18
IV	**International Economic Relations** - International Monetary Fund (IMF) - WORLD BANK - World bank group – International liquidity – International debt problem – General Agreement on Tariffs and Trade – World Trade Organization (WTO) – United Nations Conference on Trade and Development (UNCTAD) – Asian Development Bank (ADB) – New International Economic Order (NIEO)	19
V	Case studies from above context	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classes

ASSESSMENT METHODS

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

TEXT BOOK:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR
1	Krugman, Obstfeld&Melitz	International Economics: Theory and Policy	PEARSON PUBLICATION	2022
2	Dominick Salvatore	International Economics	WILEY	2019
3	Robert Carbaugh	International Economics	CENGAGE	2021

REFERENCE BOOKS:

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR
1	Thomas Pugel	International Economics: Theory And Policy	McGraw Hill	2020

Course Designed by	Verified by	Approved by
Mr.M.Prem	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 103			**Title**	**Batch:**	2026 - 2028
				Accounting for Business Executives	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	5 1	**Tutorial Hrs./Week.**	-		**Credits:**	3

COURSE OBJECTIVE

To equip students with essential knowledge and practical skills in financial, cost, and management accounting, enabling them to prepare, interpret, and use accounting information effectively for business decision-making and control.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of financial, cost, and management accounting, budgeting, and financial analysis.	**PO1(3), PO8(2)**
CO2	To understand the accounting principles, cost sheets, budgets, marginal costing, fund and cash flow statements.	**PO1(2), PO4(1)**
CO3	To apply accounting methods to prepare cost sheets, budgets, break-even analysis, variance analysis, and financial statements.	**PO3(3), PO6(2)**
CO4	To analyze the financial information using budgeting, CVP analysis, variance analysis, and flow statements.	**PO4(2), PO15(2)**
CO5	To evaluate the accounting data to support effective business decisions and control.	**PO5(2), PO8(1)**

MAPPING

~~POs~~ COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO1	PSO 2
CO1	3	-	-	-	-	-	-	2	-	-	-	-	-	-	-		✓
CO2	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-		
CO3	-	-	3	-	-	2	-	-	-	-	-	-	-	-	-	✓	
CO4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2		✓
CO5	-	-	-	-	2	-	-	1	-	-	-	-	-	-	-		✓

Point

ACCOUNTING FOR BUSINESS EXECUTIVES – 26 PIB 103		
Units	**Content**	**Hrs.**
I	**Financial Accounting** - Accounting Definition – Objectives – Concepts – Conventions– Classification –Financial accounting – Capital and Revenue items – *Basic Records*– need of financial accounting-advantages and disadvantages of financial accounting**. (Theory Only)**	17
II	**Cost Accounting -** Element of Cost – Cost sheet: Meaning – Uses – advantages and disadvantages of cost accounting -Preparation of Cost sheet and *Quotations*.	18 (13+5)
III	**Budgeting -** Budgeting and budgetary control: Meaning – Objectives – Classification of budget – Preparation of Production, Cash, *Fixed* and flexible budget.	18 (13+5)
IV	**Management Accounting** - Marginal costing; Meaning – Advantages and Disadvantages – Cost Volume Profits analysis and Break even analysis – Application of Marginal Costing Techniques. *Standard costing*- Material and Labour Variance.	20 (15+5)

Scale – 1, 2, 3

V	**Financial Analysis** - Fund flow and Cash flow analysis: Meaning – Objects – *Difference* - Preparation of fund flow and cash flow Statements**. (Theory Only)**	17
Total Contact Hours		**90**

Concepts underlined and Italicized are self study
60% Problems from Unit-II, III and IV; 40% Theory from Unit-I and V

PEDAGOGY

Seminar, Chalk and talk.

ASSESSMENT METHODS:

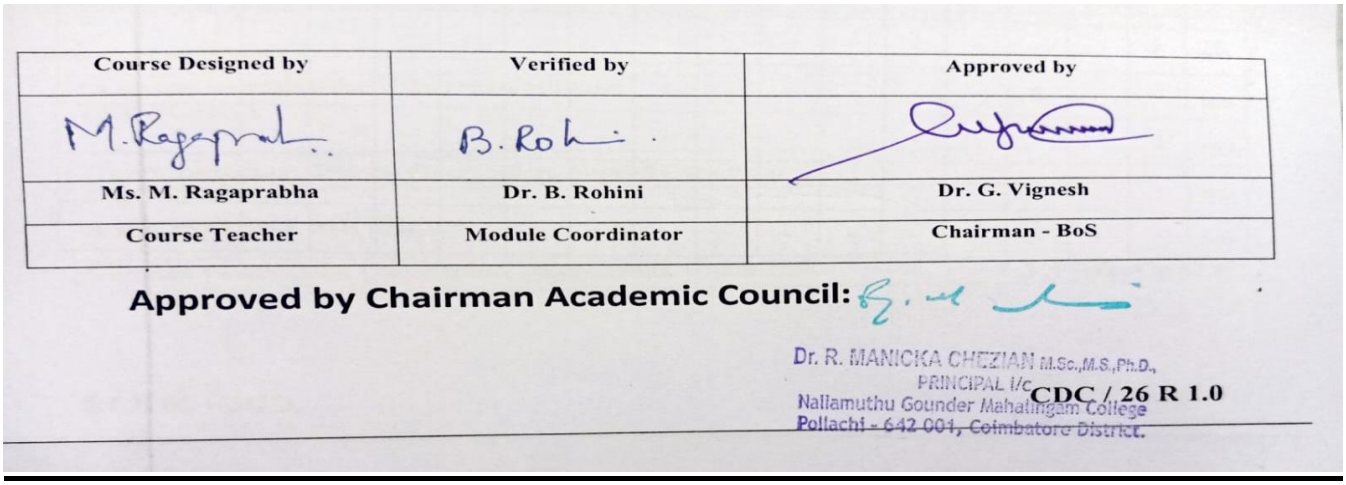
Seminar, Assignments, Test

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S. P. Jain &K.L.Narang	Advanced accountancy	Kalyani Publishers,24th Edition Edition	2025
2	S. P. Jain &K.L.Narang	Cost Accounting	Kalyani Publishers, Fourteenth Edition recent curriculum reprint	2025
3	.N.Maheswari	Cost & Management Accounting	J.B.A.Publishers, Fourteenth Edition	2013

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	M. Y. Khan & P. K. Jain	Management Accounting	McGraw Hill India ,8th Edition	2020
2	Jain and Narang	Advanced Cost Accounting	Kalyani Publication	2023
3	T.S.Reddy, Y.Hari Prasad Reddy	Cost Accounting	Margham	2025



Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 104			**Title**	**Batch:**	2026 - 2028
				Entrepreneurship &Business Model	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	4 1	**Tutorial Hrs./Week**	1		**Credits:**	5

COURSE OBJECTIVE

To equip students with knowledge and skills in entrepreneurship and business planning to design, analyze, and evaluate sustainable business ventures.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define core concepts of entrepreneurship and business structures.	PO1 (3), PO5(1)

CO2	Explain entrepreneurial mindset, business models, and regulatory frameworks.	PO3(2), PO9(1)
CO3	Apply business planning tools to develop viable entrepreneurial ventures.	PO1 (2), PO4(3) PO11 (1)
CO4	Analyze market, branding, and strategic factors influencing business decisions.	PO6 (2), PO7(1)
CO5	Evaluate business strategies to recommend sustainable and competitive solutions.	PO3 (3), PO12(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	–	–	1	–	–	-	–	–	–	–	–	–	–		✓
CO2	-	-	2	-	-	–	-	-	1	–	–	–	–	1	–		
CO3	2	-	-	3	-	-	-	-	-	-	1	-	-	-	-	✓	
CO4	-	-	-	-	-	2	1	-	-	-	-	--	-	-	-		
CO5	-	-	3	-	-	-	-	-	-	-	-	1	-	-	-	✓	

3 Point Scale – 1, 2, 3

ENTREPRENEURSHIP & BUSINESS MODEL – 26PIB104

Units	Content	Hrs.
I	**Introduction to Entrepreneurship & Mindset:** Defining startups vs. small businesses, the entrepreneurial mindset, characteristics of successful entrepreneurs. *Customer Validation &Market Research,* Identifyingtarget customers, creating customer personas, and defining value propositions.	**15**
II	**Business Planning & Modeling:** Defining value proposition, customer segments, channels, and revenue streams. *Legal and Regulatory Compliance* Entity Registration, Choosing the right legal structure (Sole Proprietorship, LLP, Company).	**15**
III	**Business Model Canvas:**Business Planning: Writing a business plan, setting objectives, and creating a project report. Team Building: Assembling a team, leadership, and company culture, Digital marketing Intellectual Property (IP): Patents, trademarks, copyrights, and licensing. Exit	**15**

	Options: Mergers, acquisitions, or IPOs.	
IV	**Nuances in Business**: Importance of Logo – slogan and caption words and letter head-importance of packaging – content on the package – price fixation – bar code tracer – sealing mechanisms – product life cycle – positioning - product diffusion and new product development – Branding – Brand Image	**15**
Tutorial Hours	Tutorial File Launch Sessions Model Launch Joint Evaluation done by Internal Examiner along with an Examiner within our college. Model Launch - For each group	**15** **15**
Total Contact Hours		**90**

*** Concepts underlined and Italicized are self study**

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classroom

ASSESSMENT METHODS

Seminar, Power Point Presentation, Assignments, Group Task.

26 PIB 104

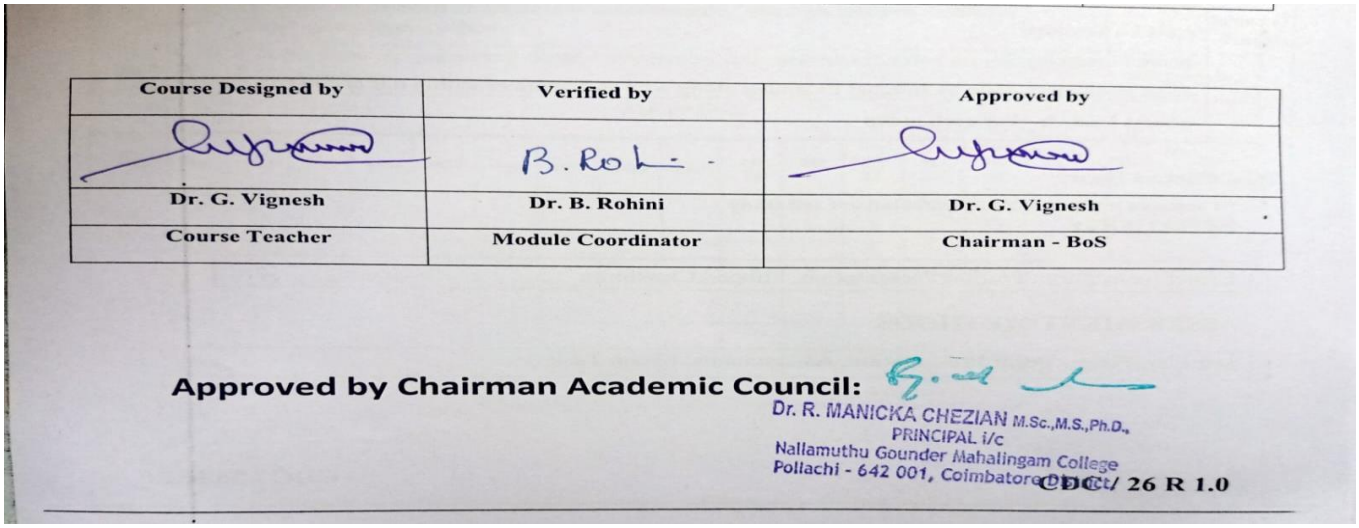
BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Osterwalder, Alexander &Pigneur, Yves	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.	John Wiley & Sons, Hoboken, NJ,	2021
2	Ries, Eric	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.	Crown Business, New York,	2011

3	Scarborough, Norman M. & Cornwall, Jeffrey R.	Essentials of Entrepreneurship and Small Business Management	Pearson Education (Global Edition), (9th Edition).	2019

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Hisrich R.D., Peters M.P. & Shepherd D.A	Entrepreneurship	McGraw Hill Education,	2020
2	Timmons J.A. &Spinelli S.,	New Venture Creation	McGraw Hill Education,	2024



Course Designed by	Verified by	Approved by
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC/ 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 1E1			**Title**	**Batch:**	2026 - 2028
				Global Business Strategies	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	5

COURSE OBJECTIVE

To develop students' ability to analyze the business environment, formulate and evaluate strategies using appropriate tools and models, and effectively implement and control strategic decisions across different types of organizations.

GLOBAL BUSINESS STRATEGIES – 26 PIB 1E1

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic concepts of environmental analysis, strategic planning, strategy tools, implementation, control.	PO1(3), PO 15(1)
CO2	To understand the environment scanning, strategy formulation, planning processes, tools, and control systems.	PO1(2),PO3(2)
CO3	To apply strategic concepts and tools to analyze business situations and develop strategies.	PO4(2),PO5(1), PO15(1)
CO4	To analyze internal and external environments, strategic options, and implementation methods.	PO5(3), PO8(1)
CO5	To evaluate strategies and control systems to recommend effective decisions for organizations.	PO3(3),PO 13(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1		✓
CO2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-		
CO3	-	-	-	2	1	-	-	-	-	-	-	-	-	-	1	✓	
CO4	-	-	-	-	3	-		1	-	-	-	-	-	-	-		
CO5	-	-	3	-	-	-	-	-	-	-	-	-	1	-	-	✓	

3 Point Scale – 1, 2, 3

Units	Content	Hrs.
I	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.	20
II	Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchy levels of planning - *Strategic planning process.* 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 multiproduct and multiple market organizations.	20
III	Tools of Strategy Planning and evaluation: Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BS matrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing -Assessment of economic contribution of strategy - *Strategic funds programming.*	17
IV	Strategy implication &Control: Various approaches to implementation of strategy - Matching organization 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 Globalization - Future of Strategic Management.	18
V	Case studies from above context	15
Total Contact Hours		**90**

**** Concepts Underlined and Italicized are self-study***

PEDAGOGY

Seminar, Power Point Presentation, Chalk and talk,.

ASSESSMENT METHODS

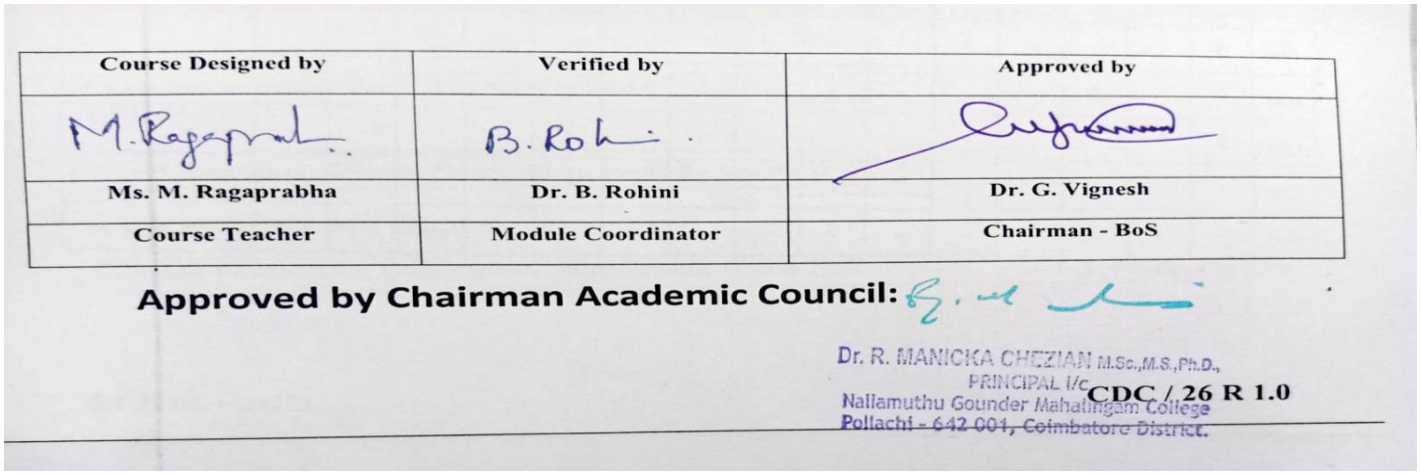
Assignments, Group Task

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kazmi,Adela., &Kazmi,Azhar	Strategic Management	Tata McGraw Hill /5th Edition	2025
2	Narsis,Vani	Strategic Management	Atlantic Publishers & Distributors Pvt Ltd	2018
3	Ved, Prakash	Strategic Management	Anmol publications Pvt Ltd	2016

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wheelen,Thomas,Hunger, David,Hoffman, Alan,Bamford,Charles,&Kansal, Purva	Strategic Management and Business Policy: Globalization, Innovation and Sustainability	Pearson Education Limited/16th Edition	2024



Course Designed by	Verified by	Approved by
M. Ragaprabha	B. Rohini	
Ms. M. Ragaprabha	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

COURSE OBJECTIVES

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 1E2			**Title**	**Batch:**	2026 - 2028
				Business Ethics and Corporate Sustainability	**Semester:**	I
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week**	1		**Credits:**	5

To equip students with an understanding of business ethics and corporate sustainability, enabling them to apply ethical principles, evaluate the moral issues and promote responsible and sustainable practices in business organizations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To gain fundamental in the basic concepts of business ethics, ethical theories, moral issues, corporate sustainability, reporting.	PO1(3),PO 13(2)
CO2	To explain ethical principles, moral issues, sustainability concepts, and reporting practices in business.	PO2(2), PO 12(1)
CO3	To knowing the ethical principles, sustainability concepts, and reporting frameworks to address moral issues and real-world business cases	PO3(3),PO 8(2)
CO4	To acquire knowledge in ethical issues, sustainability challenges, and corporate practices in organizations.	PO4(3),PO 13(2)
CO5	To develop knowledge in business decisions and sustainability practices to recommend responsible solutions.	PO3(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-	✓	
CO2	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-		
CO3	-	-	3	-	-	-	-	2	-	-	-	-	-	-	-		
CO4	-	-	-	3	-	-	-	-	-	-	-	-	2	-	-		✓
CO5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-		

3 Point Scale – 1, 2, 3

BUSINESS ETHICS AND CORPORATE SUSTAINABILITY –26 PIB1E2		
Units	**Content**	**Hrs.**
I	**Introduction to Business Ethics & Ethical Theories:** Business Ethics - n Meaning and Definition of Ethics – Nature of Business Ethics - Role and importance of Business Ethics and values in Business - Causes of unethical behavior - Ethical issues- Application of Ethical Theories in Business- Traditional Ethical Theories- Lawrence Kohlberg's Theory Model Development	20
II	**Moral Issues in Business:** Moral Issues in Business - Importance of moral issues and reasoning - Whistle Blowing - Ethical issues in functional areas of business. Marketing and Advertising - Truth in Advertising Trade Secrets - Corporate disclosure - Insider trading. Finance - Fairness' and efficiency in Financial Market – Greenmail - HR: Workers Rights and Duties - Work place Safety - Sexual Harassment - Equal Employment Opportunity- Environmental Protection - Safety and acceptable risk- Harm, Pollution and its Control– *Product Safety and Corporate Liability*.	18
III	**Corporate Sustainability:** Corporate Sustainability - Concepts of sustainability - Social, Environmental and Economic dimensions -Sustainability in a business context. Principles of Sustainable Development: History and emergence of the concept of Sustainable Development - Environmental issues and crisis, Resource degradation, Greenhouse gases, Desertification, Social insecurity, Industrialization, Globalization and Environment,Environment Sustainability Governance (ESG), Carbon Credit.	18
IV	**Sustainability Reporting:** Sustainability Reporting - Investors, customers, government and media- Disclosing sustainability information – report and website - Transparency and Accountability - One Report movement – *Financial and non-financial together* - Triple bottom line concept for Sustainable Business.	19
V	Case Studies from above Context	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations, Flipped Classrooms

ASSESSMENT METHODS

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

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Muraleedharan K P and Satheesh E	Fernando's Business Ethics and Corporate Governance	Fernando's Business Ethics and Corporate Governance,3rd Edition	2021
2	John G. Cullen	Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations	Sage Publications Pvt. Ltd	2022
3	Khanka S S	Business Ethics and Corporate Governance	S Chand & Co Ltd,1st Edition	2013

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Mandal S K	Ethics in Business and Corporate Governance	McGraw Hill Education, 2nd edition	2017
2	David Chandler	Strategic Corporate Social Responsibility: Sustainable Value Creation"	Sage Publications Pvt. Ltd , 6th Edition	2022

Course Designed by	Verified by	Approved by
M.Ragaprabha	B.Rohini	
Ms. M. Ragaprabha	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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Pollachi - 642 001, Coimbatore District.

CDC / 26 R 1.0

Programme Code:	M.Com, IB – International Business	**Programme Title:**	Master of Commerce with International Business

Course Code:	26 PIB 205			**Title**	**Batch:**	2026 – 2028
				International Business Relations	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	4

COURSE OBJECTIVE

To provide knowledge of the international environment, global relations, diplomacy, and national power. andto develop awareness of regional integration, international organizations, and India's role in global affairs.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	Enrich the key concepts and structure of the international environment, global relations, multinational corporations, and regional/global organizations.	PO1(3), PO5(2)
CO2	Discuss the principles of international relations, national power, diplomacy, and ideologies in shaping global and national policies.	PO3(3), PO5(2)
CO3	Analyze the global governance mechanisms, collective security, balance of power, and strategies of major powers and multilateral organizations.	PO3(3)
CO4	Outline international cooperation, regional integration, trade and political alliances, and India's role in global affairs.	PO1 (2), PO12 (2)
CO5	Summarize current trends in global politics and international relations,supported by case studies and real-world examples.	PO3(2), PO13 (1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-	-	-	-	-	-		
CO2	-	-	3		2	-	-	-	-	-	-	-	-	-	-		✓
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-		
CO4	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	✓	
CO5	-	-	2	-	-	-	-	-	-	-	-	-	1	-	-		

3 Point Scale – 1, 2, 3

INTERNATIONAL BUSINESS RELATIONS – 26 PIB 205

Units	Content	Hrs.
I	**International Environment -** Meaning – Nature – Concept – Micro & Macro environment – STEPIN factor – Globalization – Concepts – levels – Causes and Issues – *MNC's*– Reasons for growth of MNC's – Types – Problems and benefits – Control of MNC.	18
II	**International Relations & National Power** – History and growth of international relations – elements – International Relations and Politics – Nature of Power – Meaning – Kinds of Power – methods of exercising - Elements of National power – *Balance of power*– meaning and characteristics –Types of balance of Power – Devices and methods.	20
III	**Diplomacy and Ideologies** – Diplomacy – Definition – main task of Diplomacy – *Functions of Diplomat* – Open, Secret and Economic Diplomacy – Promotion of National interest – Imperialism, Colonialism and Nationalism.	17
IV	**India & Its Neighbours**– Regional Integration – European Union (EU), USMCA (United States, Mexico, and Canada) -Asia-Pacific Economic Cooperation (APEC), Latin American Free Trade Association (LAFTA), G8, G15, G 20, G77, South Asian Association for Regional Cooperation (SAARC), North Atlantic Treaty Organization (NATO) – Association of Southeast Asian Nations (ASEAN) – South Asian Free Trade Area (SAFTA) – Brazil, Russia, India, China and South Africa (BRICS) – Recent Trends – India and major Powers – India and its Neighbours – Collective Security and Peaceful Settlement.	20
V	Case Studies from above Units	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classes

ASSESSMENT METHODS

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

26 PIB 205

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Charles W. L. Hill & G. Tomas M. Hult	International Business	McGraw Hill Education	2021
2	John D. Daniels, Lee H. Radebaugh& Daniel P. Sullivan	International Business : Environment and Operations	Pearson Education	2024
3	Neufeldt&Hopf	International Relations: Perspectives & Themes	Oxford University	2019

REFERENCE BOOKS

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jeffry A. Frieden, David A. Lake & J. Lawrence Broz	International Political Economy: Perspectives on Global Power and Wealth	W. W. Norton & Company	2020
2	Andrew Heywood	Global Politics	Palgrave Macmillan	2022

Course Designed by	Verified by	Approved by
B.Rohini	B.Rohini	
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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Pollachi - 642 001, Coimbatore District.

CDC / 26 R 1.0

				Foreign Trade Procedures and Documentation	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	4

COURSE OBJECTIVE

To provide knowledge of foreign trade procedures, legal framework, export-import documentation, trade policies, INCOTERMS, payment methods, and customs clearance, and to help students understand export-import operations in international trade.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	To gain knowledge of the legal framework, export-import procedures, registration requirements, and trade policies related to foreign trade.	PO1(3), PO5(2)
CO2	To understand foreign trade policy, export incentive schemes, INCOTERMS, and international payment methods used in export-import trade.	PO6(2)
CO3	To become familiar with export-import documentation procedures, payment methods, and customs requirements in international trade transactions.	PO7(1).PO11(2)
CO4	To acquire knowledge of export and import clearance procedures, customs regulations, and electronic data interchange systems in foreign trade.	PO1(1), PO2(2), PO11(2)
CO5	To develop knowledge of export-import procedures, documentation systems, incentive schemes, and trade practices in international business.	PO1(1), PO2(2) PO6(2)

MAPPING

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-		-	-		-	✓	
CO2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-		
CO3	-	-	-	-	-	-	1	-	-	-	2	-	-	-	-		
CO4	1	-	2	-	-	-	-	-	--	-	3	-	-	-	-	✓	
CO5	1	2	-	-	-	2	-	-		-		-	-	-	-		✓

3 Point Scale – 1, 2, 3

FOREIGN TRADE PROCEDURES AND DOCUMENTATION -26 PIB 206		
Units	**Content**	**Hrs.**

I	**Legal framework and Policy Overview:** Facilities and Registration for Export Business - DGFT, IEC, *GST*, RCMC and Custom registration – Method of Export - Selection of Products Importability – Exportability- Prohibited and Restricted, ITC (HS Code).	14
II	**Foreign Trade Policy** Foreign Trade policy 2023-2028 - Highlights of FTP - General provision regarding Imports and Exports –Ministry of Commerce – Sagar Setu - Export Incentive and Promotional Schemes – EPCG, Duty drawback, Duty exemption and remission schemes, Star exporter's scheme, RODTEP Scheme/SEIS/ etc.	18
III	**Export-Import documentation framework:**Role and importance of documents; Category of documents; Commercial & regulatory documents; Documents for claiming Export incentives; Insurance; Documents required by foreign buyers& customs etc.; Features of various document.	14
IV	**Terms of delivery: -**INCOTERMS purpose and objective & salient features of each term. Methods of payment: *Features of payment terms*, applicability & explanation viz. Advance payment, open account, documentary collections, and documentary letters of credit**.**	14
V	**Export and Import clearance procedures: -**Types of duties, legal Framework, *EDI clearance,* understanding the role of shipping bill/Bill of export and custom procedure: Import Management – Types of bills of entry, EDI procedure for import clearance, duties& applications – ICEGATE – Importance of ICEGATE.	15
Tutorial Hours - Discussion on Foreign Trade Policy and Customs Clearances		15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Seminar, Power Point Presentation, Chalk and talk

ASSESSMENT METHODS

Seminar, Power Point Presentations, Assignment, Experience Discussion

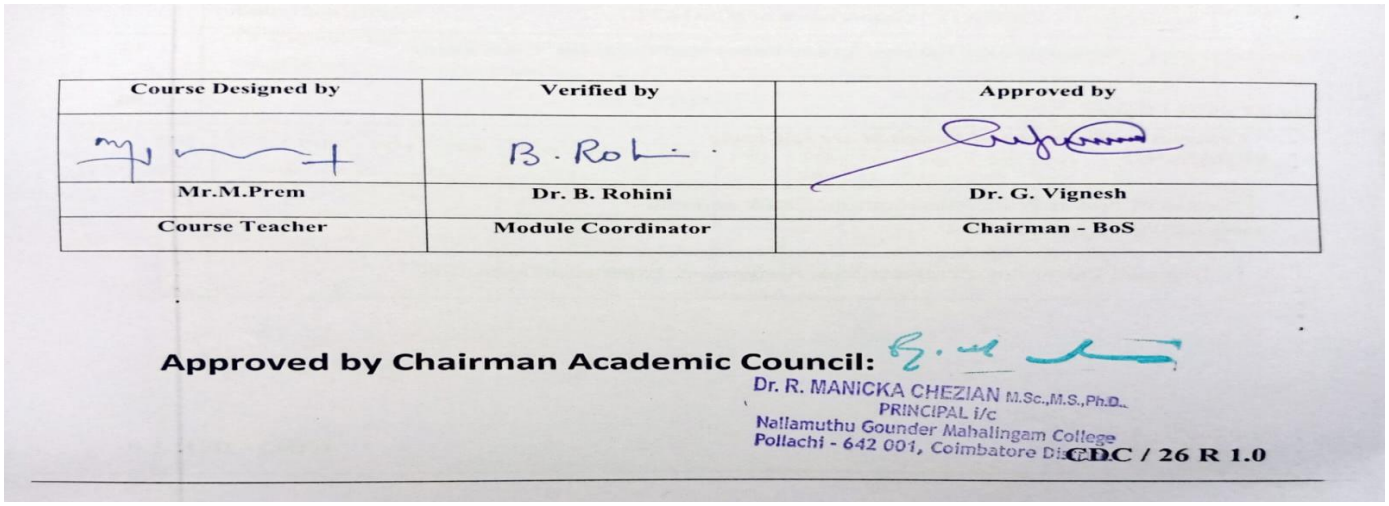
BOOKS FOR STUDY

S.No	Author	Title of the Book	Publisher / Edition	Year

1	Donna L. Bade	Export Import Procedures and Documentation	AMACOM, 5th Edition	2023
2	Belay Seyoum	Export–Import Theory, Practices, and Procedures	Routledge, 3rd Edition	2022
3	Justin Paul & Rajiv Aserkar	Export Import Management	Oxford University Press	2018
4	Thomas E. Johnson	Export Import Procedures and Documentation	AMACOM	2017

BOOKS FOR REFERENCE

S. No	Author	Title of the book	Publishers \ edition	Year
1	ICC	Incoterms ® 2020 Rules	International Chamber of Commerce	2020
2	Alastair Smith	International Trade and Documentation	World Trade Press	2020
3	International Trade Centre	Trade Finance Guide	ITC Publications	Latest



Programme Code:	M.Com, IB – International Business	**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 207	**Title**	**Batch:**	2026– 2028
			Semester:	II

Lecture Hrs./Week or Practical Hrs./Week	4	**Tutorial Hrs./Week.**	1	Global Business Environment	**Credits:**	4

COURSE OBJECTIVE

To be familiar with the basic concept of international business environmentand to have insight knowledge about cultural factors and attitude.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	To Recall the national physical environment and its impact on international business.	PO1(3), PO5(2)
CO2	To Explain 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.	PO6(2)
CO3	To Identify the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building.	PO7(1).PO11(2)
CO4	To Examine the effective use of world resources with social, cultural and ethical background.	PO1(1), PO2(2), PO11(2)
CO5	To Evaluate the environmental protection and economics policies to offer valuable solution for sustainability.	PO1(1), PO2(2) PO6(2)

MAPPING

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 11	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-		-	-		-	✓	
CO2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-		
CO3	-	-	-	-	-	-	1	-	-	-	2	-	-	-	-		
CO4	1	-	2	-	-	-	-	-	--	-	3	-	-	-	-	✓	
CO5	1	2	-	-	-	2	-	-		-		-	-	-	-		✓

3 Point Scale – 1, 2, 3

GLOBAL BUSINESS ENVIRONMENT – 26 PIB 207		
Units	**Content**	**Hrs.**

I	Fundamentals of Environment – 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.	19
II	The national physical environment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure- Inflation-foreign investment	19
III	Cultural environment: Material culture – language – Aesthetics – design, color, music, brand names – educational – religious – *Attitudes and values* – Eastern Vs Western Culture.	18
IV	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.	19
V	Case Studies from the above units	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classes

ASSESSMENT METHODS

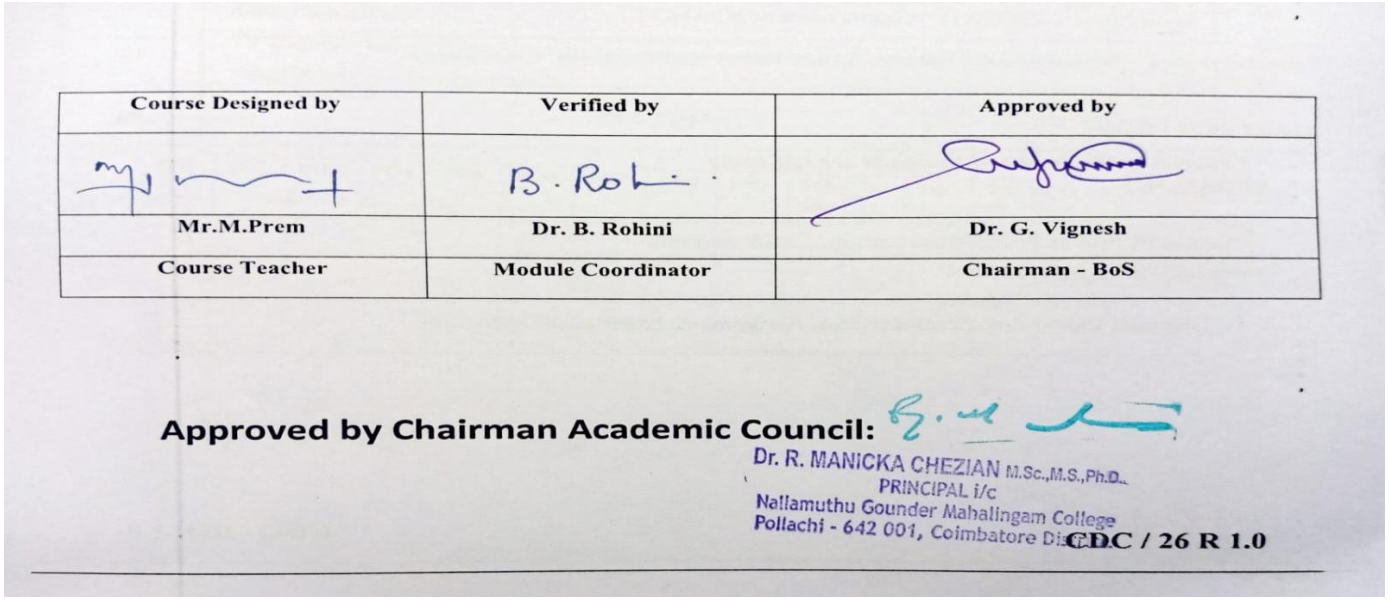
Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

TEXT BOOK

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	KapoorMansi	Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution	SAGE Publications Pvt. Ltd, First Edition	2020

REFERENCE BOOKS

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Morrison, Janet	The Global Business Environment: Towards Sustainability?	Red Global Press	2020
2	Ahmed, Faisal, Alam, M. Absar	Business Environment : Indian and Global Perspective	PHL Learning	2021



Course Designed by	Verified by	Approved by
Mr.M.Prem	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 208			**Title**	**Batch:**	2026 - 2028
				Map Reading and Route Tracing	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	3 1	**Tutorial Hrs./Week.**	1		**Credits:**	5

Course Objective

To develop students' knowledge and practical skills in global geography, international trade routes, INCOTERMS, and country-specific trade analysis to support informed decision-making in international business operations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify countries, capitals, currencies, languages, major ports, international trade terms, and key global sea routes.	PO10 (1), PO14(2)
CO2	Explain time zone differences, map locations, INCOTERMS, and the geographical significance of major trade routes and canals.	PO1(3), PO5(2), PO9(1)
CO3	Apply map reading, time zone calculation, and route tracing techniques to determine international trade connections and logistics pathways.	PO3(3), PO8(2), PO15(1)
CO4	Analyze country-specific trade prospects, strategic sea routes, and port connectivity to assess global business expansion opportunities.	PO6(2)
CO5	Evaluate international trade routes, market potential, and country-specific factors to recommend suitable global trade and expansion strategies.	PO9(3)

Mapping

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	-	-	–	–	-	–	–	-	–	1	–	–	–	2	–		
CO2	3	-	-	-	2	–	–	-	1	-	–	–	–	-	–	✓	
CO3	-	-	3	-	-	-	-	2	-	-	-	-	-	-	1	✓	
CO4	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-		
CO5	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-		✓

3 Point Scale – 1, 2, 3

MAP READING AND ROUTE TRACING - 26PIB208		
Units	**Content**	**Hrs.**
I. Countries & their Prospects	Countries, Capital, Currency and Languages to be identified in different Continents (a) Africa (b) Asia (c) Australia (d) Europe (e) North America (f) South America- Locating and Marking the major Business Ports.	10
II. Country Analysis & Expansions	A country will be given to each individual and it is to be reciprocated in amidst of the students – Class Discussion Session. INCOTERMS; Other Valid Abbreviations related to EXIM Terminologies	10
III. Route Tracing	*Popular Sector Wise Sea Routes* Australia / New Zealand Sector; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ; U.S. North America Sector ; South America Sector (Only the eight traditional routes) *Canal Oriented Sea Routes*(i) India to London (ii) Australia to South Africa(iii) India to France (iv) South Africa to USA *Airline Routes :* Tracing the Top 20 Airline Business Destinations of World	15
IV. Land Ports & Integrated Check Posts (ICPs)	Land Ports Authority of India (LPAI) - List of Land Ports in India - Land Routes; Border Land Connectivity - Land Corridors (e.g., Trans-Siberian Railway, North-South Corridor) - Road Networks, Highways - Border Points: Integrated Check Posts (ICPs) - Customs, Immigration& Security – Land based Transport Routes - Global Transport Networks via Land Ports	10
Tutorial Hours	Reading and Plotting the details of Countries and Capital to be traced in the World Map (i) Asian (ii) African (iii) Australian (iv) North American (v) South American (vi) European Continents. Group Task I- Solving Questions in Map Reading and Plotting	10
Individual Task I	Subjective Questions with Maps, Sea Routes, Air Routes and INCO Terms	20
Total Contact Hours		**75**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classroom

ASSESSMENT METHODS

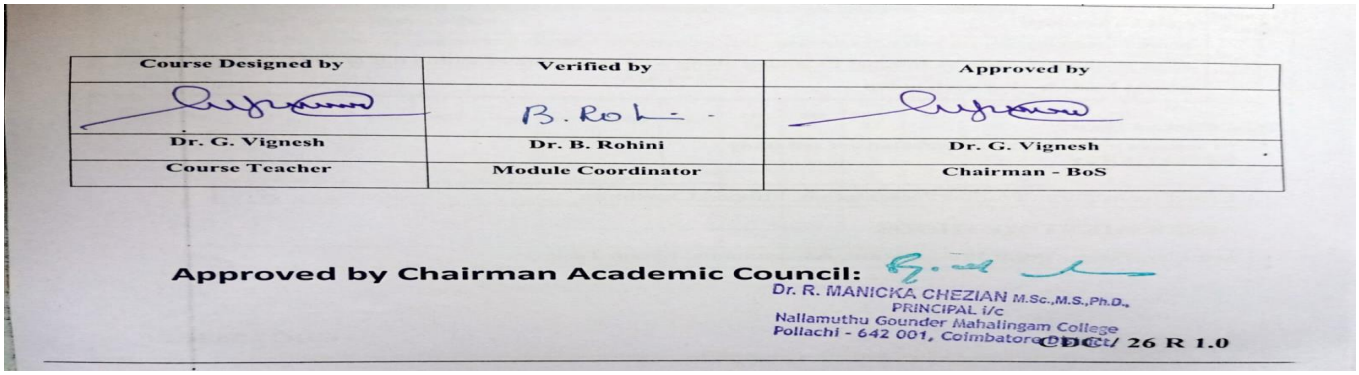
Seminar, Power Point Presentation, Assignments, Group Task.

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Marshall, Tim	Prisoners of Geography: Ten Maps That Tell You Everything You Need to Know About Global Politics.	Elliott & Thompson, UK,	2015
2	Long, William R. & Nelson, William L.	Essentials of World Geography.	CENGAGE Learning, Latest Edition	2022
3	National Geographic Society	Atlas of the World	National Geographic	2023

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Yadav, Purva	Geographical Perspectives on International Trade	Springer Nature Switzerland AG	2021
2	United Nations Conference on Trade and Development (UNCTAD)	Review of Maritime Transport	United Nations Publications,	2023
3	World Trade Press	Dictionary of International Trade (14th Edition)	World Trade Press	2022.



Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 2E3			**Title**	**Batch:**	2026 - 2028
				International Logistics & Transport Management	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week**	1		**Credits:**	5

COURSE OBJECTIVE

To provide knowledge of international logistics concepts, inventory management, warehousing, packaging, transportation, and logistics operations, and to develop understanding of logistics management in global supply chains.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge of logistics and transport management concepts and their role in domestic and international trade.	PO1(1),PO12(2) PO15(1)
CO2	To develop understanding of logistics operations and transportation systems in domestic and international contexts.	PO1(1), PO6(2)
CO3	To develop skills in logistics procedures and transportation management in trade operations.	PO1(2) PO9(3)
CO4	To familiarize learners with logistics systems and transport management practices in logistics operations	PO10(3)
CO5	To prepare learners to evaluate logistics and transport management in global business environments	PO1(1) PO5(3) PO8(1)

MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO1	PSO2
CO1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	1		✓
CO2	1	-	-	-	-	2	-	-	-	-	-	-	-	-	-		
CO3	2	-	-	--	-	-	-	-	3	-	-	-	-	-	-	✓	
CO4	-	-	-	-	-	-	--	-	-	3	-	-	-	-	-		
CO5	1	-	-	-	3	-	-	1	-	-	-	-	-	-	-		✓

3 Point Scale – 1, 2, 3

INTERNATIONAL LOGISTICS&TRANSPORT MANAGEMENT – 26 PIB 2E3		
Units	**Content**	**Hrs.**
I	**International Logistics:**Introduction of Logistics – Definition – Evolution components-Domestic and International Logistics (Global VS Domestic) - 3PLs, 4PLs, Reverse logistics, Green logistics – ICT in Logistics.	20
II	**Transportation and Warehouse:** Transportation functionality –Modes of Transport – Domestics VS International Transportations-Domestics VS International Transportations-Warehouse: Meaning – Types – Functions – Warehouse Layout and Design.	18
II	**Seaways and Airways Trade and Shipping:** Types of Ship – Liner and Trump Practices – Freight Structure – Seaport in India – AIRWAYS: Overview of Air Transportation – Air Cargo Operations and Tariff rules –*IATA*	19
IV	**Logistics Intermediaries and Containerization:** Freight Forwarders – Stevedores – Customs Brokers – Containerization: Types- CONCOR - ICD –CFS Roles & Functions – Transport Documentations – FCL and LCL –Stuffing, De-Stuffing – Packaging – Function-Types	18
V	Cases Studies from the above Units	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Seminar, Power Point Presentation, Chalk and talk

ASSESSMENT METHODS

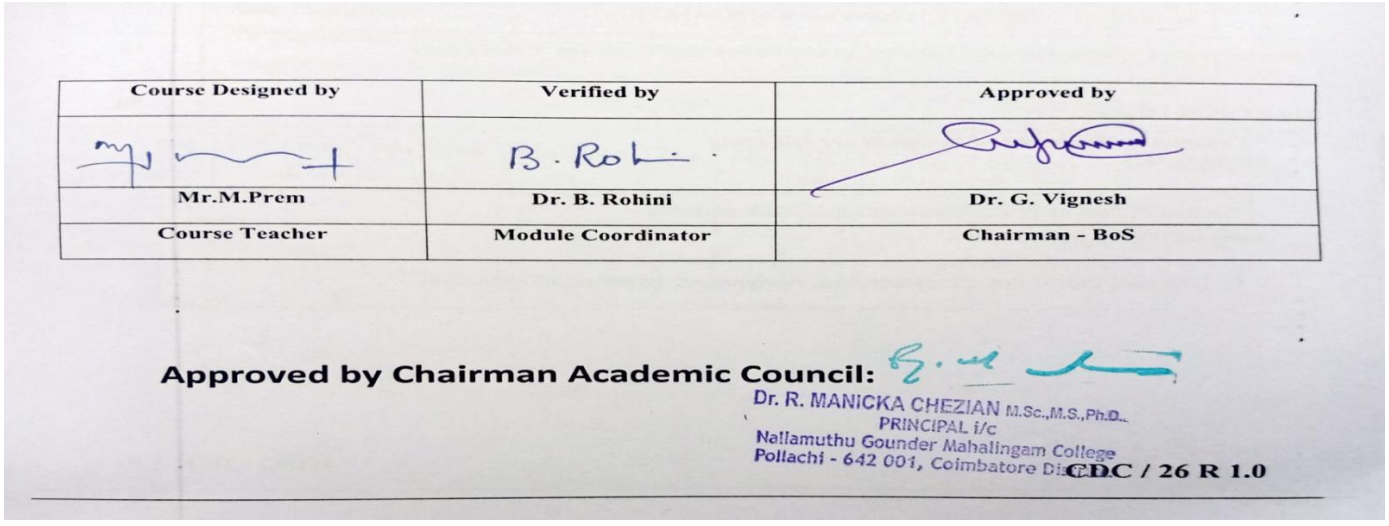
Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Donald J. Bowersox, David J. Closs, M. Bixby Cooper	Supply Chain Logistics Management	McGraw-Hill, 5th Edition	2020
2	Sunil Chopra & Peter Meindl	Supply Chain Management: Strategy, Planning, and Operation	Pearson, 7th Edition	2019
3	Vinod V. Sople	Logistics Management	Pearson, 3rd Edition	2018

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	World Bank	Connecting to Compete: Logistics Performance Index	World Bank	2023
2	Pienaar Wessel	Business Logistics Management	Oxford University Press Southern Africa	2017
3	John J. Coyle, Robert A. Novack	Transportation: A Supply Chain Perspective	Cengage Learning, 9th Edition	2017



Course Designed by	Verified by	Approved by
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Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business
Course Code:	26 PIB 2E4			**Title**	**Batch:** 2026 - 2028
				Chartering and Ship Brokering	**Semester:** II
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:** 5

COURSE OBJECTIVES

To provide knowledge of chartering principles, ship brokering, freight markets, tanker and dry cargo chartering, and the financial and legal aspects of charter parties, and to develop understanding of chartering operations in the shipping industry.

COURSE OUTCOMES

CO Number	Course Outcome Statement	Knowledge Level
CO1	Presenting the fundamental concepts of chartering, ship brokering, freight markets, charter party terms, and financial aspects in the shipping industry.	PO1(3),PO15(3)
CO2	Gaining the chartering principles, dry cargo and tanker chartering, freight market practices, charter party conditions, and ship brokering functions.	PO3(2),PO11(2)
CO3	Knowing the chartering procedures, freight calculations, voyage estimation, and charter party provisions in shipping operations.	PO5(3),PO15(1)
CO4	Understanding the freight markets, charter party agreements, financial elements, and operational aspects of chartering and ship brokering.	PO1(1),PO6(1)
CO5	Providing chartering practices, freight estimation, contractual terms, and ship brokering operations in real-world shipping situations.	PO1(3),PO9(1)

MAPPING

CO/PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3	✓	
CO2	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-		
CO3	-	-	-	-	3		-	-		-	-	-	-	-	1	✓	
CO4	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-		
CO5	3	-	-	-	-	-	-	-	1	-	-	-	-	-	-		✓

3 Point Scale – 1, 2, 3

CHARTERING AND SHIP BROKERING – 26 PIB 2E4		
Units	**Content**	**Hrs.**
I	**Principles of Chartering**: Introduction to Chartering: Chartering -Voyage Charter - Time Charter - Chartering Negotiations - Chartering and the internet - Charter Parties - Construction of voyage charter parties - Loading place and cargo - Loading rates - Lay days and cancelling date- Cost of loading and discharge - Time charter - The agents influence upon the charter - The port agents' role in charter party negotiations.	19
II	**Dry Cargo Chartering :**Dry Cargo Trades & Ships- Dry Cargo ship tonnages, Load line, Dimensions and cargoes – Propulsion - Cargo Ship Documents and Classification-Classification-Freight Markets and Market Practice-*The Baltic Exchange*-Methods of ship employment - Freight Derivatives for Dry cargo.	18
III	**Tanker Chartering :**Tanker Chartering Trade & Ships-Geography for tanker chartering-Origin and use of world scale- -Factors influencing the Freight Markets - Oil Demand - Tanker Scrapping - Cargo description - World scale hours terms and conditions - Production of charter party-Demurrage and dispatch-Contract of Affreightment-Tenders.	18
IV	**Financial Elements of Dry Cargo and Tanker Charter Parties :** Voyage Chartering - Cargo size - Alternative means of calculating freight - Dead freight - Freight Taxes - Commissions and Brokerages -Time Chartering -Voyage Estimating – Computerization - Estimate form Itinerary - Expenses-Income *- Time Charter Estimating* - smaller tonnage – Freight – Demurrage – Commissions - Methods of Freight Payment - Arbitration-Warranty of Authority-Bills of lading-Freight Futures for Tankers-Voyage Estimating-Route-Port Time-Bunkers-Port Disbursements-Insurance and Crew Expenses-Lump sum rate- Time charter	20
V	Cases Studies from the above Units	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations, YouTube Videos Sharing

ASSESSMENT METHODS

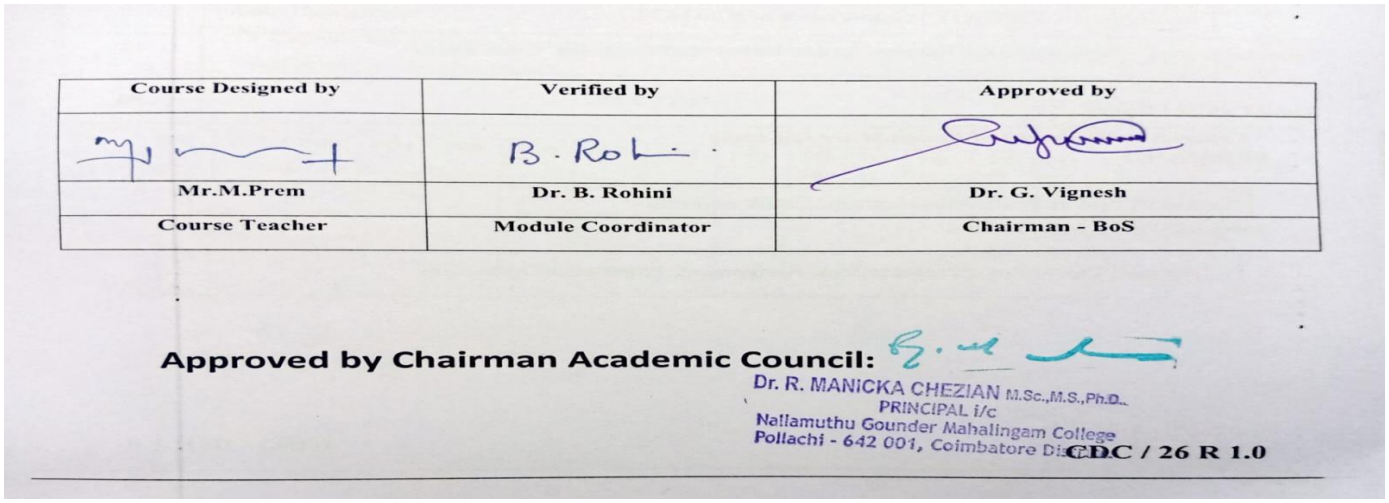
Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.No	Author	Titleofthe Book	Publishers \edition	Year of Publication
1	Institute of Chartered Shipbrokers (ICS)	Dry Cargo Chartering	Wither by Publishing / ICS, Latest Edition	2023
2	Institute of Chartered Shipbrokers (ICS)	Tanker Chartering	Wither by Publishing / ICS, Latest Edition	2023
3	Institute of Chartered Shipbrokers (ICS)	Ship Broking and Chartering Practice	Wither by Publishing, Latest Edition	2022

BOOKS FOR REFERENCE

S.No	Author	Titleofthe Book	Publishers \edition	Year of Publication
1	Institute of Chartered Shipbrokers	Chartering Documents	Witherby Publishing	2021
2	Martin Stopford	Maritime Economics	Routledge	2022



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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 2N1			**Title**	**Batch:**	2026 - 2028
				Basics to International Business	**Semester**	II
Lecture Hrs./Week or Practical Hrs./Week	2	**Tutorial Hrs./Week.**	-		**Credits:**	2

COURSE OBJECTIVE

To understand students with fundamental knowledge of international trade, foreign exchange, balance of payments, global trade institutions, and export–import procedures to enable effective participation in international business.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To recall the basic concepts of international trade, foreign exchange, balance of payments, WTO and trade blocs, and export–import procedures.	PO1(3),PO 13(2)
CO2	To identify theinternational trade principles, exchange rate changes, BOP adjustments, trade institutions, and export–import processes.	PO 2(2)),PO 12(3)
CO3	To apply knowledge inforeign exchange, BOP measures, trade agreements, and documentation procedures in international business situations.	PO3(2),PO 8(1)
CO4	Tounderstand the exchange rate movements, BOP problems, trade bloc impacts, and global trade procedures.	PO4(3),PO 13(2)
CO5	To evaluate the trade policies, foreign exchange operations, and export–import strategies for effective global business decisions.	PO5(1),PO 15(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-	✓	
CO2	-	2	-	-	-	-	-	-	-	-	-	3	-	-	-		
CO3	-	-	2	-	-	-	-	1	-	-	-	-	-	-	-		
CO4	-	-	-	3	-	-	-	-	-	-	-	-	2	-	-		✓
CO5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1		

3 Point Scale – 1, 2, 3

BASICS OF INTERNATIONAL BUSINESS – 26 PIB 2N1		
Units	**Content**	**Hrs.**
I	**Introduction to International business**– Need - Theories of international trade - Difference between Domestic and international/Foreign Trade.	6
II	**Foreign Exchange:** Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign market operations, participants, *spot*-future forward and option market.	5
III	**Balance of Payment**: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, Current account and Capital account convertibility, exchange control, reasons and methods.	5
IV	**WTO and Trade blocks** - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks - member countries and economies condition and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.	8
V	**Procedure and Documents**: Export and Import procedure, principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of credit - Packing list - Incentives to exports, Exim policy	6
Total Contact Hours		**30**

***** Concepts underlined and Italicized are self-study***

PEDAGOGY

Seminar, Chalk and talk.

ASSESSMENT METHODS

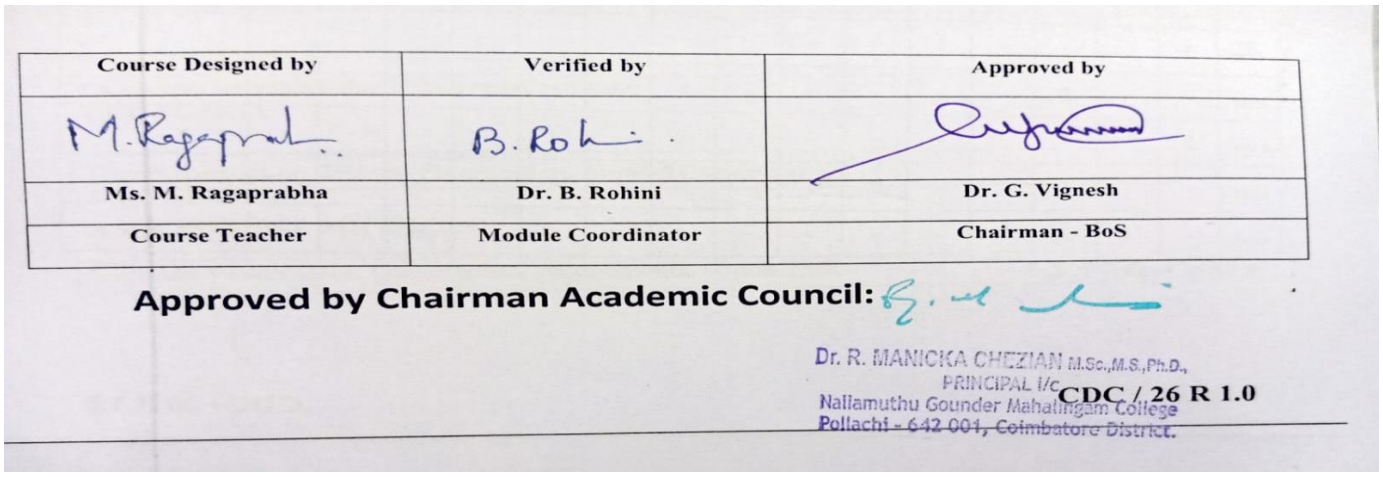
Seminar, Assignments, Tests

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rakesh Mohan Joshi	International Business	Oxford University Press	2009
2	Sonia Gupta	International Business	McGraw-Hill Education	2012
3	Peter Buckley	International Business	Taylor & Francis	2017

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neelankavil, Rai, Anoop	Basics of International Business	Taylor & Francis Group	2019
2	Aswathappa	International Business	McGraw-Hill Education (India) Pvt Limited	2016
3	Dr. V.C. Sinha	International Business.	SBPD Publishing House	2020



Course Designed by	Verified by	Approved by
M. Ragaprabha	B. Rohini	
Ms. M. Ragaprabha	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 2N2			**Title**	**Batch:**	2026 - 2028
				Organizations Fostering International Trade	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	2	**Tutorial Hrs./Week**	-		**Credits:**	2

COURSE OBJECTIVE

To provide knowledge about export promotion policies, institutions, and export finance mechanisms in India. The course also aims to develop understanding of WTO, IMF, World Bank, and other international organizations supporting global trade and economic development.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Analyze the overall system of export promotion in India, including export institutions, finance support, international trade organizations, and risk protection mechanisms.	PO1 (3), PO5(2)
CO2	Discuss the role of national and international institutions in promoting and regulating international trade.	PO3(3), PO5 (2)
CO3	Assess export finance, trade agreements, global trade rules, and the support provided by financial and development institutions.	PO3(3), PO4 (2)
CO4	Appraise about export promotion bodies, financial institutions, and global organizations work together to support international trade and economic development.	PO1(2), PO6(2)
CO5	Review the functioning of export promotion, international financial institutions, trade agreements, and export risk management systems.	PO (1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	✓	
CO2	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-	✓	
CO3	-	-	3	2	-	-	-	-	-	-	-	-	-	-	-	✓	
CO4	2	-	-	-	-	3	-	-	-	-	-	-	-	-	-		
CO5	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-		

3 Point Scale – 1, 2, 3

ORGANIZATIONS FOSTERING INTERNATIONAL TRADE – 26 PIB2N2		
Units	**Content**	**Hrs.**
I	**ExportpromotioninIndia:**Export promotion in India - Department of Commerce - Functional divisions - Advisory bodies Commodity organizations – DGFT - Export promotion councils (EPCs) - Commodity Boards - Autonomous bodies - Service Institutions and organizations-Government trading organizations - State trading corporations.	6
II	**Roleof RBIinExportFinance**: International Chamber of Commerce – EXIM Bank Finance &Forfeiting Finance - MSME finance- Agri Finance- Export Services- Finance for Export Oriented Units Promotional Programmes.	5
III	**WTO, IMF**: World Trade Organization - GATT - Objectives-Evolution ofWTO-Functions-Principles of WTO - Organization structure- WTO agreements - GATS – TRIMS - TRIPS - International Monetary Fund (IMF).	5
IV	**World Bank and IDA**: World Bank - Purpose Organization structure- Guiding principle-Leading programs. 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.	9
V	ECGC- Meaning - Types - Approval - Financial Guarantees - Special Scheme-Financial guarantee to banks by ECGC.	5
Total Contact Hours		**30**

**** Concepts underlined and Italicized are Self-Study***

PEDAGOGY

Direct Instructions, Digital Presentations

ASSESSMENT METHODS

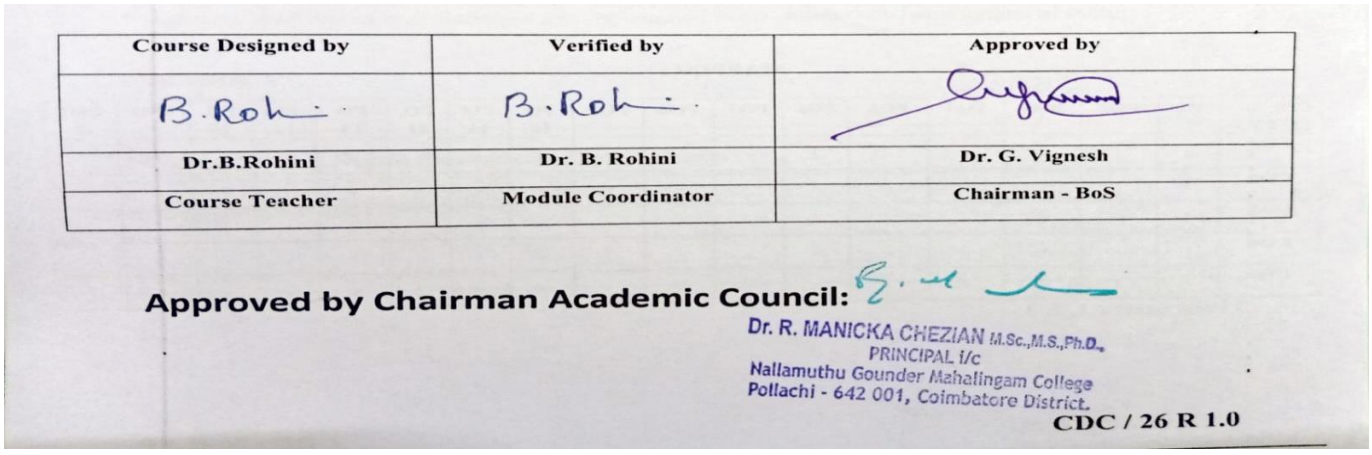
Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Charles W. L. Hill & G. Tomas M. Hult	International Business	McGraw Hill Education	2021
2	K. ShridharaBhat	Export Marketing and Management	Himalaya Publishing House	2022
3	Paul R. Krugman, Maurice Obstfeld& Marc Melitz	International Trade: Theory and Policy	Pearson Education	2018

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	G.K.Agarwal	Export Import Procedures and Documentation	Himalaya Publishing House	2022
2	AmitavaDutt&SebastienM.Jodoin	Global Economic Institutions	Routledge	2020



Course Designed by	Verified by	Approved by
B.Rohini	B.Rohini	
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 309			**Title**	**Batch:**	2026 - 2028
				International Supply Chain Management	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	4

COURSE OBJECTIVE

To provide comprehensive knowledge of supply chain management concepts, forecasting, inventory systems, purchasing, information technology, digital tools, green practices, and modern technologies to enhance efficiency and decision-making in supply chain operations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the overall system of export promotion in India, including export institutions, finance support, international trade organizations, and risk protection mechanisms.	PO1(3), PO5(2)
CO2	Analyze forecasting, inventory control, purchasing, order processing, and the role of information technology in supply chain operations.	PO3(3) , PO5(2)
CO3	Discuss on green supply chain practices, IT systems like ERP and EDI, decision support systems, outsourcing, and block chain in supply chain management.	PO3(3) , PO4(1)
CO4	Describe the export promotion bodies, financial institutions, and global organizations work together to support trade and economic development.	PO4(1) ,PO5(3)
CO5	Apply the supply chain concepts, inventory techniques, IT tools, and outsourcing strategies to real-life business situations using case studies.	PO3(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-	-	-	-	-	-		
CO2	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-		
CO3	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	✓	
CO4	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-		
CO5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-		✓

3 Point Scale – 1, 2, 3

INTERNATIONAL SUPPLY CHAIN MANAGEMENT – 26 PIB 309		
Units	**Content**	**Hrs.**
I	Supply Chain – Introduction - Importance – definitions – historical perspectives – SCM types – SCM network – SCM constitutes – SCM activities – supply chain organizations – implementation of supply chain management - *Green SCM* – Benefits and Improvements of green supply chain management.	18
II	Inventory Orientation With SCM – Demand Forecasting – Effective forecasting process – forecasting techniques – Inventory – Types – ABC (Always, Better and Control) , MRP (Material Resource Planning) , DRP (Distribution Requirement Planning), JIT (Just – in – Time) – Order processing – elements of order processing – material handling – purchasing and sourcing management.	19
III	Importance of IT on SCM : BPR (Business Process Re-Engineering) – ERP (Enterprise Resource Planning) – EDI (Electronic Data Interchange) – Internet and E Commerce - The role of IT in Supply chain - Uses of IT in inventories - transportation & facilities within a supply chain - The Supply Chain IT frame Work -AI in SCM	20
IV	Decision support systems for SCM - Components - types - processing information - specific types of DSS –SCM Software – E Purchasing – E Sourcing – E Procurement – Outsourcing in SCM – 7 Myths of SCM Outsourcing - Block chain Technology in SCM**:**Improving transparency, traceability, and security)	18
V	Case studies from above context	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classes

ASSESSMENT METHODS

Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

BOOK FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sunil Chopra & Peter Meindl	Supply Chain Management: Strategy, Planning, and Operation	Pearson Education	2019
2	John K. Viswanathan & K. Sridhar	Global Operations and Supply Chain Management	SAGE Publications India	2022
3	Janat Shah	Supply Chain Management	Pearson Education	2018

REFERENCE BOOKS

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	David Simchi-Levi, Philip Kaminsky& Edith Simchi-Levi	Designing and Managing the Supply Chain	McGraw Hill Education	2023
2	Martin Christopher	Logistics and Supply Chain Management	Pearson Education	2016

Course Designed by	Verified by	Approved by
B.Rohini	B.Rohini	
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 310			**Title**	**Batch:**	2026 - 2028
				Research Methodology	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5 1	**Tutorial Hrs./Week**	-		**Credits:**	3

COURSE OBJECTIVE

To equip students with comprehensive knowledge and practical skills in research design, data collection, statistical analysis, and report writing to conduct systematic and meaningful research in commerce and international business.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define key concepts of research, research problems, data types, sampling methods, and research design.	PO1(3),PO5(1)
CO2	Explain research design components, data collection methods, sampling techniques, and tools used in data analysis.	PO1(3), PO8(2)
CO3	Apply research techniques to design questionnaires, conduct pilot studies, collect data, and perform basic statistical analyses.	PO4(3),PO15(1)
CO4	Analyze research data using tabulation, percentage analysis, chi-square test, and trend analysis to interpret findings.	PO7(1),PO11(1)
CO5	Evaluate research outcomes and prepare structured research reports with appropriate interpretation, conclusions, and documentation.	PO2(3),PO8(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	–	–	1	-	–	-	–	–	–	–	–	–	–	✓	
CO2	3	–	–	–	-	-	–	2	–	–	–	–	–	–	–		✓
CO3	-	-	-	3	-	-	-	-	-	-	-	-	-	–	1	✓	
CO4	-	-	-	-	-	-	1	-	-	-	1	-	–	–	-		
CO5	-	3	-	-	-	-	-	2	-	-	-	-	-	–	-		✓

3 Point Scale – 1, 2, 3

RESEARCH METHODOLOGY – 26 PIB 310		
Units	**Content**	**Hrs.**
I	**Research & Problem -** Research – meaning – purpose - types – research problem – *identification of the research problem*– limitations – selection and formulation - research design – scope , importance – formulating solution with research design.	15
II	**Data & Sampling -**Data – types of data– Primary – Secondary – Miscellaneous types – Sampling– Meaning and Importance - types of sampling – *sampling errors*– Non-sampling Errors.	15
III	**Tools and Analysis -**Questionnaire preparation – Calculation using Tally Bars-editing– coding–tabulation–processing data with diagrams & charts – Percentage Conversions – Chi-Square Test –Trend analysis.	15
IV	**Interpretation and Report writing -** Interpretation – Meaning, techniques and precaution measures - *report writing*– significance of reports - types of report – steps in writing the research report – precaution presentations - bibliography – annexure and conclusions	15
V	Research Design Writing – Questionnaire Preparation – Pilot Study – Discussion on Pilot Study - Case Discussion	15
Tutorial Hours	Pilot Study Preparation and Presentation –Applications of PLS&Jamovi and Research Rabbit for Research Purposes	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations

ASSESSMENT METHODS

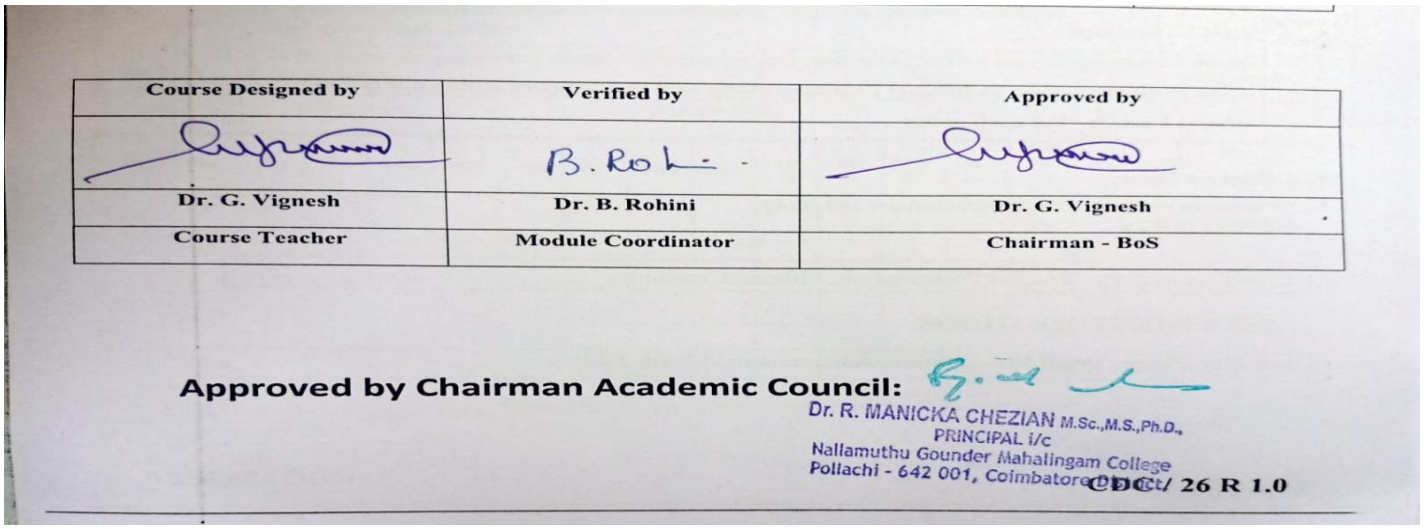
Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kothari, C. R., &Garg, Gaurav	Research Methodology: Methods and Techniques.	New Age International P Ltd Revised Edition	2022
2	Krishnaswami, O.R., Sivakumar, A.I., &Mathirajan, M.	Management Research Methodology: Integration of Principles, Methods and Techniques.	Pearson Education, 2nd Edition	2021
3	Gupta, S.P.	Statistical Methods.	Sultan Chand & Sons, Latest Revised Edition.	2020

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Cooper, Donald R., & Schindler, Pamela	Business Research Methods.	McGraw-Hill Education, 12th Edition	2015
2	Malhotra, Naresh K., &Dash, Satyabhushan	Marketing Research: An Applied Orientation.	Pearson Education, 7th Edition.	2018
3	Sekaran, Uma, &Bougie, Roger	Research Methods for Business: A Skill Building Approach.	Wiley India Pvt. Ltd., 7th Edition	2022



Course Designed by	Verified by	Approved by
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

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CDC/ 26 R 1.0

Programme Code:	M.Com.IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 311			**Title**	**Batch:**	2026 - 2028
				Foreign Exchange Management	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	4

COURSE OBJECTIVE

To provide knowledge of foreign exchange markets, exchange rate systems, and regulatory framework in India and develop understanding of forex transactions, derivatives, interbank dealings, and foreign exchange risk management.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Analyze the structure of foreign exchange markets, exchange rate systems, RBI rules and the role of banks, authorized dealers, transactions, interbank deals, risks, and case studies.	PO1(3) , PO5(2)
CO2	Assess knowledge on foreign exchange transactions, spot and forward contracts, quotations, and exchange control methods operate in domestic and international markets.	PO1(2) , PO3(2)
CO3	Evaluate the exchange rate mechanisms, cross rates, forward/futures/options contracts, and foreign exchange risk management within the regulatory and institutional framework.	PO1(2), PO3(3)
CO4	Appraise about interbank dealings, cover deals, swaps, arbitrage, and the management of transaction, translation, and economic exposures in real-world situations.	PO1(1), PO5(2)
CO5	Integrate the foreign exchange principles, including transactions,risk management, regulatory compliance, and interbank operations.	PO1(2), PO5(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	✓	
CO2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-		
CO3	2	-	3	-	-	-	-	-	-	-	-	-	-	-	-		
CO4	1	-	-	-	2	-	-	-	-	-	-	-	-	-	-		✓
CO5	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-		✓

3 Point Scale – 1, 2, 3

FOREIGN EXCHANGE MANAGEMENT – 26 PIB 311		
Units	**Content**	**Hrs.**
I	**Introduction to FOREX** - Foreign exchange and foreign trade - Exchange rate- *Types of exchange rate*- Administration of foreign exchange-RBI Regulations – FEDAI - FERA – FEMA - Role of banks in foreign exchange- Authorized Dealers - FOREX department-Foreign currency accounts-Foreign exchange market.	18
II	**Foreign exchange transaction**-Purchase and sales transactions- *Exchangequotations*- Direct, Indirect and two-way quotations- Spot and forward transaction-Features of forward exchange contract-Exchange control methods and regulations.	19
III	**Foreign Exchange Rates** - Buying and selling rate- Types – Cross rates on buying and selling rate- Future contract and option contract- *Forward contract*- Forward exchange rate based on crossrates.	17
IV	**Interbank Deals** - Interbank dealings - Cover Deals-Trading- Swap deals- Arbitrage operations- Foreign exchange risk management- Transaction, Translation and Economic exposures.	21
V	Case Studies from above context	15
	Total Contact Hours	**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Digital Presentations, Chalk and talk

ASSESSMENT METHODS

Seminar, Case Studies, Power Point Presentations, Assignment

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C Jeevanandam	Foreign Exchange: Practice, Concepts and Control	Sultan Chand & Sons	2022
2	C. Jeevanandam	Foreign Exchange & Risk Management	Sultan Chand & Sons	2019
3	P. G. Apte	International Financial Management	McGraw Hill Education	2020

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Jeff Madura	International Financial Management	Cengage Learning	2018
2	A.V.Rajwade	Foreign Exchange and International finance	Himalaya Publishing House	2023

Course Designed by	Verified by	Approved by
B.Rohini	B.Rohini	
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh
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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 312			**Title**	**Batch:**	2026 - 2028
				Customs Compliance & Communication Practices	**Semester:**	III
Lecture Hrs./Week Or Practical Hrs./Week	3 2	**Tutorial Hrs./Week.**	1		**Credits:**	5

COURSE OBJECTIVES

To equip students with comprehensive knowledge of customs procedures, GST framework, containerization systems, and international trade documentation, while developing professional communication skills required for effective customs compliance and global trade operations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To know the fundamentals of ITC HS Code structure, HSN classification, GST framework in India, and basic customs terminology relevant to international trade.	PO2(1), PO6(2)
CO2	To explain the principles of customs compliance, assessable value, types of customs duties, transaction value, and the procedure for filing customs documentation.	PO1(3), PO3(2)
CO3	Apply methods for calculating assessable value and customs duty payable, including computation of check digits in container numbers and preparation of required trade documents.	PO4(3), PO15(1)
CO4	Analyze container identification systems, customs valuation components, trade correspondence formats, and documentation requirements in import–export operations.	PO7(1), PO10(2)
CO5	Evaluate customs compliance procedures, GST implications, international trade documentation, and business communication practices to ensure accuracy and regulatory adherence in global trade operations.	PO3(3), PO15(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	-	1	–	–	-	2	–	-	–	–	–	–	–	–	–		
CO2	3	-	2	-	-	-	-	-	-	-	–	–	–	–	–	✓	
CO3	-	-	-	3	-	-	-	-	-	-	-	-	-	–	1		✓
CO4	-	-	-	-	-	-	1	-	-	2	-	-	-	-	-		
CO5	-	-	3	-	-	-	-	-	-	-	-	-	-	–	2	✓	

3 Point Scale – 1, 2, 3

CUSTOMS COMPLIANCE AND COMMUNICATION PRACTICES – 26 PIB 312		
Unit	**Content**	**Hours**
I	**ITC HS Code Identification& GST-** Introduction – Harmonized Items –Description of HS Code-Structure of the HS code – Sections and Chapters Notes, Including Sub Heading notes – HS and HSN Code – GST – Introduction – Meaning – Journey of GST in India - Advantages of GST – Components of GST in India – Types of GST – IGST – CGST, CGST.	**20**
II	**Customs Compliance and Duty Calculation** : Role of Customs in International Trade – Assessable Value – Baggage – Dutiable Goods – Types of Customs duty – Rate of duty – Transaction Value – Items exclusion from assessable value – Calculation of customs duty payable – computation of Assessable value – Calculation of Customs duty – Procedure for filing customs duty.	**20**
III	**Customs and Containerization** – Usage of containers in International Trade – types and sizes of the container – container type code. Marking of Containers –Identification Number –CSC Plate –Mandatory operational marks –Quality of marking – Container corner fitting dimensions - Calculation of check digit in a container – Owner prefix – equipment Identifier –Serial number –check digit	**20**
IV	**Trade Letters & Import and Export Correspondence** – Enquiries - Orders and Their Execution - Credit and Status Enquiries – Sales Letters – Circular Letters - Collection Letters - Insurance Correspondence - Claims and Adjustments - Bank Correspondence - Forms to be prepared –IEC Number - Commercial Invoice - Bill of Lading - Bills of Exchange - Letter of Credit - Certificate of Origin - Packing List - Airway Bill - Export Inspection Certificate - Bill of Entry	**15**
Tutorial Practices	Application Letters - Business Presentation Agenda- Minutes of Meeting Listening (Audios / Video Presentations) - Reading - Telephonic Conversation –Based on Business Situations - Self-Introduction - Preparation of Resume - Group Discussion	**15**
Total Contact Hours		**90**

Viva Voce Pre-Requisites: Students should prepare a Report for Customs Compliances and Communication Practices. The Finalized report will be evaluated, jointly by Internal and External Examiners.

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring System

ASSESSMENT METHODS

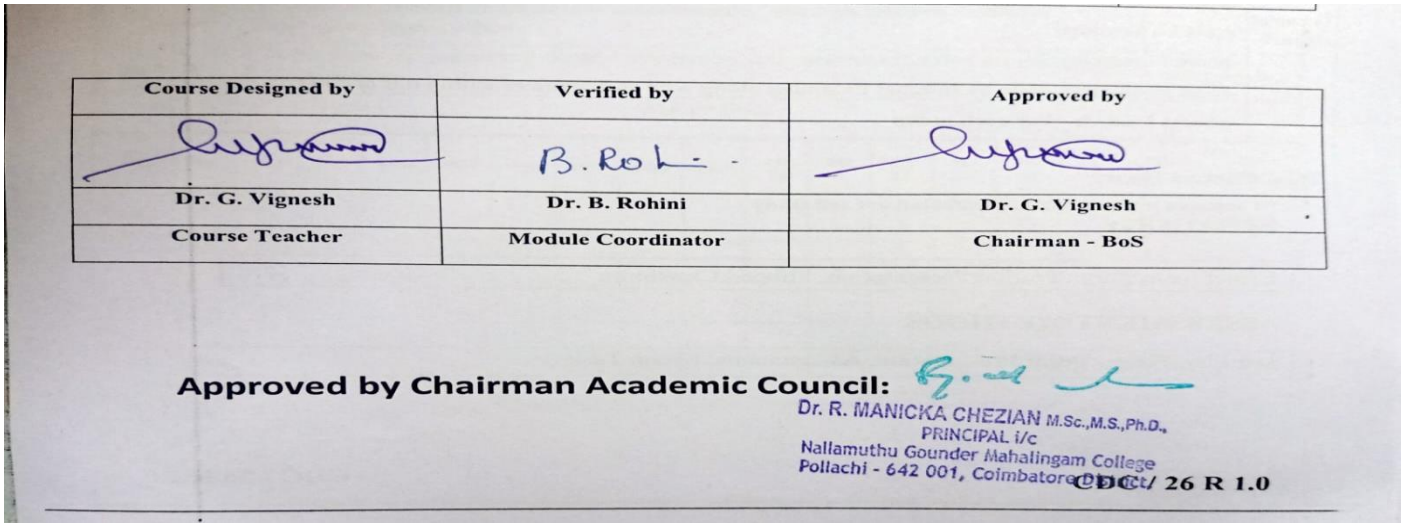
Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

TEXT BOOK

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Rao, T.R. Lakshmana&Rao, K. V. S. S.	Customs Law and Practice in India.	Centax Publications Pvt. Ltd., Latest Revised Edition.	2024
2	Datey, V. S	Indirect Taxes Law and Practice (GST, Customs & FTP)	Taxmann Publications Private Limited,Latest Edition	2025
3	Garg, K. K., Sareen, V. K., & Sharma, V. K.	Business Communication	Kalyani Publishers, Latest Edition.	2023

REFERENCE BOOKS

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Vinod Kumar Adwani	Customs Duty: Law and Practice: Law and Practice	Kindle Publication	2021
2	Neeta Jain and ShomaMukherji	Effective Business Communication Concept	Tata McGraw Hill, Noida	2020



Course Designed by	Verified by	Approved by
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

Dr. R. MANICKA CHEZIAN M.Sc.,M.S.,Ph.D.,
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CDC/ 26 R 1.0

Programme Code:	M.Com. IB – International Business		**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 313		**Title**	**Batch:**	2026 - 2028
			Summer Interns	**Semester:**	III
Lecture Hrs./Week	-	**Tutorial Hrs./Week** -		**Credits:**	2

COURSE OBJECTIVE

To provide experiential learning through industry exposure, enabling students to apply theoretical knowledge in real business environments, develop professional competencies, enhance industry interaction skills, and prepare a structured internship report for evaluation.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recall organizational structure, operational processes, compliance systems, and functional practices observed during the internship.	PO7(1)
CO2	Explain industry practices, workflow systems, documentation procedures, and managerial processes experienced during training.	PO5(2), PO12(1)
CO3	Apply theoretical concepts of international business, customs, logistics, finance, or marketing in real-time industry settings.	PO1(3), PO10(2)
CO4	Analyze organizational practices, operational challenges, compliance mechanisms, and decision-making processes in the host organization.	PO3(3), PO12(1)
CO5	Evaluate industry practices and organizational performance and present findings through a structured internship report and viva voce examination.	PO6(2), PO15(3)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	–	–	–	–	–	–	1	–	–	–	–	–	–	–	–		
CO2	–	–	–	–	2	–	–	–	–	–	–	1	–	–	–		
CO3	3	–	–	–	–	–	–	–	–	2	–	–	–	–	–	✓	
CO4	–	–	3	–	–	–	–	–	–	–	–	1	–	–	–	✓	
CO5	–	–	–	–	–	2	–	–	–	–	–	–	–	–	3		✓

3 Point Scale – 1, 2, 3

SUMMER INTERNS– 26 PIB 313		
Unit	**Content**	**Hours**
Internship Period	• Students should undergo Internship in any of the industries for the period of More than 3 weeks to maximum of 30 working days in the Second Semester holidays • Valuation of the training report will be done through joint evaluation by internal and external examiner.	More than 3 weeks to maximum of 30 working days in the Second Semester holidays
	Compilation of industry interface ground work	
	Preparation of Internship Report & Viva Voce examination	
Special Clause	Viva Voce to be kept in the Third Semester	Viva Voce to be kept in the Third Semester
Conditional Clause	It is mandatory for every student to complete two Industrial visits to participate in Internship.*	

PEDAGOGY

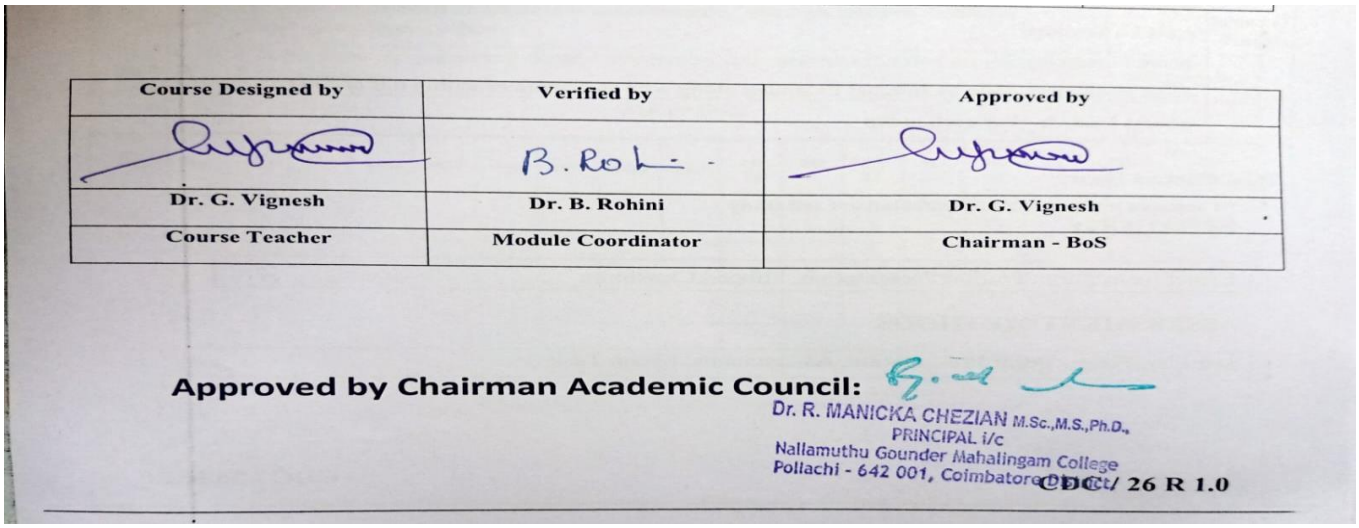
Direct Instruction, Digital Presentation

ASSESSMENT METHODS

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

Viva Voce: Distribution of Marks – CA:25, CE: 75

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



Course Designed by	Verified by	Approved by
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CDC/ 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 3E5			**Title**	**Batch:**	2026 – 2028
				Export Import Finance	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	5

COURSE OBJECTIVE

To provide knowledge of export and import finance, banking services, EXIM bank finance, ECGC schemes, and financial procedures, and to develop understanding of financial operations in international trade.

COURSE OUTCOMES

CO Number	Course Outcome Statement	Knowledge Level
CO1	To present the fundamental concepts of export finance, import finance, banking services, EXIM bank, and ECGC.	PO1(3),PO6(2)
CO2	To explain export and import financing methods, banking procedures, EXIM bank functions, and ECGC schemes.	PO1(1),PO5(3),
CO3	To use export and import finance procedures, banking services, and financial instruments.	PO1(1),PO7(2), P12(1),
CO4	To examine export-import financial services, banking roles, EXIM bank support, and ECGC guarantees.	PO1(1),PO3(2), PO14(2),
CO5	To assess export-import finance systems, banking support, and financial risk protection.	PO3(2),

MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO1	PSO2
CO1	3	-	-	-	-	2		-	-	-	-	-	-	-	-	✓	
CO2	1	-	-	-	3	-	-	-	-	-	-	-	-		-		
CO3	1	-	-	-	-	-	2	-	-	-	-	1	-	-	-	✓	
CO4	1	-	2	-	-	-	-	-	-	-	-	-	-	2	-		✓
CO5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-		

3 Point Scale – 1, 2, 3

EXPORT IMPORT FINANCE – 26 PIB 3E5		
Units	**Content**	**Hrs.**
I	**Export Finance -** Assessing the financial needs – bank finance- special features of export credit – modes of finance – Pre-shipment finance- meaning – procedures – methods – types – quantum of packing credit – Post-shipment finance- meaning methods- availability of finance-procedure for getting post – *shipment finance* – differences between pre-shipment and post-shipment finance	18
II	**Role of Banks in Export Business -** Introduction – financial services – handling the export documents – Documentary bills for collection – DP / DA - export bill under confirmed irrevocable- letter of credit- Non financial services – connections - client information- counseling services – *sourcing* – clearing facilities - guarantees-advising and confirming export letter of credit.	19
III	**EXIM Bank Finance & Forfeiting Finance -** Organization – EXIM banks role - coordination role - financing services- export credits – finance for export oriented units – MSME finance- Agri finance- *export services*- promotional programmes-role of Exim bank in Forfeiting finance.	18
IV	**Import Finance & ECGC -** Meaning – conditions - types of finance - bulk import finance - import finance against foreign lines of credit - imports of inputs for export production. ECGC-meaning-types –approval –financial guarantees - special schemes-financial guarantee to banks by ECGC	20
V	Case studies from above context	15
Total Contact Hours		**90**

***** ***Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classes

ASSESSMENT METHODS

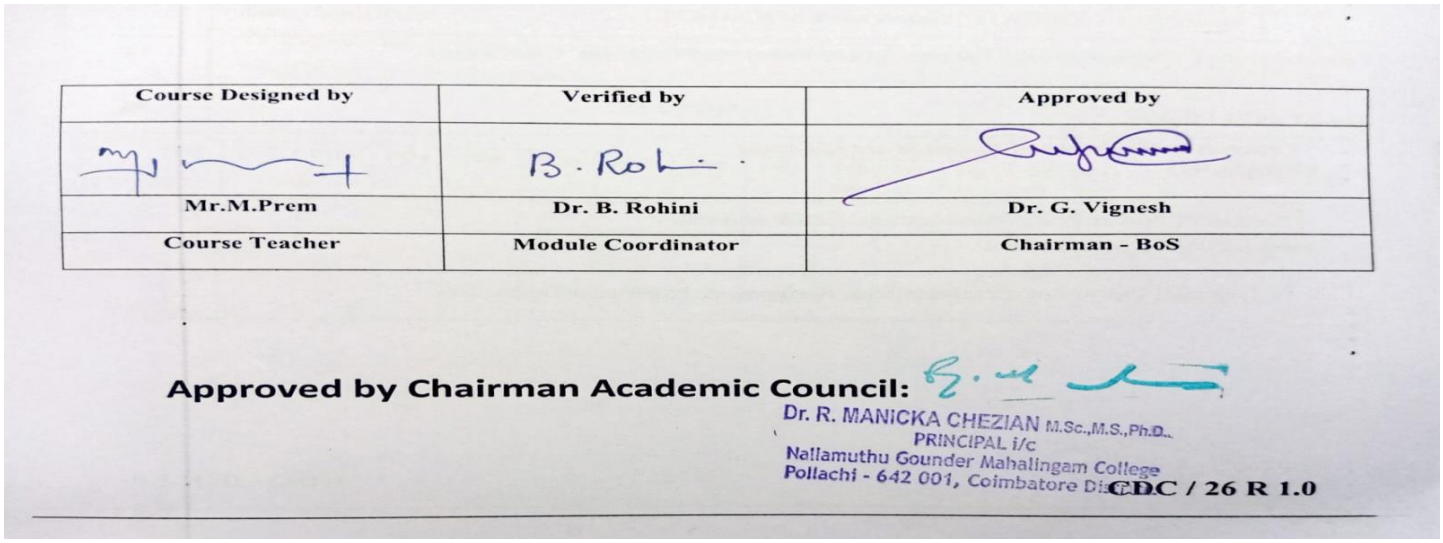
Test, Seminar, Quiz, Assignments, Group Task, GD, Role Play, APS

TEXT BOOK

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Belay Seyoum	Export–Import Theory, Practices, and Procedures	Routledge, 3rd Edition	2022
2	Paras Ram	Export–Import Finance	Macmillan India	2021
3	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing	2020
4	C. Jeevanandam	Foreign Exchange and Financial Management	Sultan Chand & Sons	2019

REFERENCE BOOKS

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Reserve Bank of India	Export Credit and Finance Guidelines	RBI Publications	2024
2	EXIM Bank of India	Export Finance and Credit Facilities	EXIM Bank Publication	2023



Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 3E6			**Title**	**Batch:**	2026 - 2028
				E-Commerce	**Semester:**	III
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	5

COURSE OBJECTIVE

To develop students with fundamental knowledge of e-commerce technologies, electronic payments, security measures, legal and ethical issues, and business models to enable effective and secure online business operations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the basic concepts of e-commerce, payment systems, EDI, security, legal and ethical issues, and case studies	PO1(3),PO 13(2)
CO2	To identify the functioning of e-commerce models, electronic payments, security measures, and legal and ethical aspects of online business.	PO 2(2)), PO 12(3)
CO3	To start identifying e-commerce tools, payment methods, and security practices to real-world business situations.	PO3(2),PO 8(1)
CO4	To examine the online business risks, security threats, privacy issues, and ethical challenges.	PO4(3),PO 13(2)
CO5	To evaluate e-commerce strategies and recommend secure and ethical digital business solutions.	PO5(1),PO 15(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-	✓	
CO2	-	2	-	-	-	-	-	-	-	-	-	3	-	-	-		
CO3	-	-	2	-	-	-	-	1	-	-	-	-	-	-	-		
CO4	-	-	-	3	-	-	-	-	-	-	-	-	2	-	-		✓
CO5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1		

3 Point Scale – 1, 2, 3

E-COMMERCE – 26 PIB 3E6		
Units	**Content**	**Hrs.**
I	**E-Commerce and Electronic Payment Systems: Introduction**ofElectronic Commerce - Advantages and Limitations - Types - Overview of the Electronic payment technology- Requirements for Internet based payments –Electronic Payment Methods –Electronic Banking.	18
II	**Electronic Data Interchange**& Model of E- Commerce**:** Benefits of EDI, EDI technology, EDI standards, EDI communications, *EDI Implementation*, EDI Agreements, EDI Security. E-Commerce models: B to C- B to B- C to C- B to G.	17
III	**E-security and Web based business:** Security in the cyberspace -Designing for security- Virus -Security Protection and Recovery - Encryption - Business-to-Business Electronic Commerce - Intranets and Extranets -Intranets and Supply Chain Management –Legal and Ethical issues	20
IV	**Issues in Ecommerce:** Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, *Analyzing Ethical Dilemmas*, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.	20
V	Case Studies from above context	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations, You Tube Videos Sharing

ASSESSMENT METHODS

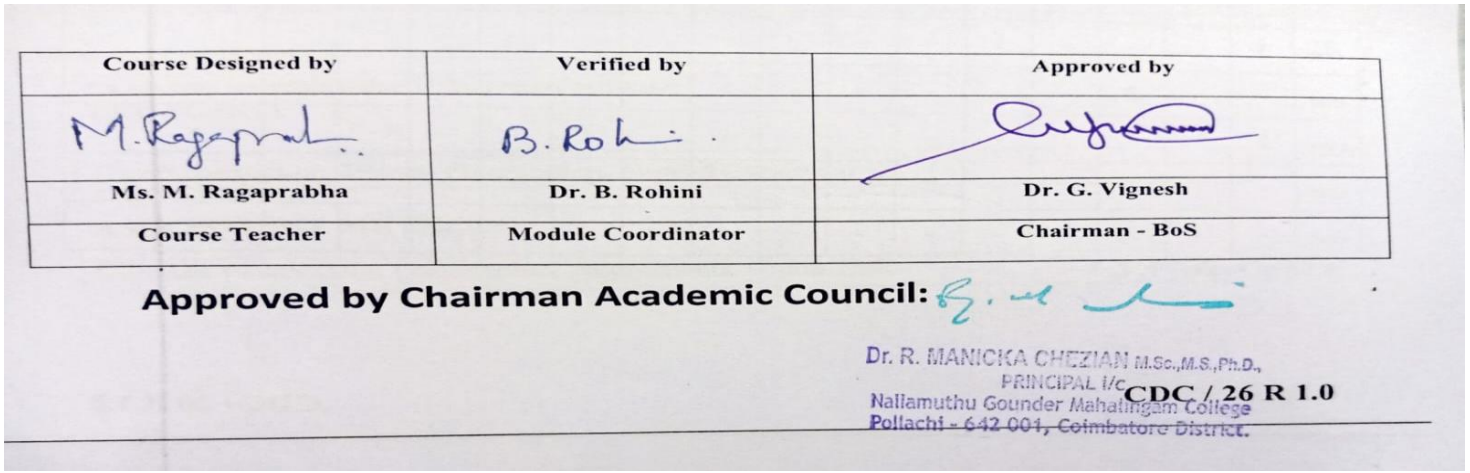
Seminars, Group Task, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias. M. Awad	Electronic Commerce	Prentice-Hall of India Pvt Ltd. Third Revised Edition	2021
2	RaviKalakota, Andrew B. Whinston	Electronic Commerce - A Manager's guide	Addison-Wesley First Edition	2017
3	Efraim Turban, Jae Lee, David King, H.Michael Chung	Electronic Commerce – A Managerial Perspective	Addison-Wesley Third Edition	2022

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Elias M Award	Electronic Commerce from Vision to Fulfillment	Print House of India, Third Edition	2023
2	Judy Strauss , Adel El-Ansary, Raymond Frost	E-Marketing	Pearson Education, Third Edition	2015



Course Designed by	Verified by	Approved by
M. Ragaprabha	B. Rohini	
Ms. M. Ragaprabha	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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Pollachi - 642 001, Coimbatore District.

CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 414			**Title**	**Batch:**	2026– 2028
				Global Risk Management and Insurance	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	4

COURSE OBJECTIVE

To provide knowledge of risk management concepts, insurance principles, types of insurance policies, risk control techniques, and claim procedures, and to develop understanding of risk management and insurance practices.

COURSE OUTCOMES

CO Number	Course Outcome Statement	Knowledge Level
CO1	To present the fundamental concepts of risk management, insurance principles, types of insurance, policy conditions, and claim procedures.	PO1(1),PO3(3), PO9(2)
CO2	To explain risk management processes, insurance contracts, premium determination, and insurance practices.	PO1(1),PO6(3)
CO3	To use risk management techniques, insurance procedures, and claim settlement methods.	PO15(2)
CO4	To examine risk management strategies, insurance contracts, and claim settlement processes.	PO2(3), PO11(1),
CO5	To assess risk management practices, insurance coverage, and insurance systems.	PO1(1),PO7(2), PO15(1),

MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO1	PSO2
CO1	1	-	3	-	-	-	-	-	2	-	-	-	-	-	-	✓	
CO2	1	-		-	-	3	-	-	-	-	-	-	-	-	-		
CO3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2		
CO4	-	3	-	-	-	-	-	-	-	-	1	-	-	-	-		✓
CO5	1	-	-	-	-	-	2	-	-	-	-	-	-	-	1		✓

3 Point Scale – 1, 2, 3

GLOBAL RISK MANAGEMENT AND INSURANCE – 26 PIB 414		
Units	**Content**	**Hrs.**
I	**Introduction to risk management** -The Concept of Risk – Risk vs. Uncertainty – Types of Risks: – risk management process – Risk financing techniques – Risk Management objectives – *Risk Management Information Systems (RMIS)* – Risk Control Risk Management by Individuals – Risk Management by Corporations: Corporate Risk management Process.	19
II	**Growth & Development of Indian Insurance Industry** – Basics of insurance - Kinds of Insurance Policies - Introduction to General Insurance - General Insurance: Features of General Insurance - Essentials of General Insurance Contract - Premium determination - General Policy Conditions	18
III	**Fire and Marine insurance** - Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage — Policies For stocks — Rate Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: Marine Insurance Contract — Types of Marine Insurance – Marine Cargo Losses and Frauds – *Settlement of claims*.	19
IV	**Miscellaneous Insurance** - Motor Insurance – Employer's Liability Insurance – Personal Accident and sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance.	19
V	Case studies from above context	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classes

ASSESSMENT METHODS

Test, Seminar, Quiz, Assignments, Group Task,GD, Roll Play, APS

TEXT BOOK

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.K. Gupta	Insurance and Risk Management	Himalaya Publishing House	2021
2	M.N. Mishra & S.B. Mishra	Insurance Principles and Practice	S. Chand Publishing, 22nd Edition	2022
3	George E. Rejda& Michael McNamara	Principles of Risk Management and Insurance	Pearson, 14th Edition	2021

REFERENCE BOOKS

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Dr. Sunil Kumar	Fundamentals Of Insurance And Risk Management	JSR Publishing House	2020
2	Trieschmann, Hoyt & Sommer	Risk Management and Insurance	Cengage Learning	2023

Course Designed by	Verified by	Approved by
Mr.M.Prem	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 415			**Title**	**Batch:**	2026- 2028
				Indian Knowledge Systems in Human Resource Management	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	4

COURSE OBJECTIVE

To integrate Indian philosophical, ethical, cultural, and spiritual principles with contemporary Human Resource Management practices, enabling students to apply indigenous knowledge systems in leadership, talent management, diversity, and corporate social responsibility within modern organizations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the fundamental concepts of Indian Knowledge Systems, philosophy, ethics, and cultural values relevant to HRM.	PO2(1), PO12(2)
CO2	Explain Indian leadership models, cultural dimensions, and their relevance to contemporary HRM practices.	PO1(3), PO11(1)
CO3	Apply Indian ethical principles and HR strategies in talent acquisition, performance management, and employee well-being initiatives.	PO1(3), PO10(2)
CO4	Analyze diversity, inclusion, CSR practices, and cultural dynamics in Indian organizational contexts.	PO4(3), PO6(1), PO13(1)
CO5	Evaluate emerging HR trends and ethical dilemmas by integrating Indian Knowledge Systems with modern HRM frameworks.	PO5(3)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	–	–	–	–	–	–	–	–	–	–	–	2	–	–	–		
CO2	3	–	–	–	–	–	–	–	–	–	1	–	–	–	–	✓	
CO3	3	–	–	–	–	–	–	–	–	2	–	–	–	–	–		✓
CO4	–	–	–	3	–	–	–	–	–	–	–	–	1	–	–		✓
CO5	–	–	–	–	3	–	–	–	–	–	–	–	–	–	–	✓	

3 Point Scale – 1, 2, 3

INDIAN KNOWLEDGE SYSTEMS IN HUMAN RESOURCE MANAGEMENT - 26 PIB 415		
Units	**Content**	**Hrs.**
I	**Indian Knowledge Systems - Philosophy and Ethics in HRM :**Overview of Indian philosophy, spirituality, and cultural heritage. - Key concepts: Dharma, Karma, Ahimsa. - Historical context: Vedic, Upanishad, and Classical periods - Ethical principles in Indian philosophy: Satya, Ahimsa, Seva. - Application of Indian ethical values in HRM decision-making.	18
II	**Leadership - Indian Cultural Dynamics with HRM:** Leadership models in Indian scriptures: Bhagavad Gita, Ramayana. - Application of leadership principles in HRM. - Role of spirituality and mindfulness in effective leadership - Understanding Indian cultural values and their impact on HRM. - Hofstede's cultural dimensions and their applicability to India. - Strategies for managing cultural diversity in HRM.	20
III	**Talent Acquisition, Retention and Performance Management:** Recruitment strategies in the Indian context - Talent management practices: Training, development, and career planning. - Employee retention strategies in Indian organizations. Performance appraisal systems in Indian companies - Challenges and best practices in performance management - *Work-Life Balance and Well-being* - Work-life balance initiatives in Indian organizations. - Employee well-being programs: Yoga, meditation, stress management. - Impact on employee engagement and productivity.	20
IV	**Diversity, Inclusion and Corporate Social Responsibility in Indian HRM:**Managing diversity in the workplace: - Inclusive HRM practices: Affirmative action, diversity training. - Corporate Social Responsibility (CSR) in India - Evolution of CSR practices in Indian organizations. - *CSR initiatives: Community development, environmental sustainability.*	17
V	**Case Studies:** Ethical dilemmas in HRM practices - Successful diversity and inclusion initiative - Emerging trends in Indian HRM: Digitalization, remote work.	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations, Flipped Classrooms

ASSESSMENT METHODS

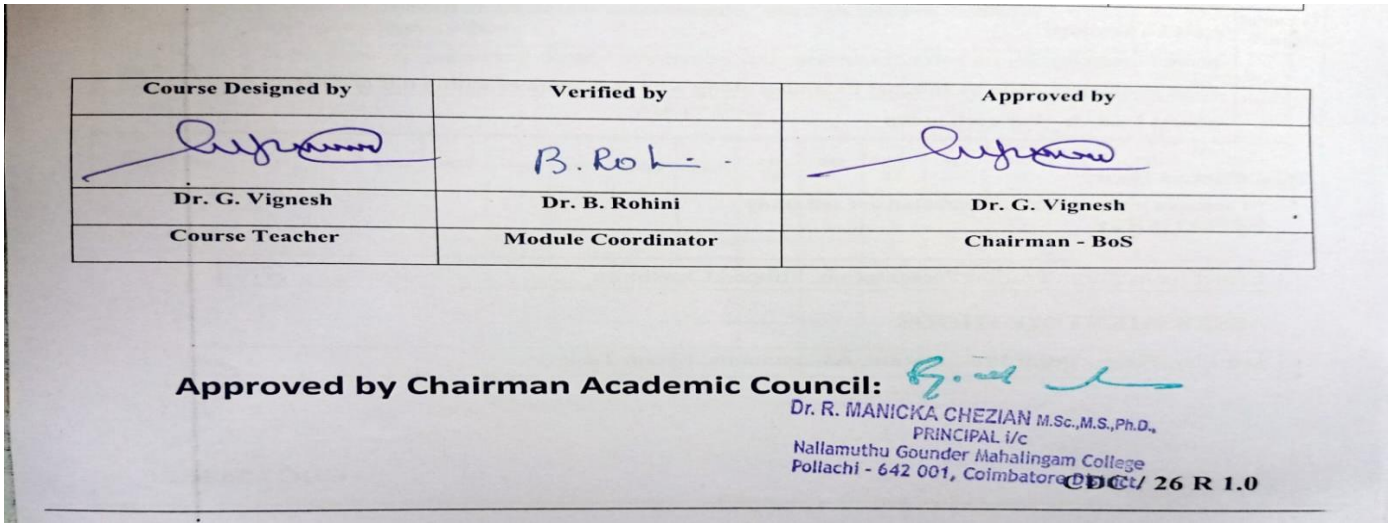
Tests, Power Point Presentations, Assignments, Group Task

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Sharma, Subhash	Indian Ethos and Values in Management.	Himalaya Publishing House, Latest Edition.	2021
2	Chakraborty, S.K.	Values and Ethics for Organizations: Theory and Practice.	Oxford University Press, Latest Edition.	2019
3	Rao, V.S.P.	Human Resource Management: Text and Cases.	Excel Books / Taxmann Publications, Latest Edition.	2022

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Bhattacharya, S., & Kothari, A	Indian Business: Understanding a Rapidly Emerging Economy.	Routledge.	2019
2	Ramesh Soundararajan	Winning on HR analytics	Sage publishing	2021



Course Designed by	Verified by	Approved by
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Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC/ 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 416			**Title**	**Batch:**	2026 - 2028
				World's Intellectual Property Rights	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./week.**	1		**Credits:**	4

COURSE OBJECTIVE

To provide comprehensive knowledge of global intellectual property rights systems, legal frameworks, international conventions, and enforcement mechanisms, enabling students to analyze, apply, and evaluate IPR protection strategies in national and international business environments.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the fundamental concepts, types, and international instruments related to Intellectual Property Rights	PO1(3), PO12(1)
CO2	Explain the principles, procedures, and legal provisions governing patents under national and international frameworks.	PO1(3), PO10(1)
CO3	Apply copyright and trademark laws to practical situations involving registration, licensing, and infringement.	PO1(3), PO15(1)
CO4	Analyze legal issues related to patentability, ownership rights, related rights, and trademark protection mechanisms.	PO5(3)
CO5	Evaluate IPR cases and enforcement strategies in the context of global trade agreements and business practices.	PO3(3), PO8(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	–	–	–	–	–	–	–	–	–	–	1	–	–	–	✓	
CO2	3	–	–	–	–	–	–	–	–	1	–	–	–	–	–		✓
CO3	3	–	–	–	–	–	–	–	–	–	–	–	–	–	1	✓	
CO4	–	–	–	–	3	–	–	–	–	–	–	–	–	–	–	✓	
CO5	–	–	3	–	–	–	–	2	–	–	–	–	–	–	–		✓

3 Point Scale – 1, 2, 3

WORLD'S INTELLECTUAL PROPERTY RIGHTS - 26 PIB 416		
Units	**Content**	**Hrs.**
I	Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India & abroad - Major International Instruments concerning IPR : Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967,the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994(Explanation On the concepts only)	19
II	Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties	19
III	Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights	19
IV	Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) – Demonstration of practical Trade Marks -Non-Registered Trademarks - *Registration of Trademarks* - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties.	18
V	Cases Studies from the above Units	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations, Flipped Classrooms

ASSESSMENT METHODS

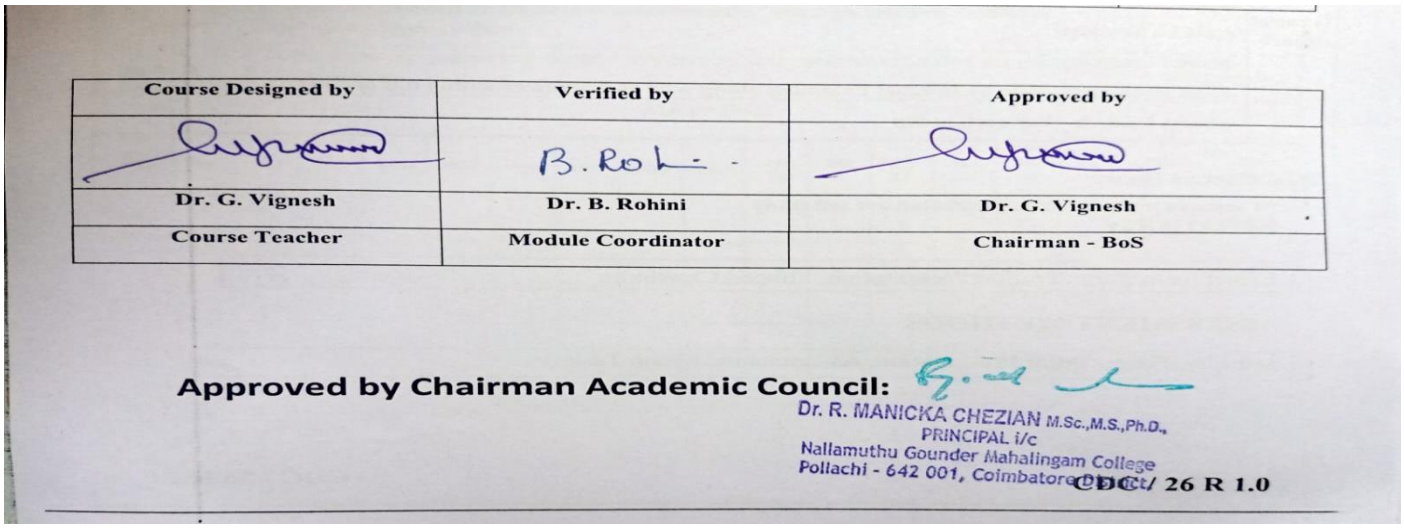
Tests, Power Point Presentations, Assignments, Group Task

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Narayanan, P.	Intellectual Property Law.	Eastern Law House, Latest Edition.	**2022**
2	WIPO (World Intellectual Property Organization)	Understanding Industrial Property.	WIPO Publications, Geneva	**2020**

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Neeraj, P., &Khusdeep, D	Intellectual Property Rights. India	PHI learning Private Limited	2021
2	Ganguli, Prabuddha	Intellectual Property Rights: Unleashing the Knowledge Economy.	Tata McGraw-Hill Publishing Company	2019



Course Designed by	Verified by	Approved by
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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CDC/ 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 417			**Title:**	**Batch:**	2026 - 2028
				Project Management for International Business	**Semester:**	IV
Lecture Hrs./Week Or Practical Hrs./Week	2	**Tutorial Hrs./Week.**	4		**Credits:**	5

COURSE OBJECTIVES

The course aims to develop research aptitude among postgraduate students by enabling them to apply research methodology to real-world problems. It seeks to train students in systematic data collection, analysis, interpretation, and reporting, while also enhancing their academic writing and presentation skills.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Identify and formulate a researchable problem.	PO1(3), PO5(1)
CO2	Apply appropriate research design and methodology.	PO10(1), PO11(1)
CO3	Analyze data using suitable statistical tools.	PO1(3), PO7(2)
CO4	Interpret results and draw meaningful conclusions.	PO3(3) PO12(1)
CO5	Prepare and defend a structured research dissertation	PO5(3), PO14(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	–	–	–	1	–	–	–	–	–	–	–	–	–	–	✓	
CO2	–	–	–	–	–	–	–	–	–	1	1	–	–	–	–		
CO3	3	–	–	–	–	–	2	–	–	–	–	–	–	–	–		✓
CO4	–	–	3	–	–	–	–	–	–	–	–	1	–	–	–		
CO5	–	–	–	–	3	–	–	–	–	–	–	–	–	1	–	✓	

3 Point Scale – 1, 2, 3

PROJECT MANAGEMENTFOR INTERNATIONAL BUSINESS – 26 PIB 417		
Unit	**Content**	**Hours**
I	**Research Proposal Development:** Background of the Study - Industry Profile (Commerce / IB context) - Statement of the Problem - Identification of Research Problem - Research Objectives - Research Questions - Scope of the Study - Significance of the Study - Limitations of the Study - Chapterisation Scheme - Submission of Research Proposal.	**15**
II	**Scrutinizing Review & Hypothesis Development:**Review of Literature - Review of National and International Studies - Formulation of Objectives and Hypotheses - Research Gap Identification Research Design (Exploratory, Descriptive, Analytical, Experimental) - Conceptual Framework - Theoretical Foundations (Trade Theories, Finance Theories, etc.) - Sampling Design - Tools for Data Collection.	**15**
III	**Data Collection and Analysis:**Primary and Secondary Data Collection - Questionnaire Design / Interview Schedule - Pilot Study - Data Coding and Tabulation - Statistical Tools for Analysis [Percentage Analysis, Correlation, Regression, Chi-square Test, t-Test / ANOVA, Use of Statistical Software (SPSS / Excel / R)] - Interpretation of Results	**15**
IV	**Findings, Suggestions and Conclusion:**Major Findings - Practical Implications - Policy Suggestions - Managerial Recommendations – Conclusion - Scope for Further Research - Citation and Referencing Styles (APA / MLA / Chicago) - Avoiding Plagiarism - Preparation of Bibliography – Books – Journals - Government Reports – Websites – Annexure (Questionnaire, Interview Schedule, Additional Tables, Company Documents)	**15**
V	**Dissertation Submission & Viva Voce:** Submission of Final Report - Plagiarism Check (as per institutional norms) - PowerPoint Presentation - Viva Voce Examination.	**15**
	Viva Voce Examination (including Rough Draft, Final Draft, Mock Viva)	**15**
	Total Contact Hours	**90**

**** Concepts underlined and Italicized are self-study***

PEDAGOGY

Direct Instruction, Digital Presentation, Flipped Classroom, Mentoring

ASSESSMENT METHODS

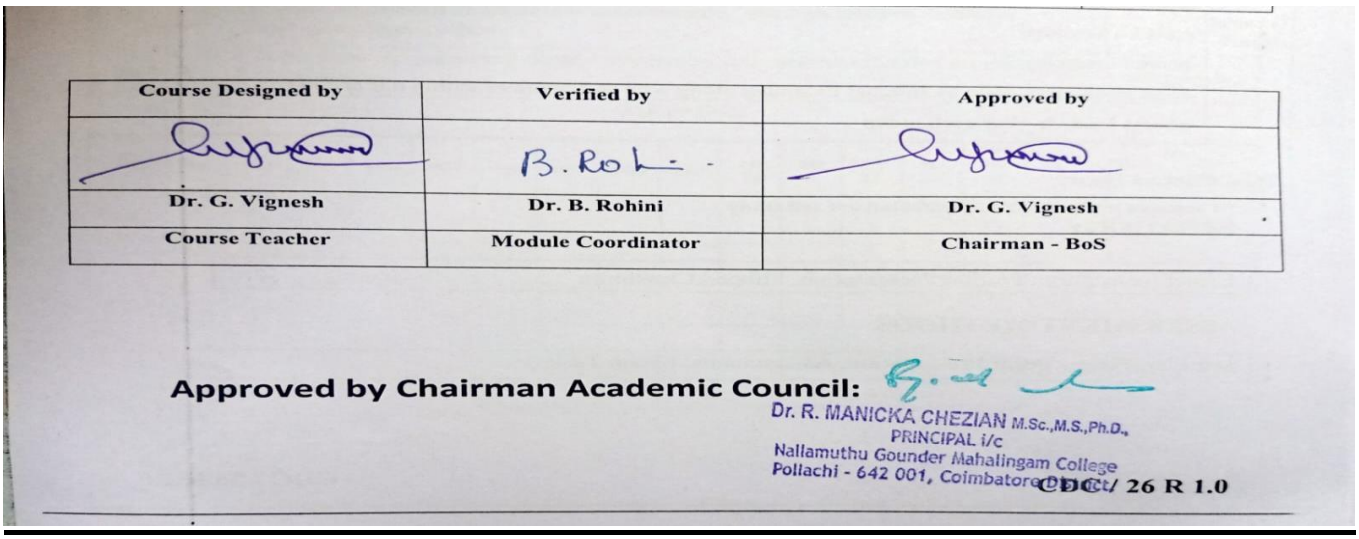
Project Review, Power Point Presentation, Assignments, Group Task System

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	C. R. Kothari	Research Methodology: Methods and Techniques	New Age International Publishers	2023
2	Mark Saunders	Research Methods for Business	Pearson	2015
3	Donald R. Cooper & Pamela S. Schindler	Business Research Methods	McGraw Hill	2017

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Wayne C. Booth	The Craft of Research	University of Chicago Press	2024



Course Designed by	Verified by	Approved by
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

Dr. R. MANICKA CHEZIAN M.Sc.,M.S.,Ph.D.,
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Pollachi - 642 001, Coimbatore Dist.

CDC/ 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business
Course Code:	26 PIB 4E7			**Title**	**Batch:** 2026 - 2028
				World Shipping and Cargo Management	**Semester:** IV
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:** 5

COURSE OBJECTIVE

To provide a comprehensive understanding of global shipping operations, cargo handling, risk management, insurance, and regulatory frameworks to support effective decision-making in international trade

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recognize the role of shipping in global trade, key industry players, trade routes, ship types, and cargo capacities.	PO1(3), PO5(2)
CO2	Understand shipping operations, including scheduling, routing, ship chartering, cargo handling, and the impact of cross-border e-commerce.	PO1(2),PO3(2)
CO3	Explore shipping insurance, risk management, cargo loss, claims handling, and legal and regulatory requirements in international shipping.	PO1(2), PO3(3)
CO4	Consider and review shipping processes, including cargo handling, scheduling, safety, and compliance, through real-world examples and case studies.	PO1(1),PO3(1),PO5(1)
CO5	Apply knowledge of shipping operations, risk management, cargo handling, and international trade practices for effective decision-making.	PO1(2), PO5(1)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	✓	
CO2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-		✓
CO3	2	-	3	-	-	-	-	-	-	-	-	-	-	-	-	✓	✓
CO4	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-		✓
CO5	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-	✓	

3 Point Scale – 1, 2, 3

WORLD SHIPPING AND CARGO MANAGEMENT – 26 PIB4E7		
Units	**Content**	**Hrs.**
I	**Introduction to International Shipping:**Overview - The role of shipping in global trade - Key players in the shipping industry (shippers, freight forwarders, carriers, ports) - International trade routes and shipping lane.	19
II	**Shipping Operations and Shipping Lines:** Ship – Classifications of ships - Principal dimensions - Ship's tonnages (GT, NT, DWT) - Cargo carrying capacity -Types of shipping services (liner vs. tramp services) - Ship chartering and leasing - Scheduling and routing	19
III	**CargoHandling: Principles** of cargo handling and storage in Shipping - Types of Cargo - Handling Equipment – Risk and safety management in cargo handling - Cross-border e-commerce and its impact on cargo management.	19
IV	**Shipping Insurance and Risk Handling:** Types of shipping insurance (hull and machinery, cargo, liability) - Risk management in international shipping - Cargo loss, damage, and claims handling - Maritime liability and legal frameworks.	18
V	Cases Studies from the above Units	15
Total Contact Hours		**90**

**** Concepts underlined and Italicized are Self-Study***

PEDAGOGY

Direct Instructions, Digital Presentations

ASSESSMENT METHODS

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Institute of Chartered Shipbrokers (ICS)	Introduction to Shipping	Witherby Publishing Group	2020
2	Ira Breskin	The Business of Shipping	Cornell Maritime Press	2013
3	Martin Stopford	Maritime Economics	Routledge	2009

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Y. V. Reddy	Shipping and Logistics Management	Himalaya Publishing House	2018
2	Francis Rose	Marine Insurance: Law and Practice	Routledge	2012

Course Designed by	Verified by	Approved by
B.Rohini	B.Rohini	
Dr.B.Rohini	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

Dr. R. MANICKA CHEZIAN M.Sc.,M.S.,Ph.D.,
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CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26 PIB 4E8			**Title**	**Batch:**	2026 - 2028
				International Financial Management	**Semester:**	IV
Lecture Hrs./Week or Practical Hrs./Week	5	**Tutorial Hrs./Week.**	1		**Credits:**	5

COURSE OBJECTIVE

To provide students with base fundamental knowledge of international financial management, global monetary systems, international investments, financial markets, and financial instruments, so as to support effectively on grounds of global financial decision-making

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To Recall the basic concepts of international financial management, global investments, financial markets, institutions, and financial instruments.	PO1(3),PO 8(2)
CO2	To gain knowledge in international monetary systems, balance of payments, investment decisions, banking functions, and financial market operations.	PO 6(1)
CO3	To become familiar with international financial principles to investment decisions, fund management, and global financial operations.	PO1(2),PO 3(2)
CO4	To understand theglobal financial issues such as BOP problems, investment risks, market instruments, and debt crises.	PO4(2),PO 7(2)
CO5	To become familiar with international financial strategies and recommend suitable financial decisions in global business.	PO5(3),PO 15(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	2	-	-	-	-	-	-	-	✓	
CO2	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-		
CO3	2	-	3	-	-	-	-	-	-	-	-	-	-	-	-		✓
CO4	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-		✓
CO5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	2		

3 Point Scale – 1, 2, 3

INTERNATIONAL FINANCIAL MANAGEMENT – 26 PIB 4E8		
Units	**Content**	**Hrs.**
I	**International Financial Management:** International Financial Management: An overview – Importance – Nature and Scope – International flow of Funds – Balance of Payments – International Monetary System.	18
II	**International Investment Decisions:** Foreign Direct Investment – International Capital Budgeting – International Portfolio Investment: Meaning – Benefit of International Portfolio Investment – *Problem of International Investment.*	19
III	**International Financial Decisions:** Overview of the International Financial Market – Channels for International Flow of Funds – Role and Functions of Multilateral Development Banks – International Banking: Functions – *Credit Creation* – Control of International Banks.	19
IV	**International Financial Market Instruments** Short-term and Medium-term Instruments – Management of Short-term Funds – Management of Receivables and Inventory – Factors behind the Debt Crisis.	19
V	Case Studies from the above Context	15
Total Contact Hours		**90**

**** Concepts Underlined and Italicized are self-study***

PEDAGOGY

Direct Instructions, Digital Presentations

ASSESSMENT METHODS

Seminar, Case Studies, Power Point Presentations, Assignment, Experience Discussion

BOOKS FOR STUDY

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	VyuptakeshSharan	International Financial Management"	Prentice Hall India Learning Pvt. Ltd, 7th Edition,	2025
2	Varshney R L and Bhashyam S	International Financial Management An Indian Perspective	Sultan Chand & Sons,	2016
3	Apte P G	International Financial Management	MCGraw Hill,8th Edition	2020

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Kevin S	Fundamentals of International Financial Management	Prentice Hall India, 2nd Edition	2022
2	Amuthan R	International Financial Management	Himalaya Publishing House Pvt Ltd, 3rd Edition	2021

Course Designed by	Verified by	Approved by
M. Ragaprabha	B. Rohini	
Ms. M. Ragaprabha	Dr. B. Rohini	Dr. G. Vignesh
Course Teacher	Module Coordinator	Chairman - BoS

Approved by Chairman Academic Council:

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Nallamuthu Gounder Mahalingam College
Pollachi - 642 001, Coimbatore District.

CDC / 26 R 1.0

Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business	
Course Code:	26PIB AL1			**Title**	**Batch:**	2026 - 2028
				Entrepreneurial Development	**Semester:**	II
Lecture Hrs./Week or Practical Hrs./Week	30 (Outside College Hours)	**Tutorial Hrs./Week.**	-		**Credits:**	Grade

COURSE OBJECTIVE

To provide students with a comprehensive understanding of strategic management concepts and develop their ability to analyze business environments, formulate strategies, and evaluate strategic decisions for effective organizational performance.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	To Recall the basic concepts of environmental analysis, strategic planning, strategy tools, implementation and control.	PO1(3)
CO2	To understand the environmental scanning, strategy formulation, planning processes and strategic control systems	PO1(3), PO3(2)
CO3	To apply the strategic management concepts and analytical tools to evaluate business situations.	PO4(3)
CO4	To analyze the internal and external business environments and identify suitable strategic options.	PO2(2), PO8(2)
CO5	To Evaluate the strategies and recommend appropriate decisions for effective organizational performance.	PO3(3), PO4(2)

MAPPING

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
CO2	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-		
CO3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	✓	
CO4	-	2	-	-	-	-		2	-	-	-	-	-	-	-		
CO5	-	-	3	2	-	-	-	-	-	-	-	-	-	-	-		✓

3 Point Scale – 1, 2, 3

ENTREPRENEURIAL DEVELOPMENT-26 PIB AL1		
Units	**Content**	**Hrs.**
I	Entrepreneurship: Definition, Nature and Characteristics Of Entrepreneurship – Qualities Of Successful Entrepreneurs –Phases Of Entrepreneurship Development Programme – the difference between entrepreneur and Intrapreneur - Types of Entrepreneurship. ததொழில்முனைவdெொரிை்dனரயனை, இயல்புமற்றும்பண்புகள்- தdை்றிகரமொைததொழில்முனைவdெொரிை்குணங்கள்- .தொழில்முனைவdெொர்வமம்பொட்டுத்திட்டத்திை்கட்டங்கள்- ததொழில்முனைவdெொருக்கும்உள்முனைவdெொருக்கும்இனடயிலொைவற்றுபொடு- ததொழில்முனைவdெொரிை்dனககள்	6
II	Factors Influencing Entrepreneurship -Internal and External factors -Institutional finance to entrepreneurs –Short-term financial requirements- Long-term financial requirements - Types of finance. ததொழில்முனைவdெொனரபொதிக்கும்கொரணிகள்-உள்மற்றும்தdளிகொரணிகள்- ததொழில்முனைவdெொருக்குநிறுdை நிதி -குறுகியகொலநிதிவதனdகள் - நீண்டகொலநிதிவதனdகள் - நிதிdனகககள்.	5
III	Functions Of Support Agencies -District Industries Centers (DICs) - Small Industries Development Organization (SIDO) - Small Industries Service Institutes (SISIs) - State Industries Development Corporation (SIDCO) - National Small Industries Corporation (NSIC) - National Alliance of Young Entrepreneurs (NAYE) - Khadi and Village Industries Commission(KVIC) - Technical Consultancy Organizations (TCOs) - Industrial and Technical Consultancy Organization of Tamil Nadu Limited (ITCOT)- Industrial Finance Corporation of India (IFCI). மொdட்டத்ததொழில்னமயங்கள்(DICs)- சிறுததொழில்வமம்பொட்டுநிறுdை ம்(SIDO)- சிறுததொழில்கள்வேனdநிறுdை ங்கள்(SISIs)-மொநிலததொழில்dளர்ை்சிக்கழகம் (SIDCO)- வதசியசிறுததொழில்கழகம்(NSIC)- இளம்ததொழில்முனைவdெொர்வதசியகூட்டனமப்பு(NAYE) - கொதிமற்றும்கிரொமத்ததொழில்கள்ஆனணயம்(KVIC) - ததொழில்நுட்பஆவலொேனைநிறுdை ங்கள்(TCOs)-தமிழ்நொடுததொழில்Fனைமற்றும் ததொழில்நுட்பஆவலொேனைஅனமப்பு(ITCOT)-இந்தியததொழில்நிதிகழகம்(IFCI).	8
IV	Entrepreneurship And Economic Development- Role Of Entrepreneur in Economic Development- Innovation and Entrepreneurship - Creativity and Its Importance - Global and Indian Innovations தொழில்முனைவுமற்றும்தபொருளொதொரவமம்பொடு- தபொருளொதொரவமம்பொட்டில் ததொழில்முனைவdெொரிை்பங்கு-புனமமற்றும்ததொழில்முனைவு- பனடப்பொை்ை்ல்மற்றும்அத்முக்கியத்Fம்-உலகளொவியமற்றும்இந்தியகண்டுபிடிப்புகள்	5
V	Women Entrepreneur – definition - Development Of Women Entrepreneur -Support And Financial Assistance to Women Entrepreneurs In India - Problems Faced By Women Entrepreneurs -Remedies For The Problems Of Women Entrepreneurs. தபண்ததொழில்முனைவdெொர்-dனரயனை-தபண்ததொழில்முனைவdெொரிை்dளர்ை்சி -இந்தியொவில்தபண்ததொழில்முனைவdெொருக்குஆதரவுமற்றும்நிதிஉதவி-தபண் ததொழில்முனைவdெொர் எதிர்தகொள்ளும் பிரேேனைகள் - தபண்ததொழில்முனைவdெொரிை்பிரேேனைகளுக்கொைதீர்வுகள்.	6
Total Contact Hours		**30**

Regional Language Teaching Course is given for Advance Learners

PEDAGOGY

Direct Instructions, Digital Presentations

ASSESSMENT METHODS

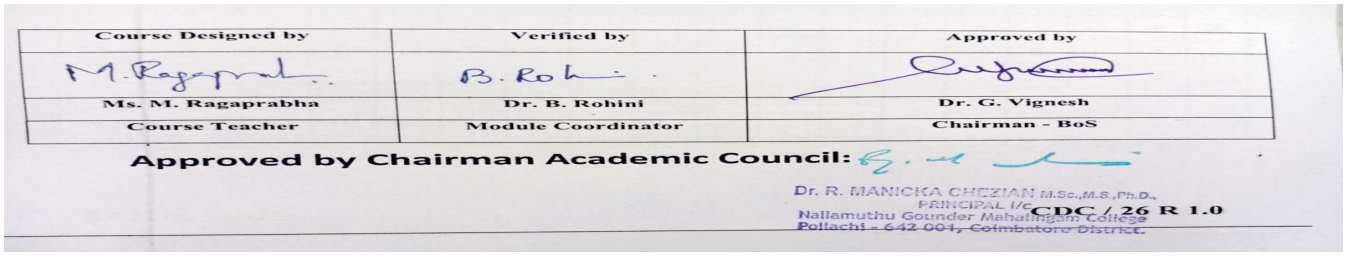
Seminar, Assignments, GroupTask, Tests

BOOKS FOR STUDY

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	Dr.C.B.Gupta	Entrepreneurial Development	Sultan Chand &Sons	2020
2	Dr. Jayshree Suresh	Entrepreneurial Development	Margham Publishers	2021
3	Vasant Desai	Entrepreneurship: Development and Management	Himalaya Publishing House	2022

BOOKS FOR REFERENCE

S.NO	AUTHOR	TITLEOFTHEBOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	KhankaS.S.	Entrepreneurial Development	S.Chand	2017
2	Abha Mathur	Entrepreneurial Development	Taxmann	2021
3	RobertD. Hisrich	Entrepreneurship	Mc Graw Hill	2020



Programme Code:	M.Com. IB – International Business			**Programme Title:**	Master of Commerce with International Business
Course Code:	26PIB VA1 –Value Added Course			**Title**	**Batch:** 2026 - 2028
				Port Management	**Semester:** III
Lecture Hrs./Week or Practical Hrs./Week	30 (Outside College Hours)	**Tutorial Hrs./Week.**	-		**Credits:** 2

COURSE OBJECTIVE

To knowing the port management, port operations, cargo handling systems, and the role of ports in international trade and logistics, include port infrastructure, documentation procedures, and regulatory requirements in export–import activities.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	Explain the functions of ports, types of ports, dry ports (ICD), international hub ports and geographical factors influencing port location in international trade.	PO1(3),PO11(2), PO15(1)
CO2	Describe the ownership structure of ports, free ports / free trade zones and their role in promoting EXIM growth and international trade.	PO1(2),PO7(2)
CO3	Analyze the rationale of port business, port performance measurement, and the role of statutory bodies such as customs, immigration and port health in port operations.	PO3(1)
CO4	Examine cargo operations on board and ashore, safety management practices, and the needs of port users including ship agents, freight forwarders and logistics operators	PO2(3),PO6(2),PO13(1)
CO5	Evaluate port operations, cargo handling systems, containerization, terminal management and documentation procedures in international logistics and global trade.	PO1(2),PO9(1)

MAPPING

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO1	PSO2
CO1	3	-	–	–	–	–	–	-	–	-	2	–	–	–	1	✓	
CO2	2	-	-	–	–	–	2	-	–	-	–	–	–	–	–		
CO3	-	-	1	-	-	–	–	-	–	-	–		–	–	–		
CO4	-	3	-	--	-	2	–	-	–	--	–	-	1	–	–		✓
CO5	2	-	-	-	-	–	–	-	1	-	-	-	–	–	–		

3 Point Scale – 1, 2, 3

PORT MANAGEMENT – 26 PIB VA1		
Unit	**Content**	**Hours**
I	Functions of ports, Types of ports, Dry ports (ICD), its significance and role in EXIM growth, International hub ports and their strategic advantages, Geographical factors influencing port location, Ownership structure of ports, Free ports / Free Trade Zones as an economic tool in international trade.	9
II	Basic rationale of port business, Measurement of port performance, Management of cargo operations on board and ashore, Importance of safety management in port operations, Role of statutory bodies – Customs, Immigration, Port Health, Marine Safety etc., Needs of port users such as ship owners and operators, ship agents, freight forwarders, truckers, rail and barge operators.	11
III	Port operations and cargo handling systems, Types of cargo handled in ports (bulk, break-bulk, containerized cargo), Containerization and its advantages, Port equipment and infrastructure, Terminal management, Documentation and procedures in port operations, Role of ports in international logistics and global trade.	10
Total Contact Hours		30

PEDAGOGY

Direct Instructions, Flipped Classrooms, Mentor system

ASSESSMENT METHODS

Seminars, Assignments, Group Task

TEXT BOOK

S.No	Author	Title of the Book	Publisher / Edition	Year of Publication
1	Patrick M. Alderton	Port Management and Operations	Routledge / Informa Law	2008
2	Maria G. Burns	Port Management and Operations	CRC Press, 1st Edition	2015
3	Dong-Wook Song &PhotisPanayides	Maritime Logistics: A Guide to Contemporary Shipping and Port Management	Kogan Page, 3rd Edition	2021

REFERENCE BOOK

S.No	Author	Title of the Book	Publisher / Edition	Year of Publication
1	H. E. Haralambides	Port Management	Palgrave Macmillan	2019
2	Wei Yim Yap	Business and Economics of Port Management: An Insider's Perspective	Routledge	2019
3	Wayne K. Talley	The Blackwell Companion to Maritime Economics	Wiley-Blackwell	2012
4	Jean-Paul Rodrigue	The Geography of Transport Systems	Routledge	2020

