



ALAGAPPA UNIVERSITY

(A State University Established in 1985)

Karaikudi - 630003. Tamil Nadu, India



FACULTY OF MANAGEMENT DEPARTMENT OF INTERNATIONAL BUSINESS



M.B.A., INTERNATIONAL BUSINESS REGULATIONS AND SYLLABUS

(For the candidates admitted from the
Academic Year 2022 - 2023)

**DEPARTMENT OF INTERNATIONAL BUSINESS
M.B.A INTERNATIONAL BUSINESS**

REGULATIONS AND SYLLABUS

[For the candidates admitted from the Academic Year 2022 – 2023 onwards]







ALAGAPPA UNIVERSITY

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC)

Karaikudi -630003, Tamil Nadu.

THE PANEL OF MEMBERS-BROAD BASED BOARD OF STUDIES

<p><u>Professor and Head</u> Dr. A. Muthusamy, Professor and Head, Department of International Business, Alagappa University, Karaikudi, Teaching Experience: 28 years, Research Experience: 24 years, Area of Research: Foreign Trade, Finance and Export Management.</p>	
<p><u>Foreign Expert</u> Dr. S.Gunapalan, Professor in Management, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, University Park, Oluvil. More than 25 years experience in teaching and training at University. Dean of the Faculty for two terms. Head of the Department for one term. Engaging in research and research-related activities; Conference Chair, Keynote Speaker, Chief as well as Associate editorial works, chair-person for Technical sessions, reviewer, track-coordination, etc. in International symposia as well as Annual International Research Conferences and Faculty journal.</p>	
<p><u>Indian Experts</u> Dr. P.Saravanan, Professor – Finance and Accounting, IIM Tiruchirappalli. His areas of interest are corporate finance, security analysis and portfolio management, corporate Governance and project finance. He has published 36 articles in various journals including ‘A’ Category journals, which are ranked as per the Australian Business Deans Council (ABDC) classification. Six of his case studies on NSE and BSE listed companies, were published by Ivey Business School and available in Harvard Business School case repository collection. He is a regular columnist in leading business newspapers like Economic Times, The Hindu Business Line, Financial Express and Mint. He has written three books in the area of accounting and financial management published by McGraw Hill, Oxford and Pearson Education publishers.</p>	
<p>Dr. P.G.Arul, Professor and Head, Department of International Business, School of Management, Pondicherry University, Pondicherry. For his credit he has more than 18 years of teaching and research experience. He has done his Ph.D., under University Grants Commission- Junior Research Fellowship Scheme (UGC-JRF) in Bharathidasan University, Tiruchirappalli, and Tamilnadu. He has passed State Level Education Test (SLET) during the year 1997. His area of Teaching and Research specialization include International Trade and Logistics, International Human Resource Management and Foreign Direct Investments and International Taxation. He has presented 100+ research papers in the UGC sponsored International and National Seminar/Conferences. For his credit he has published 86 research articles in leading national and international journals and written three books.</p>	

<p><u>Experts from Industry</u> Mr. K. E. Balaji, Branch Head, e-Ship Global Logistics, Parrys, Chennai. More than 25 years experience in Logistics and Import and Export consignments by Air or Sea at Chennai. He is efficient agents working as our counterparts all over the world for handling consolidation / break-bulk cargo, and receipt and delivery activities in their respective countries.</p>	
<p>Mr. Jeyanth Thomas, General Manager, Chakiat Agencies Pvt Ltd, Thoothukudi. (Involved in Ship Agency, Coastal Shipping, Custom broking (Form F Holder), Transport fleet operations, Freight Forwarding, Container depot operations & Warehousing) Past President, Past Secretary & Treasurer– Tuticorin Customs Brokers Association Executive Member – Federation of Freight Forwarders Associations in India Vice President – Tuticorin Ship Agents Association Treasurer – Tuticorin Container Yard Association Hon. Secretary – Mission to the Seafarers Co-oped Member – Indian Chamber of Commerce & Industry. Admin Secretary – Association for Tuticorin Hub Port Development.</p>	
<p><u>Members</u> Dr. S. Prasad, Assistant Professor, Department of International Business, Alagappa University. Teaching Experience: 13 years, Research Experience: 13 years, Area of Research: Foreign Exchange Management and International Marketing.</p>	
<p>Dr. K. Chitradevi, Assistant Professor, Department of International Business, Alagappa University, Karaikudi. Teaching Experience: 9, Research Experience: 2, Area of Research: Finance and Investment Management.</p>	
<p>Dr. S. Gopalsamy, Assistant Professor, Department of International Business, Alagappa University, Karaikudi. Teaching Experience: 9 Years, Research Experience: 6 years, Industrial Experience: 18 years, Area of Research: International Marketing, Finance and Foreign Trade.</p>	

ALAGAPPA UNIVERSITY
DEPARTMENT OF INTERNATIONAL BUSINESS
Karaikudi -630003, Tamil Nadu.

REGULATIONS AND SYLLABUS - (CBCS-University Department)
[For the candidates admitted from the Academic Year 2022 – 2023 onwards]

Name of the Department	: International Business
Name of the Programme	: M.B.A., International Business
Duration of the Programme	: Full Time (Two Years)

Choice-Based Credit System

A choice-Based Credit System is a flexible system of learning. This system allows students to gain knowledge at their own tempo. Students shall decide on electives from a wide range of elective courses offered by the University Departments in consultation with the Department committee. Students undergo additional courses and acquire more than the required number of credits. They can also adopt an inter-disciplinary and intra-disciplinary approach to learning, and make the best use of the expertise of available faculty.

Programme

The Department of International Business offers MBA – International Business which caters the Students to the fathom of global nature of business activities; which is still spares as quibbling component and disdained from business education. The Department also offers M. Phil and Ph.D. in International Business to enhance research practices. The sustainable management are taught and practiced here so, the Students can get exposed to Innovation, Intelligence, and International market. The objective is to plan, entwine and conglomerate top-notch alumni results in utilitarian with impeccable Knowledge. The course curricular is delineated in such a way so that after graduating the students can revamp and renovate their professional aptitude to clutch their career at the authoritative, reputable and leading status in business houses and Multinational Companies including enterprises overseas, Entrepreneurial Pursuits in rising business fields, other than covetable positions in the Government occupations.

Courses

‘Course’ is a component (a paper) of a programme. Each course offered by the Department is identified by a unique course code. A course contains lectures/ tutorials/laboratory/seminar/project / practical training/report writing /Viva-voce, etc or a combination of these, to meet effectively the teaching and learning needs.

Credits

The term “Credit” refers to the weightage given to a course, usually in relation to the instructional hours assigned to it. Normally in each of the courses credits will be assigned on the basis of the number of lectures/tutorial/laboratory and other forms of learning required completing the course contents in a 15-week schedule. One credit is equal to one hour of lecture per week. For laboratory/field work one credit is equal to two hours.

Semesters

An Academic year is divided into two Semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examination and evaluation purposes. Each week has 30 working hours spread over 5 days a week.

Medium of Instruction

Medium of Instruction is English

Departmental committee

The Departmental Committee consists of the faculty of the Department. The Departmental Committee shall be responsible for admission to all the programmes offered by the Department including the conduct of entrance tests, verification of records, admission, and evaluation. The Departmental Committee determines the deliberation of courses and specifies the allocation of credits semester-wise and course-wise. For each course, it will also identify the number of credits for lectures, tutorials, practicals, seminars etc. The courses (Core/Discipline Specific Elective/Non-Major Elective) are designed by teachers and approved by the Departmental Committees. Courses approved by the Departmental Committees shall be approved by the Board of Studies/Broad Based Board of Studies. A teacher offering a course will also be responsible for maintaining attendance and performance sheets (CIA -I, CIA-II, assignments and seminar) of all the students registered for the course. The Non-major elective programme, MOOCs coordinator and Internship Mentor are responsible for submitting the performance sheet to the Head of the department. The Head of the Department consolidates all such performance sheets of courses pertaining to the programmes offered by the department. Then forward the same to be Controller of Examinations

Programme Educational Objectives- (PEO)

PEO-1	To inculcate basic Managerial skills and Theoretical concepts in International Business.
PEO-2	To impart application of knowledge with Export and Import procedures and documentation.
PEO-3	To enhance the application of Information Technology in International Business.
PEO-4	To enhance quantitative decision making skills to Financial problems.
PEO-5	To plan, entwine and conglomerate top-notch alumni results in utilitarian with impeccable Knowledge.
PEO-6	To revamp and renovate their professional aptitude of students to clutch their career at the authoritative, reputable and leading status in business houses and Multinational Companies including enterprises overseas.
PEO-7	To create for project culture coupled with quality outcome.
PEO-8	To enable and apply current trade practices to manage International trade
PEO-9	To equip with skills necessary to operate effectively in a multi-culture environment
PEO-10	To enhance knowledge through innovative teaching, conceptual and applied ,relevant to Global trade

Programme Specific Objectives-(PSO)

PSO-1	To render the opportunity to master all perspective and gain a global outlook on business so they can make the needed changes positive and sustainable.
PSO-2	To produce world-class fundamental and applied research in international business.
PSO-3	To bestow business with ethics and social values.
PSO-4	To instill entrepreneurship conviction and alter them into actuality.
PSO-5	To induct knowledge of the regional, cultural, language, geographical, beliefs and social differences in the global market.

Programme Outcome-(PO)

PO-1	The program will make the students aware of key aspects of export / import management.
PO-2	The program will inculcate employability skills on International Trade.
PO-3	The program will groom the students in tune with Industry expectations.
PO-4	The program creates job opportunities to pursue in multinational companies.
PO-5	The program helps the students to become successful freight forwarders and entrepreneur in International Trade.
PO-6	The program helps the students to become successful entrepreneur, Shipping agent.
PO-7	The Program inculcates legal systems which are followed in International Trade.
PO-8	The program helps the students to established new start up.
PO-9	The program helps the students to become successful Custom broker.
PO-10	Propose solution that reflect the culture and legal system in which the Business operates.

Programme Specific Outcomes-(PSO)

PSO-1	Students will develop professional skills that prepare them for employment and established Export-Import Business.
PSO-2	Students will establish themselves as effective professional by solving problems.
PSO-3	Students will demonstrate their ability to adopt to a rapidly changing business environment.
PSO-4	Students will developed team work, effective communication, critical thinking etc.,
PSO-5	Students develop in the area of international business and related fields

Eligibility for admission

A candidate who has passed UG Degree from a recognized University shall be permitted to appear and qualify for the MBA (IB) course.

Minimum Duration of programme

The programme is for a period of two years. Each year shall consist of two semesters' viz. Odd and Even semesters. Odd semesters shall be from June / July to October / November and even semesters shall be from November / December to April / May. Each semester there shall be not less than 90

working days consisting of 5 teaching hours per working day which shall comprise 450 teaching clock hours for each semester (exclusive of the days for the conduct of the University end- semester examination).

Components

A PG programme consists of a number of courses. The term “course” is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a “paper” in the conventional sense. The following are the various categories of the courses suggested for the PG programmes:

- A.** Core courses (CC)- “Core Papers” means “the core courses” related to the programme concerned including practicals and project work offered under the programme and shall cover core competency, critical thinking, analytical reasoning, and research skill.
- B.** Discipline-Specific Electives (DSE) means the courses offered under the programme related to the major but are to be selected by the students, shall cover additional academic knowledge, critical thinking, and analytical reasoning.
- C.** Non-Major Electives (NME)- Exposure beyond the discipline
 - Students have to undergo a total of two Non- Major Elective courses with 2 credits offered by other departments (one in II Semester another in III Semester).
 - A uniform time frame of 3 hours on a common day (Tuesday) shall be allocated for the Non-Major Electives.
 - Non Major Elective courses offered by the departments pertaining to a semester should be announced before the end of previous semester.
 - Registration process: Students have to register for the Non-Major Elective course within 15 days from the commencement of the semester either in the department or NME Portal (University Website).
- D.** Self Learning Courses from MOOCs platforms.
 - MOOCs shall be on voluntary for the students.
 - All PG programmes students have to undergo a total of 2 Self Learning Courses (MOOCs) one in II semester and another in III semester.
 - The actual credits earned through MOOCs shall be transferred to the credit plan of programmes as extra credits. Otherwise 2 credits/course be given if the Self Learning Course (MOOCs) is without credit.
 - While selecting the MOOCs, preference shall be given to the course related to employability skills.
- E.** Projects (Maximum Marks: 100) / Internships (Maximum Marks: 100) :

The duration of the internship shall be a minimum of 45 days during the summer vacation.

➤ **Plan of work**

Project

Every student of MBA International Business shall carry out a Desk project in the area of MNC’s, Logistics Industry, Shipping Industry and Export Companies, under the guidance of faculty members and the students undertake the project. At the end of the IV-semester every student shall make a presentation of his/her project work.

The project work and viva – voce examinations will be evaluated by the internal faculty and External expert. Project report will be evaluated for a weightage of 75 marks and viva – voce examination for the

project shall carry a weightage of 25 marks. (Total 100 marks).

➤ **Format to be followed for project report**

The format /certificate for thesis to be followed by the student are given below

- Title page
- Certificate
- Acknowledgment
- Content as follows:

Chapter No	Title	Page number
1	Introduction	
2	Aim and objectives	
3	Review of literature	
4	Materials and methods	
5	Result	
6	Discussion	
7	Summary	
8	References	

➤ **Format of the title page**

Title of Project work

Project submitted in partial fulfillment of the requirement for the degree of Master of Science to the Alagappa University, Karaikudi -630003.

By

(Student Name)

(Register Number)

University Logo

Department of M.B.A – International Business

Alagappa University

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC, 2019: QS ASIA Rank- 216, QS BRICS Rank-104, QS India Rank-20)

Karaikudi - 630003 (Year)

➤ **Format of certificates**

Certificate –Guide

This is to certify that the **Dissertation/Project** entitled “-----
-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the degree of Master of Science in ----- by Mr/Ms ----- (Reg No----- --) under my supervision. This is based on the results of studies carried out by him/her in the Department of-----, Alagappa University, Karaikudi-630 003. This dissertation/Project or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar titles or record of any University or Institution.

Place: Karaikudi

Date: _____

Research Supervisor

Certificate - (HOD)

This is to certify that the thesis entitled “-----” submitted by Mr./Ms -----(Reg No: -----) to the Alagappa University, in partial fulfillment for the award of the degree of Master of -----in -----is a bonafide record of research work done under the supervision of Dr.-----, Assistant Professor, Department of-----, Alagappa University.

This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date: _____

Head of the Department

Declaration (student)

I hereby declare that the dissertation entitled “-----” submitted to the Alagappa University for the award of the degree of Master of ----- in ----- has been carried out by me under the guidance of Dr. -----, Assistant Professor, Department of-----, Alagappa University, Karaikudi – 630 003. This is my original and independent work and has not previously formed the basis of the award of any degree, diploma, associate ship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date: _____

(-----)

Internship

Every student of MBA – International Business shall undergo Internship training any leading MNC's, Logistics, Shipping and Export companies during the summer vacation May and June for a period of 45 days under the guidance of a faculty member. The students should contact the respective faculty members and get necessary guidance at the Time of training period, after complete internship training, the student should submit report to the department. The internship report evaluated by internal and external expert. The internship mark statement obtained by the students will be recorded in the mark statement issued to them in III- semester (along with the third semester marks).The weightage for the internship report shall be 75 marks and 25 for viva – voce examination (Total 100 marks).

➤ Format to be followed for Internship report

The format /certificate for internship report to be followed by the student are given below

➤ Title page -Format of the title page

Title of internship report

Internship report submitted in partial fulfillment of the requirement for the Master of degree in----- to the Alagappa University, Karaikudi -630003.

By

(Student Name)

(Register Number)

University Logo

Department of -----

Alagappa University

(A State University Accredited with "A+" grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC, 2019: QS ASIA Rank-216, QS BRICS Rank-104, QS India Rank-20)

Karaikudi - 630003(Year)

➤ Certificate-(Format of certificate – faculty in-charge)

This is to certify that the report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Science in -----by Mr./Ms----- (Reg No -----) under my supervision. This is based on the work carried out by him/her in the organization M/S----- . This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:

Date: _____

Research Supervisor

Certificate (HOD)

This is to certify that the Internship report entitled “-----“ submitted by Mr./Ms.-----(**Reg No -----**) to the Alagappa University, in partial fulfillment for the award of the Master of Science in ----- is a bonafide record of Internship report done under the supervision of-----, Assistant Professor, Department of -----, Alagappa University and the work carried out by him/her in the organization M/S - ----- . This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date:_____

Head of the Department

Certificate-(**Format of certificate – Company supervisor or Head of the Organization**)

This is to certify that the Internship report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Science in -----by Mr./Ms----- (Reg No:-----) under my supervision. This is based on the work carried out by him/her in our organization M/S ----- for the period of three months or ----- . This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:

Date:_____

Supervisor or in charge

Declaration (student)

I hereby declare that the Internship Report entitled “----- -” submitted to the Alagappa University for the award of the **Master of Science in-----** has been carried out by me under the supervision of----- , Assistant Professor, Department of -----, Alagappa University, Karaikudi – 630 003. This is my original and independent work carried out by me in the organization M/S -----for the period of three months or ----- and has not previously formed the basis of the award of any degree, diploma, associateship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date:_____

(-----)

- Acknowledgment
- Content as follows:

Chapter No	Title	Page number
1	Introduction	
2	Aim and objectives	
3	Organization profile /details	
4	Methods / Work	
5	Observation and knowledge gained	
6	Summary and outcome of the Internship study	
7	References	

No. of copies of the project report/internship report

The candidate should prepare three copies of the project and one copy of internship report submits the same for the evaluation of examiners. After evaluation, one copy will be retained in the department library, one copy will be retained by the guide and the student shall hold one copy.

Teaching methods

The classroom teaching would be through conventional lecture, use of Power Point presentation, novel innovative teaching ideas like television (SWAYAM PRABHA, GYAN DHARSHAN) smart board and computer-aided instructions. Periodic field visit enables the student for gathering the practical experience and up to date industrial scenario. Student seminars would be arranged to improve their communicative skills. The periodic test will be conducted for students to assess their knowledge. Slow learners would be identified and will be given special attention by remedial coaching. Major and electives would be held in the Department and for Non-major electives students have to undertake other subjects offered by other departments.

Attendance

Students must have earned 75% of attendance in each course for appearing for the examination. Students who have earned 74% to 70% of attendance need to apply for condemnation in the prescribed form with the prescribed fee. Students who have earned 69% to 60% of attendance need to apply for condemnation in the prescribed form with the prescribed fee along with the Medical Certificate. Students who have below 60% of attendance are not eligible to appear for the End Semester Examination (ESE). They shall re-do the semester(s) after completion of the programme.

Examination

The examinations shall be conducted separately for theory and practical's to assess (remembering, understanding, applying, analyzing, evaluating, and creating) the knowledge required during the study. There shall be two systems of examinations viz., internal and external examinations. The internal examinations shall be conducted as Continuous Internal Assessment tests I and II (CIA Test I & II).

Internal Assessment

The internal assessment shall comprise a maximum of 25 marks for each subject. The following

procedure shall be followed for awarding internal marks.

Theory -25 marks

S. No	Content	Marks
1	Average marks of two CIA test	15
2	Seminar/group discussion/quiz	5
3	Assignment/field trip report/case study report	5
	Total	25

Practical -25 Marks

1	Major Experiment	10 marks
2	Minor Experiment	5 marks
3	Spotter (2x 5/ 4 x4) or any other mode	10 marks
	Total	25 Marks

Project /internship-50 Marks (assess by Guide/incharge/HOD/supervisor)

1	Two presentations (mid-term)	30 Marks
2	Progress report	20 Marks
	Total	50 Marks

External Examination

- There shall be examinations at the end of each semester, for odd semesters in the month of October / November; for even semesters in April / May.
- A candidate who does not pass the examination in any course(s) may be permitted to appear in such failed course(s) in the subsequent examinations to be held in October / November or April / May. However candidates who have arrears in Practical shall be permitted to take their arrear Practical examination only along with Regular Practical examination in the respective semester.
- A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulation prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.
- For the Project Report/ Dissertation Work / internship the maximum marks will be 100 marks for project report evaluation and for the Viva-Voce it is 50 marks (if in some programmes, if the project is equivalent to more than one course, the project marks would be in proportion to the number of equivalent courses).
- Viva-Voce: Each candidate shall be required to appear for Viva-Voce Examination (in defense of the Dissertation Work /Project/ internship).

Scheme of External Examination (Question Paper Pattern)

Theory - Maximum 75 Marks

Section A	10 questions. All questions carry equal marks.	10 x 1 = 10 Marks	10 questions – 2 each from every unit
Section B	5 questions Either / or type like 1.a (or) b. All questions carry equal marks	5 x 5 = 25	5 questions – 1 each from every unit
Section C	5 questions Either / or type like 1.a (or) b. All questions carry equal marks	5 x 8 = 40	5 questions – 1 each from every unit

Project report/Internship report Scheme of evaluation

Project report/Internship report	75 Marks
Viva- voce	25 Marks

Results

The results of all the examinations will be published through the Department where the student underwent the course as well as through University Website.

Passing minimum

- A candidate shall be declared to have passed in each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.
- The candidates not obtained 50% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed in the Project / Dissertation / Internship if he /she get not less than 40% in each of the Project / Dissertation / Internship Report and Viva-Voce and not less than 50% in the aggregate of both the marks for Project Report and Viva-Voce.
- A candidate who gets less than 50% in the Project / Dissertation / Internship Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted Project report.

Grading of the Courses

The following table gives the marks, Grade points, Letter Grades and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper / Course)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good
60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- a) Successful candidates passing the examinations and earning GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have Average (B).
- g) Candidates earning GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- h) Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively **by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)**. These two are calculated by the following formulae

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the courses}}{\text{Sum of the credits of the courses in a Semester}}$$

Classification of the final result

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

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
- Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B), those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in Second Class.
- Candidates those who earned CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} \cdot G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the entire Programme}}{\text{Sum of the credits of the courses for the entire Programme}}$$

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.

Maximum duration of the completion of the programme

The maximum period for completion of **MBA – International Business** in shall not exceed eight semesters continuing from the first semester.

Conferment of the Master's Degree

A candidate shall be eligible for the conferment of the Degree only after he/ she has earned the minimum required credits for the Programme prescribed there for (i.e. 90 credits). Programme).

Village Extension Programme

The Sivaganga and Ramnad districts are very backward districts where a majority of people Lives in poverty. The rural mass is economically and educationally backward. Thus the aim of the introduction of this Village Extension Programme is to extend out to reach environmental awareness, social activities, hygiene, and health to the rural people of this region. The students in their third semester have to visit any one of the adopted villages within the jurisdiction of Alagappa University and can arrange various programs to educate the rural mass in the following areas for three day based on the theme. 1. Environmental awareness 2. Hygiene and Health. A minimum of two faculty members can accompany the students and guide them.

Project

Every student of MBA International Business shall carry out a **Desk project** in the area of MNC's, Logistics Industry, Shipping Industry and Export Companies, under the guidance of faculty members and the students undertake the project. At the end of the IV-semester every student shall make a presentation of his/her project work.

Project Duration:

Every student of MBA International Business shall carry out a Desk project for fourth semester. (90 working days.)

Evaluation:

The project work and viva – voce examinations will be evaluated by the internal faculty and External expert. Project report will be evaluated for a weightage of 75 marks and viva – voce examination for the project shall carry a weightage of 25 marks. (Total 100 marks).

Project report – Project (75) + Viva-Voce (25) = Total 100

M.B.A., INTERNATIONAL BUSINESS
Programme structure

S. No	Course Code	Course	Title of the paper	T/P	Credits	Hours/Week	Marks		
							I	E	Total
I Semester									
1	652101	Core	Management Concepts	T	4	5	25	75	100
2	652102	Core	International Economics	T	4	5	25	75	100
3	652103	Core	Accounting for Managers	T	4	5	25	75	100
4	652104	Core	Organizational Behavior	T	4	5	25	75	100
5	652105	Core	Information Technology for Business	T	4	5	25	75	100
6	652601	Core	Comprehensive Viva Voce - I	-	2	2	25	75	100
7			Library/ Yoga/ Counseling/ Field visit			3			
					22	30	150	450	600
II Semester									
8	652201	Core	Business Research Methodology	T	4	5	25	75	100
9	652202	Core	International Human Resource Management	T	4	5	25	75	100
10	652203	Core	EX-IM Management	T	4	5	25	75	100
11	652204	Core	Global Entrepreneurship Development	T	4	5	25	75	100
12	652205	Core	Quantitative Methods for Decision Making	T	4	5	25	75	100
13	652602	Core	Comprehensive Viva Voce-II	-	2	2	25	75	100
14		NME	Non Major Elective –I (Global Entrepreneurship)	T	2	3	25	75	100
15			MHRD SWAYAM Portal (Extra Credit)				Extra credit		
					24	30	175	525	700
III Semester									
16	652301	Core	Foreign Exchange Management	T	4	5	25	75	100
17	652302	Core	International Marketing	T	4	5	25	75	100
18	652303	Core	Port and Terminal Management	T	4	5	25	75	100
19	652304	Core	Business in Emerging Markets	T	4	5	25	75	100
20	652777	Core	Summer Internship-cum-Training Report and Viva Voce	T	4	-	25	75	100
21	652603	Core	Comprehensive Viva-voce - III	-	2	2	25	75	100
			Elective Course						
22	652501	DSE*1	Customs Procedures and Documentation*	T	3	5	25	75	100
23	652502		International Business Environment*						
24			Non-Major Elective - II (Basics of Exports)	T	2	3	25	75	100
25			Self-learning course (SLC) –MOOCs ***				Extra credit		
					27	30	200	600	800
IV Semester									
25	652401	Core	Global Business Strategies	T	4	5	25	75	100
26	652402	Core	Legal Environment of International Business	T	4	5	25	75	100
27	652403	Core	Multinational Financial Management	T	4	5	25	75	100

28	652404	Core	International Logistics Management	T	3	5	25	75	100	
29	652604	Core	Comprehensive Viva-voce – IV	-	2	2	25	75	100	
Elective Courses										
30	652503	DSE*2	Overseas Project Management*	T	3	5	25	75	100	
31	652504		Global Investment and Portfolio Management*							
32	652507		Project Work and Viva-voce (75+25)	-	4		25	75	100	
			Library/ Yoga/ Counseling/ Field visit			3				
Total						24	30	175	525	700
						97	120	700	2100	2800



Semester I					
Core	Course Code: 652101	Management Concepts	T	Credits: 4	Hours: 5
Unit I					
Objective 1	To acquaint about the basic concepts of management, scope, functions and evolution of management				
Management: Definition – Nature – Scope and Functions – Managerial Roles - Levels of Management – Managerial Skills -An Overview of Functional areas of Management- Marketing, Finance, Production, HRM,IT, R and D; - Evolution of Management thought (Relevant One or Two Case Studies).					
Outcome 1	To understand the basic concepts of management, scope, functions and evolution of management				K2
Unit II					
Objective 2	➤ To understand the concept of planning, Decision making, organizing and its process.				
Planning and Organizing: Nature, importance and planning process – Types of Planning - Planning premises — Decision making – Process and Types – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty- MBO and MBE - Concept, nature, process and significance; Authority and Responsibility relationships- Delegation, Decentralization; Departmentation basis and formats - Span of control - Formal and Informal Organisation(Relevant One or Two Case Studies).					
Outcome 2	The students would be able to implement the various concepts of planning, Decision making and organizing to develop their managerial skills.				K2
Unit III					
Objective 3	➤ To learn the application of the principles of directing and controlling.				
Directing and Controlling: The Direction Function – Leadership - Concept and Importance of Leadership - Motivation - Concept and Importance of Motivation – Supervision – Concept and Importance of Supervision .Control: concept - Importance -Types, Techniques- Controlling: Objectives and Process of control – Devices of control – Integrated control – Special control techniques.					
Outcome 3	To Build the ability to lead, motivate and supervise their subordinates. And also develop their control methods in an effective way.				K3
Unit IV					
Objective 4	<ul style="list-style-type: none"> ➤ To enable the students to acquire written and spoken Communication skills. ➤ To make the students to learn the various communication methods followed in corporate and Business world. 				
Communication: Meaning, Objectives, Scope and Ethics- Features of Business Communication-Electronic Technology in global business communication: Internet, Fax and e-mail – Voice, Text and Picture messages-Work Team Communication - Group Communication - Variables - Solving group problems - Ethical dimensions Strategies for communicating across different cultures- Business presentations - Written and Oral presentations - Process: Planning, organizing and delivering - Use of Visual Aids. (Relevant One or Two Case Studies)					
Outcome 4	Prepares the students to communicate in their corporates career by				

	exposing them to various communication methods followed in corporate and Business world.	K2
Unit V		
Objective5	➤ To train the students in the preparation of various reports, business presentations and resume and job applications and attending employment interviews	
Business Writing Principles- Planning - Drafting - Revising - Formatting – 3Ps of Business writing (problem, process, product) for Goodwill messages, Routine Messages and Negative news – Replies - Report writing - Characteristics - purpose - Types - periodic reports - situational report - Proposals - Policies and procedure - Report structure - Managing reports-Export - Import Communications: Offer and acceptance to a overseas buyer/seller. (Relevant One or Two Case Studies).		
Outcome5	Ability to draft and communicate various reports to meet out the day to day requirements.	K4
Suggested Reading:- Dubrin, A. J. <i>Management: Concepts and Cases</i> , (1 st ed.). South Western. Prasad, Stoner, J. A. F., Freeman, R. E., Gilbert, D. R. (2018). <i>Management. New Delhi: Prentice Hall of India.</i> Tim, H. (1998). <i>Management Concepts & Practices</i> , (2 nd ed.). <i>Financial Times/ PrenticeHall.</i> Lesikar, R. V. (1999). <i>Basic Business Communication.</i> Tata McGraw Hill Publication. Rajendra, P. (1993). <i>Essentials of Business Communication.</i> Sultan: Chand & Sons.		
Online Resource	https://www.easymangementnotes.com/management-educational-resources/ http://www.ignouhelp.in/ignou-mmpc-01-study-material/ https://www.managementstudyguide.com/management-basics-articles.html	
K1-Remember	K2-Understand	K3-Apply
		K4-Analyze
		K5-Evaluate
		K6-Create
<i>Course designed by: Dr. S.Gopalsamy</i>		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	2.6	3	2.6	3	1	1.8	3	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	L(1)	L(1)	L(1)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	S(3)
W.AV	3	1	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)



I Semester					
Core	Course Code: 652102	International Economics	T	Credits: 4	Hours: 5
Unit-I					
Objective 1	To know the disequilibrium in BOP; in multilateral finance and trade system.				
Concepts, Scope and Theories: Meaning, Scope and Significance of International Economics- International Trade - Bases of International Trade - Theories of International trade: Absolute and Comparative Cost Advantages theories- Modern theories of International trade: Heckscher-Ohlin Model - Samuelson Model - Modern theories Vs. Classical theories - Terms of trade: Concept and measures. (Relevant One or Two Case Studies).					
Outcome 1	The students would know the importance and problems of foreign capital				K2
Unit-II					
Objective 2	To understand the foreign direct and portfolio investment.				
New Theories of International Trade: Imperfect competition and trade- Intra Industry Trade- Technology Gap Model- Product cycles –Export led growth-Import substitution Vs. Export orientation- Immiserising growth. The growth of newly industrialized countries and its impact on advanced countries.					
Outcome 2	The students would comprehend the types and nature of trade barriers.				K2
Unit-III					
Objective 3	To enable students Competent in the international labor migration types and factors involved.				
Equilibrium in International Trade: Concepts. Components and Significance of Balance of Trade; Balance of Current Account and Balance of Payments- Disequilibrium in BOP - Adjustments for equilibrium in BOP - Exchange Rate: Theories: Gold Standard -Mint Parity and Purchasing Power Parity theory - Determinants of Exchange Rate -Economics of Fixed and Floating Rate systems. (Relevant One or Two Case Studies).					
Outcome 3	The students would understand the factors causing BOP disequilibrium and measures to correct the disequilibrium.				K2
Unit-IV					
Objective 4	To identify the validity and efficiency of protectionist policies				
Trade and Development: Gains from trade - Trade as a substitute for growth -Theory of Immiserizing growth - Free trade Vs. Protection - Trade Barriers. Trade Blocks: NAFTA, EU and ASEAN — Regional Trade As and India. (Relevant One or Two Case Studies).					
Outcome 4	To compare the exchange rate regimes and international monetary standards.				K4
Unit-V					
Objective 5	To understand how a foreign exchange market operates.				
International Resource Flows: Foreign Direct and Portfolio Investments: Significance, Trend, Determinants and Impact -India's Position in FDI and FPI → International Labour Migration: Types and Factors involved - Technology transfer: Need, Issues and Trend. (Relevant One or Two Case Studies).					
Outcome 5	To develop a better understanding of the role of International Economics in the operation of the global society.				K2
Suggested Reading:- Cherunilam, F.(2017). International Economics. McGrawHill. Krugman,P.(2013). International Economics. Pearson. Salvatore, D., & Wiley. (2014). International Economics. Trade and Finance. Singh, S. K. (2013). Law of Intellectual Property Rights Laws. Central Law Agency.					

Online Resource : <http://www.wikipedia.org>, <http://www.earth.columbia.edu>
<http://www.allbusiness.com>, <http://www.businessballs.com>
<http://www.ehow.com>, <http://www.quickmba.com>, <http://www.rbi.org.in>

Course Designed by: Dr. A.Muthusamy

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	L(1)	L(1)	S(3)	S(3)	L(1)	M(2)	S(3)
CO2	(S3)	M(2)	L(1)	L(1)	L(1)	S(3)	S(3)	L(1)	S(3)	S(3)
CO3	(S3)	S(3)	M(2)	L(1)	L(1)	S(3)	M(2)	L(1)	M(2)	S(3)
CO4	S(3)	M(2)	L(1)	M(2)	L(1)	S(3)	S(3)	M(2)	M(2)	S(3)
CO5	S(3)	S(3)	L(1)	L(1)	L(1)	S(3)	S(3)	L(1)	M(2)	S(3)
W.Avg.	3	2.6	1.2	1.2	1	3	2.8	1.2	2.2	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	L(1)	L(1)	S(3)
CO2	M(2)	S(3)	L(1)	S(3)	M(2)
CO3	M(2)	S(3)	M(2)	L(1)	M(2)
CO4	S(3)	M(2)	S(3)	L(1)	M(2)
CO5	S(3)	S(3)	S(3)	M(2)	M(2)
W.Avg.	2.6	2.6	2	1.6	2.2

S –Strong (3), M-Medium (2), L- Low (1)

I Semester					
Core	Course Code: 652103	Accounting for Managers	T	Credits:4	Hours:5
Unit -I					
Objective 1	Knowledgeable on the preparation of various financial accounting statements and their uses and limitations as well.				
Accounting Fundamentals and Statements: Definition – Accounting – Types of Accounting- Financial, Management and Cost accounting – Scope of Accounting - Financial Accounting Concepts –Uses of Accounting –Double Entry System- Preparation of journal and ledger, Subsidiary Books – Errors and Rectification-Trial Balance, Profit and Loss Account and Balance Sheet Preparation (Simple Problems only) - (Relevant One or Two Case Studies).					
Outcome 1	The students would understand the financial position of business Organizations through final accounts.			K2	
Unit II					
Objective 2	Understand the concepts and process of management accounting and significance thereof.				
Financial Statement Analysis: Concept and Need for analysis of Financial Statements – Types and Tools of analysis: Financial Ratio Analysis- Turnover ratios – Liquidity ratios – Proprietary ratios –Profitability Ratios (Simple Problems only)-(Relevant One or Two Case Studies).					
Outcome 2	The students would know to evaluate the financial strength and challenges of business.			K2	
Unit III					
Objective 3	Knowledgeable on the preparation of cash flow and fund flow statements and their uses in business decision making.				
Fund and Cash Flow: Fund Flow Concept- Preparation of schedule of changes in working capital and the fund flow statement – Managerial uses and limitation of fund flow statement- Cash Flow Concept – Managerial uses of cash flow statement- (Relevant One or Two Case Studies).					
Outcome 3	The students would have the knowledge and skills to demonstrate mastery of management accounting techniques.			K4	
Unit IV					
Objective 4	Knowledgeable on the various techniques of management accounting in the financial decision making.				
Revenue and Capital Budgeting: Concept of Budget and Budgetary control- Revenue Budget Preparation – Sales and Production Budgets- Cash Budget –Master budget- FixedAnd Flexible budgets- Capital Budgeting: Features and Significance- Methods of Appraisal: Payback period, ARR, NPV and IRR- (Relevant One or Two Case Studies).					
Outcome 4	The students would know to critically analyse and provide recommendations to organizations through the management accounting techniques.			K5	
Unit V					
Objective 5	Understand the cost accounting treatment in relation to marginal accounting and break-even analyse.				
Cost Accounting: Meaning of Costing and Cost Accounting – Objectives – Advantages of Costing – Methods and Treatment of Costing – Basic cost concepts – Cost Centre – Cost Unit - Elements of Cost – Classification of Cost – Preparation of Cost Sheet –Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis (Simple Problems only).					

Outcome 5	Students would apply cost accounting techniques in business.	K2
Suggested Reading:- Jan, R.W. (2005). <i>Financial and Management Accounting</i> . Tata Mc Graw Hill.Maheswari S. N. (2010). <i>Management Accounting & Financial Accounting</i> . Vikas Publishers. Rawat, D.S. (2012). <i>Accounting Standards</i> . Taxmann's. Shukla, M. C., Grewal, T.S., & Gupta, S. C. (2010). <i>Advanced Accounting</i> , S. Chand &Company		
Online resources: https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf http://www.untagsmd.ac.id/files/Perpustakaan_Digital_1/ACCOUNTING%20Accounting%20For%20Managers.pdf https://mis.kp.ac.rw/admin/admin_panel/kp_lms/files/digital/Core%20Books/Accounting/Accounting%20Managers,%20Starting%20from%20Bsics.[Gopal,Rama,CA.C.].pdf.pdf		
K1-Remember	K2-Understand	K3-Apply
K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. K.Chitradevi		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	S (3)	S (3)	S (3)	L (1)	S (3)	L (1)	M (2)	M (2)	L (1)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)
CO3	S (3)	M (2)	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)	S (3)	S (3)
CO4	S (3)	S (3)	S (3)	M (2)	M (2)	S (3)	L (1)	M (2)	S (3)	M (2)
CO5	L (1)	M (2)	M (2)	L (1)	L (1)	L (1)	L (1)	M (2)	M (2)	S (3)
W.AV	2.2	2.4	2.4	2	1.6	2.2	1	2	2.6	2.2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M (2)	M (2)	M (2)	M (2)	M (2)
CO2	L (1)	S (3)	L (1)	M (2)	M (2)
CO3	S (3)	S (3)	M (2)	M (2)	M (2)
CO4	S (3)	S (3)	M (2)	M (2)	M (2)
CO5	L (1)	L (1)	L (1)	L (1)	L (1)
W.AV	2	2.4	1.6	1.8	1.8

S –Strong (3), M-Medium (2), L- Low (1)

I Semester				
Core	Course Code: 652104	Organizational Behaviour	T	Credits: 4 Hours: 5
Unit-I				
Objective 1	To understand the concepts and significance of Organizational Behaviour and its level			
Organisational Behaviour: Meaning – Elements – Need and importance – Approaches – Models – Levels – Global scenario – Socio-cultural, political and economic differences and their influence on International organisational behaviour– Future of organisational behaviour- (Relevant One or Two Case Studies).				
Outcome 1	The students would understand the importance of Organizational Behaviour.			K2
Unit-II				
Objective 2	To understand the Individual behaviours like personality, Learning, Attitudes, Motivation, Stress and perception.			
Foundations of Individual Behaviour: : Individual differences – Personality: Meaning – Personality factors – Learning: Components of learning process – Learning theories – Values: Significance and Types- Attitudes: Components – Formation – Perception: Perceptual process –Stress: Meaning – Types – Sources – Impact and consequences of stress on behaviour – Management of stress- Intelligence ,Meaning ,Types, Factors Influencing Intelligence, Theories of Intelligence – Inducing Factors of Intelligence- Creativity- Characteristics of Creative Individuals. (Relevant One or Two Case Studies).				
Outcome 2	The students would understand the Group dynamics and enrich the leadership quality in them			K2
Unit-III				
Objective 3	To enrich the OB skills through practical way of learning .			
Group Dynamics: Group: Definition – Reasons – Types – Formation and Development process – Group Norms: Meaning – Types – Reasons for enforcement of norms – Norm variation – Norm conformity – Group Cohesiveness: Meaning – Advantages – Group Conflict: Meaning – Reasons – Management of group conflict– Their impact on organisational behaviour- Leadership: Types and Theories (Relevant One or Two Case Studies).				
Outcome 3	The students would understand organisational culture in MNCs			K2
Unit-IV				
Objective 4	To provide the concept of leadership conflict and Organization change.			
Power and Politics: Power: Definition – Power Vs Authority – Types of powers – Sources – Characteristics – Effective use of power – Politics: Definition – Political behaviour and organisational politics – Factors influencing political behaviour – Techniques of managing political behaviour (Relevant One or Two Case Studies).				
Outcome 4	To understand individual behaviour in organisation, industry diversity and attitudes.			K2
Unit-V				
Objective 5	To impart a knowledge on personality and person attributes of employee in organization.			
Organisational Dynamics: Organisational Design – Determinants – Forms – Organisational				

Effectiveness: Meaning – Approaches – Factors contributing effectiveness – Organisational Culture: Meaning – Significance – Organisational Climate: Meaning – Factors influencing climate – Implications on organisational behaviour – Organisational Change: Meaning – Nature – Causes of change – Resistance to change – Management of change – Organisational Development: Meaning – Need – OD interventions (Relevant One or Two Case Studies)

Outcome 5 | To know the importance of organization change. | **K3**

Suggested Reading:-

Aswathappa, K. (2016). *Organizational Behaviour*. Mumbai: Himalaya Publishing.
 Davis, K. (2010). *Organizational Behavior: Human Behavior at Work*.
 McGraw Hill. Gordon, J. R. (1993). *A Diagnostic Approach to Organisational Behaviour*.
 Boston: Allyn and Bacon. Gordon, J. R. (2001). *Organizational Behavior: A Diagnostic*. Prentice Hall.
 Luthans, F. (2006). *Organizational Behaviour*. McGraw-Hill/Irwin.

Online Resources:

WWW.OBWeb-Organizational Behaviour Division
 WWW.OpenLearn Learning Space
 WWW.PreQuest Ebook Central

K1-Remember | **K2-Understand** | **K3-Apply** | **K4-Analyze** | **K5-Evaluate** | **K6-Create**

Course Designed by: Dr. A.Muthusamy

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	S(3)	M(2)	S(3)	L(1)	L(1)	L(1)	S(3)	S(3)	S(3)
CO2	L(1)	S(3)	M(2)	S(3)	L(1)	M(2)	M(2)	S(3)	S(3)	S(3)
CO3	M(2)	M(2)	M(2)	S(3)	L(1)	S(3)	M(2)	S(3)	M(2)	L(1)
CO4	L(1)	S(3)	S(3)	S(3)	M(2)	L(1)	M(2)	S(3)	S(3)	S(3)
CO5	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)
W.Avg.	1.2	2.8	2.2	2.8	1.4	1.8	2	2.8	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	S(3)	M(2)	M(2)
CO2	S(3)	M(2)	L(1)	M(2)	S(3)
CO3	S(3)	M(2)	S(3)	M(2)	S(3)
CO4	S(3)	M(2)	S(3)	S(3)	S(3)
CO5	M(2)	M(2)	S(3)	S(3)	S(3)
W.Avg.	2.8	2	2.6	2.4	2.8

S –Strong (3), M-Medium (2), L- Low (1)

I Semester				
Core	Course Code 652105	Information Technology for Business	T	Credits: 4 Hours: 5
Unit -I				
Objective 1	To understand about the operating systems and application of softwares			
Introduction: Basics and Evolution of Computing – Operating Systems (System Software) and Application Software – Introduction to Network Setting – LAN and WAN, Internet and Intranet- E-Business initiatives – e-business architecture –Fundamental models of e- business: B2B, B2C, C2C, C2B, G2C, G2B, G2G (Relevant One or Two Case Studies).				
Outcome 1	The students would learn the operating systems and application software's needed for network setting in business.			K2
Unit II				
Objective 2	To acquaint with the various applications of Microsoft office			
Working with Microsoft Office Suite: MS Word – Creating, Opening, Saving and Formatting Documents – Mail Merge- Working with Spread Sheets: MS Excel – Tables – Formulas and Functions – Data Analysis using excel – Linking Work Sheets and Work Books – Charts – Macros Forms – Pivot Tables. Creating a Power Point Presentation (PPT) Using Slide Master, Animation and Graphics in PPT. MS Access – Creating and Modifying Data Bases – Report Generation (Relevant One or Two Case Studies).				
Outcome 2	The students would use the various application of Microsoft office for day-to-day office work.			K3
Unit III				
Objective 3	To learn the concept and applications of internet.			
Usage of Internet: E-Mail Etiquette -Usage of Search Engines and Portals –Website and Web Based E-mail, Video conferencing – Wi-Fi Environment in Modern Offices –Information Technology for managing International Business (Relevant One or Two Case Studies).				
Outcome 3	The students would know the applications of Internet			K3
Unit IV				
Objective 4	To know the benefits of E-commerce and E-banking			
E-Commerce and E- Banking: Functions –objectives and importance of E- Commerce – Reasons for the growth of E-Commerce – Impact of E-Commerce– E- Banking: Concept – Need for computerization in Banking – Security of Internet banking – Electronic Fund Transfer – Tele banking – RTGS and NEFT-E-Banking in India- (Relevant One or Two Case Studies).				
Outcome 4	The students would be known how to execute buying and selling activities through the use of internet facility.			K3
Unit V				
Objective 5	To explore the e-payment and e-security systems			
E- Payment and E- Security: Modern Payment System – Credit Card (CC) – Debit Card (DCs) – E-Cheque – E- Cash – Smart Cards- UPI – Payment Security- E-Security – Classifications of Intruders – Attacking Methods – Cryptography – Security Tools- (Relevant One or Two Case Studies).				
Outcome 5	The students would know the e-payment and e-security systems.			K4
Suggested Reading:- Kent, P. (2012).Search Engine Optimization For Dummies, Wiley & sons. Rayudu,C.S.(2004)E-Commerce and E BusinessHimalayaP ublishing Company. Sudalaimuthu, S., & Anthony Raj, S. (2010). Computer Applications In Management. Prentice Hall of India				

Pvt.

Vijayaraghavan.(2006). Computer Applications for Management.Himalaya PublishingHouse

Online resources:

<https://www.eyerys.com/articles/types-e-commerce-models>

https://www.cyberindian.com/web-hosting/article.php?article_id=91

www.computersupport.com

K1-Remember

K2-Understand

K3-Apply

K4-Analyze

K5-Evaluate

K6-Create

Course Designed by: Dr. S.Prasad

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	2.6	3	2.6	3	1	1.8	3	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	L(1)	L(1)	L(1)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	S(3)
W.AV	3	1	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

II Semester					
Core	Course Code 652201	Business Research Methodology	T	Credits:4	Hours:5
Unit -I					
Objective 1	To understand the concepts, skill and knowledge to identify research problem.				
Types, Process & Design of Research: Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research –Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation- problems encountered by researchers in India.					
Outcome 1	The students would apply proper sampling designs and procedures to business research				K2
Unit II					
Objective 2	To understand the nature, scope, and significance of research and research methodologies.				
Research design & Sampling: Meaning, Components and Use of Research Design-Census Vs Sampling- Sampling design- Essentials of a good sampling –Probability and non-probability sampling methods – Sample size determination – Factors affecting sample size- Sampling and non-sampling errors.					
Outcome 2	The students would Transform data into information, and calculate and interpret basic descriptive statistics.				K3
Unit III					
Objective 3	These competencies and skills include: defining research questions; setting appropriate research objectives				
Sources and Collection of Data: Primary and secondary data –Observation: Types and Techniques – Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire– Scaling techniques and Measurement Metrics: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study-Collection of Secondary Data.					
Outcome 3	The students would apply and interpret the different types of quantitative analysis.				K5
Unit IV					
Objective 4	To learn the secondary and primary data collection and instruments, etc.,				
Processing of Data: Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – Measures of Relationship: Correlation and Regression Analysis: Simple, Partial and Multiple Regression – Understanding Multiple Regression - Association of Attributes.					
Outcome 4	The students known about the collection of data.				K4
Unit V					
Objective 5	To understand the application of statistical tools.				
Hypothesis testing and Report Writing: Parametric tests: Testing for Means – One Way and Two Way ANOVA – Testing of Proportions: Chi-square Test - Non- parametric tests: Sign test and Mann Whitney test-Test Result Interpretation- Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports – Fundamentals and Principles of good report writing – Lay-out and Features of a Good Research Report.					

Outcome 5	The students would know the processing of data.					K5
Suggested Reading:-						
Burns, B., & Burns, A. (2009). <i>Business Research Methods and Statistics Using SPSS</i> . Sage Publications.						
Krishnaswami & Ranganatha. (2014). <i>Research Methodology in Social Sciences</i> . Mumbai: HPH.						
Srivastava, T. N. (2011). <i>Business Research Methodology</i> . TMH.						
Online resources:						
https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf						
http://14.139.185.6/website/SDE/sde578.pdf						
https://old.mu.ac.in/wp-content/uploads/2014/04/Research-Methodology.pdf						
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create	
Course Designed by: Dr. K.Chitradevi						

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	S (3)	M (2)	M (2)
CO2	M (2)	M (2)	M (2)	M (2)	L (1)	L (1)	L (1)	M (2)	S (3)	S (3)
CO3	L (1)	M (2)	M (2)	M (2)	L (1)	L (1)	L (1)	M (2)	S (3)	S (3)
CO4	L (1)	M (2)	L (1)	M (2)	L (1)	L (1)	L (1)	M (2)	S (3)	S (3)
CO5	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	S (3)	M (2)	M (2)
W.AV	1.6	2	1.8	2	1.4	1.4	1.4	2.4	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M (2)	M (2)	S (3)	M (2)	M (2)
CO2	S (3)	M (2)	M (2)	L (1)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	L (1)
CO4	M (2)	S (3)	S (3)	L (1)	L (1)
CO5	M (2)	S (3)	M (2)	M (2)	M (2)
W.AV	2.2	2.4	2.4	1.4	1.6

S –Strong (3), M-Medium (2), L- Low (1)

II Semester					
Core	Course Code 652202	International Human Resource Management	T	Credits:4	Hours:5
Unit -I					
Objective 1	To investigate the challenges of International Human Resource Management.				
Introduction to Human Resource Management – Definition – Objectives and functions – Role and structure of Human Resource Function in organisations- IHRM- Definition, IHRM Vs Domestic HRM - Present day Challenges of IHRM- Approaches to International Human Resource Management (Relevant One or Two Case Studies).					
Outcome 1	The students would understand the concept of Human Resource Management.			K2	
Unit II					
Objective 2	To understand the need for human resource planning.				
Human Resource Planning – Personnel Policy - Characteristics – Need for planning – Job analysis – Job description – Job specification- Planning for Leadership Transition and Second-line leadership – Recruitment - Sources of Recruitment- Internal Vs. External sources of recruitment- (Relevant One or Two Case Studies).					
Outcome 2	The students would know the need for human resource planning			K3	
Unit III					
Objective 3	To learn the selection process and training for employees at global level				
Employee Selection - Process and Problems – Selecting staff for International Assignments - Placement and Induction – Training and Development: Methods of Training for Operatives, Supervisors and Executives– Expatriate training and Repatriate training- Modes, Pros and Cons of Promotion, Demotions, Transfers, Separation and Retention- (Relevant One or Two Case Studies).					
Outcome 3	The students would be aware of selection process and training for employees at global level			K5	
Unit IV					
Objective 4	To know the different compensation methods				
Employee Compensation – Wages and Salary Administration- International Compensation Methods – Bonus – Incentives – Fringe Benefits – Cafeteria Approach- ESOPs- Job Evaluation Systems – Performance appraisal- Potential evaluation- Employment Contract (Relevant One or Two Case Studies).					
Outcome 4	The students would know the different compensation methods			K2	
Unit V					
Objective 5	To acquaint about the International Workforce Challenges and opportunities to students				
International Workforce Challenges and opportunities -Working with multicultural and ethnic groups, Health and safety and International Assignees, Crisis Management, Global HRShared Services, - Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's.					
Outcome 5	The students would possess knowledge about International Workforce Challenges and opportunities			K2	
Suggested Reading:- Dessler, G. (2010). Human Resource Management.					

Prentice Hall. William, B. W., & Jr. (2010). Personnel Management and Human Resources.
 McGraw-Hill. Price, A. (2011). Human Resource Management. Cengage Learning EMEA.

Online resources:

www.economicdiscussion.net

www.netsuite.com

www.theinvestorsbook.com

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
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Course Designed by: Dr. S.Prasad

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	S(3)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	L(1)	S(3)	S(3)	S(3)
CO3	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	L(1)	S(3)	S(3)	L(1)
CO4	L(1)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)	S(3)	L(1)	S(3)
CO5	L(1)	S(3)	S(3)	S(3)	L(1)	S(3)	L(1)	S(3)	S(3)	S(3)
W.AV	1.4	2.6	2.6	2.6	1.4	1.8	1.4	3	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	S(3)	S(3)
CO2	S(3)	L(1)	L(1)	S(3)	S(3)
CO3	S(3)	L(1)	L(1)	S(3)	S(3)
CO4	S(3)	L(1)	L(1)	S(3)	S(3)
CO5	S(3)	L(1)	L(1)	S(3)	S(3)
W.AV	3	1	1	3	3

S –Strong (3), M-Medium (2), L- Low (1)

II Semester					
Core	Course Code : 652203	EX - IM Management	T	Credits: 4	Hours: 5
Unit-I					
Objective 1	To know the basic export and import policies				
Export-Import (EX-IM) Documentation: Export-Meaning – Procedures for Export and Import-New Foreign Trade Policy- Offer and receipt of Export/Import orders-IEC- Shipment procedure - Banking Procedure Export Documentation - Framework - Standardized pre-shipment Export Documents - Commercial and Regulatory Documents - Export credit instruments and procedures: Letters of credit and types. (Relevant One or Two Case Studies).					
Outcome 1	To understand the importance of preparation of various export-import documents.				K2
Unit-II					
Objective 2	To understand all the important concepts of EX–IM				
Export Finance Procedure: Pre-Shipment and Post –Shipment Finance- Documents required for export credit. Export credit insurance - services of Export Credit and Guarantee Corporation in export credit insurance - Specific Policy and Small Exporters Policy - Guarantees - Bank Guarantee Documents: Confirmed Guarantee, Tender bond, Performance bonds, Advance Payment Guarantees, Payment guarantees, Loan Repayment Guarantees, B/L Letter of Indemnity, Rental guarantee, Credit Card Guarantee . (Relevant One or Two Case Studies).					
Outcome 2	To learn how to make payment system in International trade				K3
Unit-III					
Objective 3	To understand the role and functions of export promotion organizations.				
Export Promotion Schemes: General Provisions Regarding Exports and Imports- Special focus Initiatives for Agriculture, Handloom, Handicrafts, Leather goods and Gems and Jewellery (GJ)- Promotional Schemes – Duty Exemption/Remission Schemes: Advance License/Advance Authorisation Scheme (AAS / DFIA /DFRC / DEPB) Scheme- Free Trade & Warehousing Zones- Deemed Exports- Export Promotion Capital Goods (EPCG) Scheme – EOUs / EHTP / STP / SEZ / BTP Schemes- Duty Free Credit Entitlement Schemes - DBK scheme –Central Excise Benefits Schemes: Bond- Rebate- Cenvat Credits- Remission of Duties of Taxes on Export Products(RODTEP Scheme)-Service Exports from India(SEIS)- Scheme for Rebate on State & Central Taxes & Levies(ROSCTL) Scheme-Market Access Initiative Scheme (MAI)-Market Development Assistance Scheme(MDA)-Town of Export Excellence (TEE)-Interest Equalisation Scheme(IES)-NIRVIK Scheme. (Relevant One or Two Case Studies).					
Outcome 3	To know about export promotion schemes and institutions				K3
Unit-IV					
Objective 4	To provides knowledge to the students on the basic issues relating to export procedure, practices and documentation				
Shipment of Export cargo: By Sea, Air, ICD (Internal Container Depot), Courier, Land Customs Station and by Post - Procedure and Documents required for shipment of cargo - Multimodal transport - Procedure and documentation - Central Excise and Customs clearance of export cargo - Procedure and documents- Cargo insurance – Marine Insurance- Institute cargo clauses - specific policy - Open policy - procedure for cargo insurance - Procedure for marine insurance claims - Necessary documents for filing claim. (Relevant One or Two Case Studies).					

Outcome 4	To learn how to avail export finance	K3
Unit-V		
Objective 5	To enable students to understand the relevance and importance of various government policy measures for export as well as import	
Role and Functions of Special Institutions: Export Promotion Councils, Commodity Boards, Directorate of commercial Intelligence and Statistics, Indian Trade Promotion Organization, Indian Institute of Foreign Trade, Marine Products Export Development Authority, Agriculture and Processed Food Export Development Authority, Export Inspection Agency and Director General of Foreign Trade .(Relevant One or Two Case Studies).		
Outcome 5	Provide the guidelines for international business negotiations.	K2
Suggested Readings:- Ramagopal, C. (2010). <i>EX-IM Procedures- Documentation and Logistics</i> . New Age International. Paul, J., &Akerker, R. (2013). <i>Export Import Management</i> . Oxford. Khushpa, J. (2010). <i>EX-IM Documentation and Procedures</i> . HPH.Universal Law Series (2015). <i>International Trade Law</i> . Universal Law Publishing. Soundaian, S., & Ram Singh, M. J. P. (2011). <i>EX-IM management. Oxford: International Trade Logistics</i>		
Online Resources: www.indiadata.com, www.export.gov, www.scribd. com www.indianindustry. com, www.dateyvs. com, www.ieport. com www.dacnet.nic.in, www.thaitrade. com, www.tradeindia. com		
K1-Remember	K2-Understand	K3-Apply
K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. A.Muthusamy		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	L(1)	M(2)	S(3)	M(2)	L(1)	M(2)	L(1)
CO2	M(2)	S(3)	S(3)	L(1)	L(1)	S(3)	S(3)	L(1)	L(1)	L(1)
CO3	S(3)	M(2)	S(3)	M(2)	L(1)	S(3)	S(3)	L(1)	M(2)	S(3)
CO4	S(3)	S(3)	L(1)	L(1)	L(1)	S(3)	M(2)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	L(1)	M(2)	M(2)
W.Avg.	2.8	2.8	2.6	1.4	1.6	3	2.6	1	1.6	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	M(2)	L(1)
CO2	L(1)	M(2)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	L(1)
CO4	L(1)	M(2)	S(3)	L(1)	L(1)
CO5	S(3)	S(3)	L(1)	M(2)	S(3)
W.Avg.	2	2.4	2.2	1.4	1.6

S –Strong (3), M-Medium (2), L- Low (1)

II Semester					
Core	Course Code: 652204	Global Entrepreneurship Development	T	Credits: 4	Hours: 5
Unit-1					
Objective 1	To expand the existing knowledge of global business operations and introduce new material pertinent to entrepreneurship in the global market.				
Fundamental Aspects of Global Entrepreneurship: Meaning and importance- Global Entrepreneurial qualities: Innovation and Risk Taking - Need, Importance and Sources of Innovation - Creativity and Innovation- Research and Development, Invention and Innovation Nexus- Concept and relevance of intra-preneurship - Traits – Successful Global Entrepreneurs - Relevant one or two case studies.					
Outcome 1	The Students would understand the need and importance of Entrepreneur.			K2	
Unit-II					
Objective 2	To increase the global entrepreneur skills in business research and information analysis				
Global Entrepreneurial Environment: Internal and external environment forces conditioning entrepreneurship –Psychological, Social, Cultural, Political, Legal and Economic Forces- Global Entrepreneurship Development Phases: Attitude, Capability, Culture and Society- cultural, ethical, legal human resource issues facing the global entrepreneur (Relevant one or two case studies)					
Outcome 2	The students would understand the Global opportunities available for establishing Business.			K2	
Unit-III					
Objective 3	To provide with a practical understanding on how to conduct business in global economy.				
Global Business Opportunity: Introduction to New Venture Creation Process- Characteristics - Opportunity Identification & Evaluation of Business - Model Development - Customer Discovery Process-Product Market Fit - Global Entrepreneurship Monitor(GEM). Entrepreneurship in Emerging Economies with special emphasis on Africa, USA, China and India -Relevant one or two case studies					
Outcome 3	The students would understand the sources of Capital.			K2	
Unit-IV					
Objective 4	To improve the students understanding on functions of financial environment and investors				
Global Monetary System: Meaning – Role- Advantages- Functions of International Monetary System –IMF – Role and Functions- Implementing and Managing a Global Entrepreneurial Strategy-Sources of Capital for new ventures-Relevant one or two case studies.					
Outcome 4	To learn about the global monetary system.			K3	
Unit-V					
Objective 5	To enrich the idea of creating and launching the new venture with a plan and expectations that financial gain will follow				
Formulating and Launching Global Entrepreneurial ventures: Forming International alliances- Developing Business propositions- Preparing Project Proposal and Report- Identifying Suppliers, Financiers, Business Process Partners- Knowledge of Competition and strategy for dealing with competition- Business Establishment: Clearances and Documents- Planning for Contingencies- Relevant one or two case studies.					
Outcome 5	The students able to Prepare Project Proposal and Report submission.			K6	

Suggested Readings:-

Jose, P. (2000). Entrepreneurship Development. Himalaya Publishing House.
 Bhatia, B.S. (2003). Entrepreneurship and Small Business. Deep & Deep Publication.
 Kumar, A. (2007). Women Entrepreneurship in India. Regal Publications.
 Vasant, D. (2011). Fundamentals of Entrepreneurship. HPH.

Online Resources:

www.iare.ac.in
 www.sdevoc.ac.in
 https://www.editn.in

<i>K1-Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
Course Designed by: Dr. K.Chitradevi					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)	S(3)
CO2	S(3)	L(1)	S(3)	L(1)	L(1)	M(2)	S(3)	L(1)	S(3)	M(2)
CO3	S(3)	L(1)	M(2)	L(1)	L(1)	L(1)	S(3)	L(1)	S(3)	S(3)
CO4	M(2)	L(1)	L(1)	M(2)	L(1)	L(1)	S(3)	M(2)	M(2)	M(2)
CO5	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)	S(3)
W.Avg.	2.5	1.5	1.8	1.5	1.0	1.5	2.5	1.3	2.5	2.5

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	L(1)	L(1)	S(3)
CO2	M(2)	S(3)	L(1)	S(3)	M(2)
CO3	M(2)	S(3)	L(1)	L(1)	M(2)
CO4	S(3)	M(2)	S(3)	L(1)	M(2)
CO5	S(3)	S(3)	S(3)	M(2)	M(2)
W.Avg.	2.6	2.6	2	1.6	2.2

S –Strong (3), M-Medium (2), L- Low (1)

Semester II				
Core	Course Code:652205	Quantitative Methods for Decision Making	T	Credits: 4 Hours: 5
Unit - I				
Objective 1	To understand the concepts and significance of linear programming.			
Linear Programming: Introduction to the linear programming – Solving LP using graphical and simplex method (only simple problems) – Duality and Sensitivity analysis for decision-making-- Interpreting the solution for decision-making- Transportation Algorithm: Balanced and Unbalanced Problem Formulation and solving methods – North West Corner, Least Cost Method, Vogel’s Approximation- MODI method- Assignment – Hungarian Method – Travelling Salesman Problem Algorithms - Case problems- (Relevant One or Two Case Studies).				
Outcome 1	Acquire Knowledge in solving Linear programming problems including Assignment, Transportation and Simplex Model Problems			K6
Unit - II				
Objective 2	The students should study the features and applications of probability			
Probability: Introduction to the Concept of probability – Concept of events – Probability of events – Joint, conditional and marginal probabilities Probability distributions: Binomial, Poisson and Normal – Features and Applications- Case studies on applicable probability model in real life like share prices, stock market indices, etc.(Relevant One or Two Case Studies).				
Outcome 2	Gain an understanding on the concepts of probability and its application			K3
Unit – III				
Objective 3	To understand Queuing and Decision Theory			
Queuing and Decision Theory: Introduction to Queuing Theory – Applications – Models - Introduction to Decision Theory: Decision Making under uncertainty - Decision making under certainty and Risk– Decision Tree - Pay-off and Loss tables and their applications (Relevant One or Two Case Studies).				
Outcome 3	Ability to solve practical problems using queuing and decision theory.			K3
Unit – IV				
Objective 4	To enrich the students in the Usage of statistical tools and application of calculus in business.			
Functions & Statistical tools: Depicting Cost and Revenue behaviour – Differentiation of Cost/Revenue functions to derive Marginal Cost and Marginal Revenue –Decisions on Minimizing Costs and Maximizing Output / profits- Partial and Multiple Correlation and Regression - Interpretation of Multiple Regression Tables-(Relevant One or Two Case Studies).				
Outcome 4	Students will be able to solve business problems using appropriate statistical tools and application of calculus in cost, revenue related problems			K3
Unit - V				
Objective 5	To understand the basics of business data analytics process and installation of required software.			
Business Analytics Theory and Lab: Fundamentals of Data Analysis – Process - Types – Machine Learning – Introduction – Classification – Big Data Analytics – Introduction – Overview – Need - Technology & Tools - Data Analytics in Industries – Role of the Data Scientist – Data Analytics Life - Cycle– Main phases of the life cycle - Installation of software (R and R Studio) – Reading and writing data from local files (.txt,.csv,.xls) – Data Cleaning - Installing libraries.(Relevant One or Two Case Studies).				

Outcome 5	Students will acquire the basic knowledge regarding business data analytics, machine learning and installation of software's and their applications in the practical world.	K6
Suggested Readings:-		
Levin,R.I.,&Kirkpatrick,C.A.(1986) <i>Quantitative Approaches Management</i> .		
McGraw-Hill. Lucey. (2002). <i>Quantitative Techniques</i> . Cengage Learning Business Press.		
Srivastava, U. K., Shenoy, G. V., & Sharma, S. C. (2006). <i>Quantitative Techniques for Managerial Decision-Making</i> .New Age International.		
Vohra, N. D. (2002). <i>Theory and Problems in Quantitative Techniques</i> .		
Tata Mc Graw-Hill. Vohra, N. D. (2010). <i>Quantitative Techniques in Management</i> .		
Tata McGraw-Hill Education.G. SudhaSadasivam, R. Thirumahal <i>Big Data Analytics</i> , Oxford Press		
Online Resource	http://www.ignouhelp.in/ignou-mmmpc-06-study-material http://nptel.ac.in/courses/112106134 http://egyankosh.ac.in/handle/123456789/4755	
K1-Remember	K2-Understand	K3-Apply
		K4-Analyze
		K5-Evaluate
		K6-Create
Course Designed by: Dr. S.Gopalsamy		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	2.6	3	2.6	3	1	1.8	3	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	L(1)	L(1)	L(1)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	S(3)
W.AV	3	1	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

II Semester					
NME	Course Code:	Global Entrepreneurship	T	Credits:2	Hours:3
Unit -I					
Objective 1	To inculcate the fundamentals aspects of global entrepreneurship				
Fundamental Aspects of Global Entrepreneurship: Meaning and importance- Global Entrepreneurial qualities: Innovation and Risk Taking - Need, Importance and Sources of Innovation - Creativity and Innovation- Research and Development, Invention and Innovation Nexus- Concept and relevance of intra-preneurship - Traits of successful global entrepreneurs.					
Outcome 1	The students would understand the importance of global entrepreneurship.				K2
Unit II					
Objective 2	To provide knowledge about the global entrepreneurial environment				
Global Entrepreneurial Environment: Internal and external environment forces conditioning entrepreneurship –Psychological, Social, Cultural, Political, Legal and Economic Forces.					
Outcome 2	The students would know the internal and external forces conditioning entrepreneurial environment				K2
Unit III					
Objective 3	To expand the existing knowledge of global business operations and introduce new venture in the global market.				
Global Business Opportunity: Introduction to New Venture Creation Process-Characteristics of Successful Entrepreneurs-Opportunity Identification & Evaluation of Business-Model Development-Customer Discovery Process-Product Market Fit.Special Economic Zone (SEZs) - meaning – features.					
Outcome 3	The students would learn to think ‘globally’ and identify opportunities and challenges in the entrepreneurial ventures.				K3
Unit IV					
Objective 4	To educate the students about global monetary system				
Global Monetary System: Meaning – Role- Advantages- Functions of International Monetary System –IMF –Role and Functions- Implementing and Managing a Global Entrepreneurial Strategy- Sources of Capital for new ventures-Relevant one or two case studies.					
Outcome 4	The students would know the sources of capital for new ventures.				K2
Unit V					
Objective 5	To acquaint about formulating and launching global entrepreneurial ventures				
Formulating and Launching Global Entrepreneurial ventures: Developing Business propositions- Preparing Project Proposal and Report- Identifying Suppliers, Financiers, Business Process Partners- Knowledge of Competition and strategy for dealing with competitors - Business Establishment: Clearances and Documents- Planning for Contingencies- (Relevant one or two case studies.)					
Outcome 5	The students would be knowledgable about the strategies to tackle with the competition.				K5
Suggested Readings:-					
Igreene, C. (2006). Entrepreneurship. Cengage.Jasmeersingh, S. (2009). Entrepreneurship Development: Programs. Deep & Deep Publication. Jitendra, A. (2013). Entrepreneurship and Rural Women in India. New Century Publication. Jose, P. (2000). Entrepreneurship Development. Himalaya Publishing House. Khan, A. S. (2012). Women Entrepreneurship: Methodology. Arise Publication. Kuratko, D. F. (2013). Entrepreneurship: A South-Asian Perspective. Cengage. Noboru, T. (2013).					

Entrepreneurship development in India. Kalpaz.Raj,S.(2012).Entrepreneurship:TheoryandPractice.VijayNicole.Taing, K. (2014). Entrepreneurship: Theory and Practice. Anmol Publication. Taing, K. (2014). Entrepreneurship: Theory and Practice. Anmol Publication.					
Online resources: www.iare .ac.in www.sdevoc.ac.in https://www.editn.in					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. S.Prasad					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)
CO2	S(3)	L(1)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)	L(1)	S(3)	L(1)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	S(3)
W.AV	3	1.8	2.6	2.6	3	2.2	1.8	1.8	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	S(3)	M(2)	S(3)
CO2	S(3)	M(2)	S(3)	L(1)	L(1)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	L(1)	S(3)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	L(1)	S(3)
W.AV	3	2	3	1.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

III Semester				
Core	Course Code 652301	Foreign Exchange Management	T	Credits:4 Hours:5
Unit -I				
Objective 1	Understand the concepts and significance of foreign exchange management.			
Foreign Exchange: : Concept and Significance of Forex- Major Currencies of the world–Foreign Exchange Rate: Direct and Indirect quotations - Inter-bank and Merchant rates - Bid-Ask spread - T.T. Rates - Foreign Exchange Markets: Spot, Forward, Futures, Swap, Arbitrage and Options Markets - Retail and Wholesale Markets- Cross Rate Computation- Forex Market: Nature and Size- Organization and Participants - Foreign Exchange Dealers Association of India (FEDAI) – Functions and Significance- (Relevant One or Two Case Studies).				
Outcome 1	The students would know the role and limitations of forex reserve, workable portfolio of currency composition of forex reserves.			K1
Unit II				
Objective 2	To understand the market volatility management and forex reserve management and intervention.			
Exchange Rate Theories and Models: Mint Parity, Purchasing Power Parity and Interest rate parity theories - Covered Interest Rate Parity- Parity Conditions in Currency and Finance Markets- Forecasting of Exchange Rates: Flow models -Asset Market models -Fundamental and Technical analyses - Concepts of Nominal Effective Exchange Rate (NEER) and Real effective Exchange Rate (REER)- Dornbusch Overshooting Model- Mundell-Fleming Model- Forward Exchange Rate Computation - Factors Affecting Forward Rates- Forward Contract: Extension and Cancellation of forward contracts- (Relevant One or Two Case Studies).				
Outcome 2	The students would make market predictions and offer consultancy services to forex exposed.			K2
Unit III				
Objective 3	Competent in the quantitative aspects for exmarket facets including the NEER/REER, currency appreciation/depreciation, alternative approaches to risk handling.			
Forex Systems and Practices: Features of Fixed and Floating rates systems-Banking Practices: NOSTRO, VOSTRO, LORO and Correspondent Accounts - Exchange control measures: Need and Forms and relevance - Sterilization of Excessive Forex Inflow: Need and Methods- Exchange Rate Volatility: Causes, Consequences and Containing volatility- (Relevant One or Two Case Studies).				
Outcome 3	The students would understand the forex market nature, deals, strong and weak currencies, theoretical and real factors behind market moves and currency volatility.			K3
Unit IV				
Objective 4	To provide the knowledge about the institutions and the law, forex rate, quotes, parties and theories.			
Forex Risk Management: Accounting and Economic Risks- Translation Risk- Transaction Risk: Internal Strategies - Risk shifting, Risk sharing - Exposure netting and offsetting - External Strategies: Foreign currency options - Option contracts: Types, Mechanism and Pay-off Computation- Option Pricing- Hedge through Forward and Futures: Futures Contract: Features, Mechanism and Uses - Futures Vs Forward Contracts -Money market hedge - Currency Swaps - Interest Rate Swaps- Operating Risk: Nature and Methods of Handling -Inflation and exchange risk - Economic consequences of Exchange rate changes-The nature of Exchange Rate Risk and Exposure-Types of				

Foreign Exchange Exposure-Alternative Strategies for Exposure Management-Exposure Management Techniques-Risk in Foreign Exchange Business- (Relevant One or Two Case Studies).					
Outcome 4	Students gain the knowledge about the institutions and the trading schemes.				K4
Unit V					
Objective 5	Evaluate the functions of RBI, capital account transactions, rules of foreign exchange management.				
Foreign Exchange Management Act, (FEMA) 1999: Objectives and Need for FEMA, 1999 - Functions of RBI under FEMA- Permitted capital account transactions- Rules of Foreign Exchange Possession and Retention, Realization, Repatriation and Surrender-Provisions regulating export of goods and services -Borrowing and lending in Foreign Exchange - Acquisition and Transfer of property in and outside India - (Relevant One or Two Case Studies).					
Outcome 5	Students would know the functions of RBI and rules of forex.				K2
Suggested Readings:- Dheer, S. (2000). <i>Foreign Exchange Management Act 1999</i> . Preserman. (2008). <i>Foreign Exchange Management Manual</i> . Taxmann. JeevanandamC.(2014). <i>Foreign Exchange & Risk Management</i> , Sultan Chand & Sons.					
Online resources: https://www.icsi.edu/media/webmodules/publications/FTFM_Final.pdf https://jkshahclasses.com/images/FX-Theorydocx.pdf https://egyankosh.ac.in/bitstream/123456789/73903/1/Unit-11.pdf					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. K.Chitradevi					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	M (2)	L (1)	S (3)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)
CO2	M (2)	S (3)	M (2)	M (2)	M (2)	S (3)	M (2)	L (1)	S (3)	M (2)
CO3	S (3)	M (2)	S (3)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)
CO4	M (2)	S (3)	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)	S (3)	M (2)
CO5	L (1)	M (2)	M (2)	L (1)	M (2)	S (3)	M (2)	M (2)	M (2)	M (2)
W.AV	2	2.4	2	2.2	2	2.4	2	1.6	2.4	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M (2)	M (2)	M (2)	M (2)	M (2)
CO2	L (1)	L (1)	M (2)	L (1)	M (2)
CO3	M (2)	M (2)	M (2)	M (2)	M (2)
CO4	M (2)	L (1)	L (1)	L (1)	M (2)
CO5	L (1)	L (1)	L (1)	M (2)	M (2)
W.AV	1.6	1.4	1.6	1.6	2

S –Strong (3), M-Medium (2), L- Low (1)



Semester III				
Core	Course Code: 652302	International Marketing	T	Credits: 4 Hours: 5
Unit-I				
Objective 1	To understand the conceptual foundations of marketing managements a functional area of business in the global context.			
Introductory concepts: Concept and Functions of Marketing - Marketing Environment - International dimensions of Marketing in the Present Era – International Marketing - Motives – Modes of Entry - internationalization process - International Marketing Approaches: Ethno - Poly-Regio- and Geo-centric approaches - Consumer Behaviour - Consumer behavior in the International context - Significance of cross-culture in Global Marketing - Consumer Decision making process - (Relevant One or Two Case Studies).				
Outcome 1	Students get a basic idea about the concepts of international marketing, their motive, various modes of entry, different approaches and the significance of culture in the global market			K2
Unit-II				
Objective 2	To understand the product mix – Product strategies, product Life Cycle, Branding in international market.			
Marketing Mix Decisions: Concept and Composition for Product and Service offerings- Relevance to Marketing - Product Mix: concept and features- Product strategies - New Product Planning and Development Process - Market Segmentation - Product Positioning - Product Life Cycle concept in Global Marketing context - Product standardization Vs. Product adaptation – National Vs. International Product - Marketing of services - Brand decisions - Brand equity and extensions- Role of Packaging and Labeling in marketing- (Relevant One or Two Case Studies).				
Outcome 2	Acquire knowledge regarding product mix – Product strategies, product Life Cycle, Branding to face the global market			K2
Unit-III				
Objective 3	To understand the price mix, factors affecting price and various pricing strategies.			
Price Mix Decisions: Pricing considerations and factors-Pricing strategies for different products, for different stage of life cycle products, different markets and for international offerings-Global Tender-Process-International transfer pricing-Counter trade-Price quotation in global trade-Financing of international trade-Payment procedures & methods in global trades(Relevant One or Two Case Studies)				
Outcome 3	To apply the principles of price mix, various pricing strategies to complete in the global market.			K4
Unit-IV				
Objective 4	To understand the Distribution mix and its impact.			
Distribution Mix Decisions: Direct and indirect channels - Types of intermediaries in the international market - Channel Development - Channel Adaptation - Channel conflict and decisions – Managing and Controlling Distribution channels - International Marketing Information System and Research - Internationalization of retailing Grey market- (Relevant One or Two Case Studies).				
Outcome 4	Relate Distribution Mix as a framework for Marketing Decision making.			K4
Unit-V				
Objective 5	To understand the Promotional mix , choice of media and its importance			
Promotion Mix Decisions: Concept and Composition - Personal Selling: Need and Significance - Publicity Methods and Impact - Sales Promotion: Types and Importance – Overseas Product Exhibitions				

& Trade Fairs - Advertising: Concept and Types - Copy and Media strategies - International Media Decisions - Impact of Webcast and Net-based Advertisements - Creativity in global Advertisements - Advertisement Ethics – (Relevant one or two case studies)

Outcome 5	Ability to handle various Promotional mix and choose appropriate marketing strategy for the organization to complete in the international forum,	K5
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Suggested Readings:-

Cateora, P. R., Gilly, M. C., & Graham, J. L. (2017). *International Marketing*, Tata Mc Graw Hill Publication.

Cherunilam, F. (2010). *International Marketing*. Himalaya Publishing.

Cundiff, E., & Hilger, M. T. (1988). *Marketing in the International Environment*. Prentice Hall: Subsequent Edition.

Keegan, W. J. (2013). *Global Marketing Management* (8th ed.): Pearson.

Kirpalani, V. H. (1984). *International Marketing*, (1st ed.): Random House.

Kotler, P. (1994). *Marketing Management: Analysis, Planning, Implementation, Control*, (8th ed.): Prentice Hall.

Onkvisit, S., & Shaw, J. J. (1993). *International Marketing, Analysis & Strategy*. Macmillan Coll Div: Subsequent Edition. Stanton,

W. J. (1984). *Fundamentals of Marketing*.

McGraw-Hill. Vern, T. (1978). *International Marketing*. Thomson Asia Ltd.

Online Resource	https://www.go4worldbusiness.com/ https://www.similarweb.com https://internationalmarketingagency.com				
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K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course Designed by :Dr. S.Gopalsamy

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	2.6	3	2.6	3	1	1.8	3	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	L(1)	L(1)	L(1)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	S(3)
W.AV	3	1	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)



III Semester					
Core	Course Code 652502	Port and Terminal Management	T	Credits:4	Hours:5
Unit -I					
Objective 1	To know the different types of ports and their functions				
Ports and their functions: Functions of ports, Types of ports, Dry ports (ICD), its significance and role in EXIM growth, International Hub ports and strategic advantages of these port, geographical reasons for port location, Ownership structure of Ports, Free port/ Free trade zones as an economic tool. (Relevant One or Two Case Studies).					
Outcome 1	The students would know the different types of ports and their functions.				K2
Unit II					
Objective 2	To create awareness about different types of ships and cargoes.				
Ships and Cargoes: Types of ship required for different cargoes and trade routes, Differences between dry bulk cargo ships, general-purpose ships, liners (container, break-bulk and Ro-Ro) and tankers, including Ore/Oil and Ore/Bulk/Oil carriers. (Relevant One or Two Case Studies).					
Outcome 2	The students would be aware of different types of ships and cargoes.				K2
Unit III					
Objective 3	To learn the rationale of port business and the role of statutory bodies' related to ports.				
Port Management: Basic rationale of Port Business, Measurement of Port performance, Management of cargo operations on board and ashore, Importance of safety management, Role of statutory bodies – CHA, Immigration, Port Health, Marine Safety etc. Needs of port users – ship owners and operators, ship agents, forwarders, truckers, rail and barge operations. (Relevant One or Two Case Studies).					
Outcome 3	The students would know the rationale of port business and the role of statutory bodies' related to ports.				K3
Unit IV					
Objective 4	To know the port charges and port infrastructure				
Port Competition and Infrastructure: Nature Of Port Competition, Need for Market Information including Trade Growth, Vessel Development, and financial viability. Nature and types of port charges including those incorporating statutory navigational services, services to vessels, services to cargoes. Recent developments in Indian ports Infrastructure-problems of Indian port-Sagarmala Project-meaning-Objectives; National Authority of Shipping Recycling [NASR] Role and Functions (Relevant One or Two Case Studies).					
Outcome 4	The students would be knowledgeable about the port charges and port infrastructure.				K4
Unit V					
Objective 5	To educate the legal aspects of port management				
Legal Aspects of Port Management: Nature of port constitutions and the legal Frame work of ownership. Laws relating to port security, operators liability and insurance. Port laws and bye-laws, Impact of International conventions on ports. (Relevant One or Two Case Studies).					
Outcome 5	The students would know the legal aspects of port management.				K2
Suggested Readings:-					
Alderton, P. M. (2008). <i>Port Management and Operations</i> . UK: Informa Law Category.					
Burns, M. G. (2014). <i>Port Management and Operations</i> . UK: CRS Press.					
Cherunilam, F. (2017). <i>International Trade and Export Management</i> , Himalaya Pub House.					

Justin, P. (2016). *Export-Import management*.

Oxford.Song, D.W., &Panayides, P. M. (2015). *Maritime Logistics: A Guide to Contemporary Shipping and Port Management*. Kogan Page: Second Edition.

Online Resources:

https://transportgeography.org/?page_id=3235

<https://www.ibef.org/industry/ports-india-shipping.aspx>

<https://iclg.com/practice-areas/shipping-laws-and-regulations/india>

<https://www.ibef.org/industry/ports-india-shipping.aspx>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. S.Prasad					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	L(1)	S(3)	L(1)	S(3)	L(1)	S(3)	S(3)
CO5	S(3)	L(1)	S(3)	L(1)	S(3)	S(3)	S(3)	L(1)	S(3)	L(1)
W.AV	3	2.6	3	1.8	3	2.6	2.6	1	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	S(3)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	L(1)	S(3)	M(2)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	M(2)	L(1)	L(1)	S(3)
W.AV	3	1.2	1.8	1.2	3

S –Strong (3), M-Medium (2), L- Low (1)

III Semester				
Core	Course Code: 652304	Business in Emerging Markets	T	Credits: 4 Hours: 5
Unit-I				
Objective 1	To understand the basis of emerging markets			
Emerging Markets: Emerging, developing, catching up - Economic performance, GDP and emerging markets - Financial markets and macro-economic stability - Political instability and economic performance - Wealth, productivity and inequality - Demography and wealth - Consumption and first time buyers - Infrastructure - Sophistication of the economy. (Relevant One or Two Case Studies).				
Outcome 1	To develop a strategic model for effective management that incorporates aspects of strategic decision-making from both industrialized and emerging markets.			K6
Unit-II				
Objective 2	To learn emerging opportunities and challenges for Emerging Markets.			
Understanding Emerging Economies: Emerging Economies – Evolution – Significance – Relevance – Reasons for Emerging – Business features: Identification, features, significance – Emerging markets potential – opportunities and Challenges. (Relevant One or Two Case Studies).				
Outcome 2	To analyse the special character of currency risks associated with investments in emerging capital markets			K4
Unit-III				
Objective 3	To know how they represent an enormous opportunity for entrepreneurs, Multinationals and investors.			
Growth Accounting for Emerging markets - FDI and Firms in the global economy-Emerging Market Multinationals (EMM): Features and Strategies-Entrepreneurship in Emerging Economies - Emerging Markets Trends in Business Process Reengineering - Benchmarking - Corporate Governance – Corporate Social Responsibility. (Relevant One or Two Case Studies).				
Outcome 3	To explore the major factors influencing multinational companies' (MNCs) propensity to change the level of resource commitments during financial crises in Emerging markets.			K2
Unit-IV				
Objective 4	To assess the risk encountered by firms operating in emerging countries.			
Operating in Emerging Markets: The determinants of attractiveness and the four dimensions - Classifying the determinants of attractiveness - Four macro dimensional that shape emerging markets - Operationalizing the four dimensional analysis. (Relevant One or Two Case Studies).				
Outcome 4	To explore distinct strategic options for emerging economies.			K2
Unit-V				
Objective 5	To examine how low-cost innovations take place in emerging markets.			
Emerging Markets Innovation: The Next Wave Triggered by Electric Cars - Low-cost business models in emerging markets - Key levers in reducing product costs - Design effectiveness – key for sustainable low-cost solutions - Driving down factor costs - Managing Risk in Emerging Markets. (Relevant One or Two Case Studies).				
Outcome 5	To analyze the additional ethical challenges and issues of social responsibility common in emerging markets.			K4

Suggested Readings:-

Cavusgil, S. T., Ghauri, P. N., & Akcal, A. A. (2012). *Doing Business in Emerging Markets*. Sage Publications India Pvt.

Chattopadhyay, A., Batra, R., & Ozsomer, A. (2012). *The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands*. McGrawHill Professional.

Khanna, T. (2010). *Winning in Emerging Markets*. Harvard Business Review Press.

Manktelow, A., & Wallin, F. (2014). *The Economist Guide To Emerging Markets: The Business Outlook, Opportunities and Obstacles*.

UK: Hachette. Mukherjee, M., Cuthbertson, R., & Howard, E. (2014). *Retailing in Emerging Markets*.

Routledge. Singh, S. (2008). *Business Practices in Emerging and Re-Emerging Markets*.

Palgrave Macmillan; Edition.

Online Resources:

<https://sourcing.hktdc.com/sourcing/china>

<https://www.go4worldbusiness.com/>

<https://www.ifc.org>

K1-Remember

K2-Understand

K3-Apply

K4-Analyze

K5-Evaluate

K6-Create

Course Designed by: Dr. A.Muthusamy

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	L(1)	M(2)	S(3)	L(1)	L(1)	S(3)	M(2)	S(3)	S(3)
CO2	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)	S(3)	M(2)	S(3)	S(3)
CO3	L(1)	M(2)	S(3)	M(2)	L(1)	L(1)	S(3)	S(3)	S(3)	M(2)
CO4	L(1)	M(2)	M(2)	S(3)	L(1)	L(1)	S(3)	M(2)	S(3)	S(3)
CO5	L(1)	M(2)	S(3)	M(2)	L(1)	L(1)	S(3)	M(2)	M(2)	M(2)
W.Avg.	1.0	2.0	2.7	2.3	1.0	1.0	3.0	2.3	2.7	2.3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	S(3)	M(2)	S(3)
CO2	M(2)	M(2)	L(1)	L(1)	L(1)
CO3	M(2)	S(3)	L(1)	L(1)	M(2)
CO4	S(3)	S(3)	M(2)	M(2)	S(3)
CO5	L(1)	S(3)	M(2)	L(1)	M(2)
W.Avg.	2.2	2.6	1.8	1.4	2.2

S –Strong (3), M-Medium (2), L- Low (1)

III Semester – Elective Course					
DSE-1	Course Code: 652501	Customs Procedures and Documentation	T	Credits: 3	Hours: 5
Unit-I					
Objective 1	To understand the Customs obligations and related documents in international trade.				
Introductory Aspects on Customs: Customs Broker(CB): Qualification, Licensing, Duties and Obligations of CBs- Preparation of various kinds of bills of entry and shipping bills -Arrival, Entry and Clearance of vessels -Tariff Classification and Rates of Duty Determination of Value for Assessment, Conversion of Currency - Nature and description of documents to be filed with various kinds of bills of entry and shipping bills - Procedure for assessment and payment of duty.(Relevant One or Two Case Studies).					
Outcome 1	Identify the various aspects of customs such as rules to clear goods and the parties involved in custom clearance.				K2
Unit-II					
Objective 2	To learn various documents used at the time of Export- Import of goods and services.				
Examination of Merchandise at the Customs Stations: Prohibitions on import and export of certain goods as per Customs Act 1962- Bonding procedure and clearance from bond - Re-importation and conditions for free re- entry - Recovery- Offences under the Customs Act. (Relevant One or Two Case Studies).					
Outcome 2	Identify the roles of information technology in international trade.				K4
Unit-III					
Objective 3	To know various Act related to Export and Import and roles of Information Technology in export and import of shipments.				
Foreign Trade and COFEPOSA Act: (i) Foreign Trade (Development and Reputation) Act, 1992 - (ii) COFEPOSA Act, 1974.Export Related Provisions - Bond - Rebate- Tax Credits. (Relevant One or Two Case Studies).					
Outcome 3	Students are able to acquired good knowledge on IGST and Customs Law.				K3
Unit-IV					
Objective 4	To familiarize students with the process of international customs clearance operations				
Provisions of Allied Acts related to exports and imports: (i) GST & IGST Provisions related to Exports - Special features- Admin- Levy and collection of IGSTSupply of goods under interstate trade or commerce – Exemptions- Apportionment of Tax-Application of provisions of CGST; (ii) Foreign Exchange Management Act. 2000 - Provisions related to Forex Transactions through Authorized Dealers related to Exports and Imports. (Relevant One or Two Case Studies).					
Outcome 4	To analyze the documents relating to excise clearance and customs clearances.				K4
Unit-V					
Objective 5	To forms a base of policy framework in International Business with special emphasis on Indian Customs.				
IT in Customs Procedure: On-line filing of electronic shipping bills or bills of entry and Indian Customs and Central Excise Electronic Commerce/Electronic Data interchange Gateway (ICEGATE) - Indian Customs Electronic Data Interchange Systems (ICES) - Customs and Freight Forwarding Expert					

(iCAFFE) software support.(Relevant One or Two Case Studies).					
Outcome 5	Integrate concept in custom clearance concepts with functioning of global trade.				K2
Suggested Readings:- Balachandran, V. (2018). <i>GST and Customs Law</i> . New Delhi: Sultan Chand & Sons. Datey, V.S. (2018). <i>Principles of GST and Customs Law</i> . New Delhi: Taxmann Publications. Govindarajan, M. (2017). <i>GST – A practical Guide</i> . New Delhi: Centex Publications Rajat Mohan, C.A. (2019), <i>Guide to GST</i> . Bharath Law House Pvt. Ltd. Vashishtha Chaudhary, IRS /CA Ashu Dalmia /CA Shaifaly Girdharwal. (2017). <i>GST - A Practical Approach</i> , Taxmann Publications Pvt. Ltd.					
Online Resources: https://www.india.gov.in https://delhicustoms.gov.in https://www.wcoomd.org					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. A.Muthusamy					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)
CO2	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)
CO3	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	M(2)	L(1)	M(2)	L(1)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	M(2)
CO5	S(3)	M(2)	S(3)	L(1)	S(3)	S(3)	M(2)	L(1)	L(1)	M(2)
W.Avg.	3	2.8	2.8	2.2	3	3	2.6	1.4	2	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	S(3)	L(1)	S(3)
CO2	M(2)	S(3)	S(3)	L(1)	S(3)
CO3	M(2)	S(3)	S(3)	L(1)	S(3)
CO4	M(2)	S(3)	S(3)	S(3)	L(1)
CO5	S(3)	M(2)	S(3)	L(1)	M(2)
W.Avg.	2.4	2.4	3	1.4	2.4

S –Strong (3), M-Medium (2), L- Low (1)

III Semester– Elective Course					
DSE-1	Course Code: 652502	International Business Environment	T	Credits: 3	Hours: 5
Unit-I					
Objective 1	To understand the history and impact of international business.				
Business Environment: Dynamic factors of environment – Importance of scanning the environment – Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- Opportunities and Threats as environmental issues to address by Businesses- Policy Environment: Liberalization, Privatization and Globalization (LPG) - Efficiency and Competition- LPG vis-a-vis Strengths, Weaknesses, Opportunities and Threats- (Relevant One or Two Case Studies).					
Outcome 1	Outline various component of Business Environment				K2
Unit-II					
Objective 2	To learn the challenges faced by the managers in the global business.				
Political Environment: Government and Business – Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive, Regulative and Control functions- Government and Economic planning: Industrial policies and promotion schemes – Government policy and MSME – Interface between Government and Public sector- Good Governance and Great Environment- (Relevant One or Two Case Studies).					
Outcome 2	Apply the knowledge to analysis the current situation and take prudent decisions.				K3
Unit-III					
Objective 3	To appreciate the opportunities and challenges offered by international business				
Economic Environment: Phase of Economic Development and its impact- GDP Trend and distribution and Business opportunities- Monetary System and Business capital: Quantum, Types, Risk and Cost- Role of Banks; Role of Financial Institutions- Role of Central Bank- Fiscal System: Government Budget and Taxation Measures- Fiscal Deficits and Inflation- FDI and Foreign collaboration –Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development- (Relevant One or Two Case Studies).					
Outcome 3	Identify the present facts and uniqueness of the any component of the business environment.				K2
Unit-IV					
Objective 4	To understand the impact of social – economic factors.				
Social and Technological Environment: Societal Structure and Features- Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy- Technology Trade and transfer- Technology Trends in India- Role of Information Technology – Clean Technology- (Relevant One or Two Case Studies).					
Outcome 4	Understand the social-economic environment				K2
Unit-V					
Objective 5	To enable the students to expose Legal and Ecological Environment.				
Legal and Ecological Environment: Legal Environment as the all enveloping factor from inception, location, incorporation, conduct, expansion and closure of businesses- Legal Aspects of Entering Primary and Secondary Capital Markets- Law on Patents- Law on Consumer Protection- Law on Environmental Protection- Need for Clean energy and Reduction of Carbon footprint- (Relevant One or Two Case Studies).					
Outcome 5	To learn the cultural and Technology environment				

						K3
Suggested Readings:-						
Rangarajan CA. <i>perspective in economics</i> . S.Chand & sons, New Delhi.						
Cherunilam Francis, <i>Business economics – Text & Case</i> , Himalaya public house.						
A Swathappa k. <i>essaentials of Business environment</i> .						
Fernando, <i>business environment</i> , IE pearson, 2011, himalaya public house, new delhi.						
Online Resources:						
https://www.india.gov.in						
https://delhicustoms.gov.in						
https://www.wcoomd.org						
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create	
Course Designed by: Dr. A.Muthusamy						

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	M(2)	S(3)	L(1)	S(3)	S(3)	M(2)	M(2)	S(3)
CO3	S(3)	S(3)	M(2)	M(2)	L(1)	S(3)	M(2)	M(2)	S(3)	S(3)
CO4	M(2)	M(2)	M(2)	S(3)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	M(2)	M(2)	M(2)	L(1)	S(3)	S(3)	M(2)	L(1)	M(2)
W.Avg.	2.8	2.6	2	2.4	1	3	2.6	2.2	2.2	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	L(1)	L(1)	S(3)
CO2	M(2)	S(3)	L(1)	S(3)	M(2)
CO3	S(3)	M(2)	M(2)	L(1)	M(2)
CO4	S(3)	M(2)	M(2)	S(3)	M(2)
CO5	S(3)	S(3)	M(2)	S(3)	L(1)
W.Avg.	2.8	2.4	1.6	2.2	2

S –Strong (3), M-Medium (2), L- Low (1)

III Semester– NME					
NME	Course Code:	Basics of Export	T	Credits: 2	Hours: 3
Unit-I					
Objective 1	To know the basic export and import policies and procedures.				
Introduction to Export: Definition of Export, Benefits arising from Export - Export Management: Definition, Need and Process of export management - Functions of an export manager - Organisation structure of an export firm - Export Prospect for Small Firms - Sources of Export Information.					
Outcome 1	The Students can identify major product decisions that are necessary for export markets in order to facilitate product adaptation to the markets in question			K2	
Unit-II					
Objective 2	To understand all the important concepts of EX –IM.				
Setting up Export Firm and Product Planning: Nature of Export Firm - Setting up an Export Firm in India: Registration Formalities - Modes of entry into foreign markets - Developing an effective export marketing plan - Choosing a Product: Criteria for selection of products for exports - Identifying foreign markets for export of products - Steps in new product development process - Product mix, Product Branding, Product packaging and labelling.					
Outcome 2	The Students would apply various exports procedures and formalities to run an export business.			K3	
Unit-III					
Objective 3	To understand the export documents, payment system and functions of export promotion organizations.				
Export Pricing and Marketing Channels: Export Pricing: Objectives, Factors determining export price - Export pricing quotations - Export pricing strategies - Channels of Distribution: types of export distribution channels - factors affecting choice of channels, transportation system and types of transportation, choice of transport criteria					
Outcome 3	The Students can identify various sources of information, institutional infrastructure and incentives for exporters.			K2	
Unit-IV					
Objective 4	To provides knowledge to the students on the basic issues relating to export procedure, practices and documentation				
Export Documents and Payment System: Commercial and Regulatory documents – Performa Invoice – Commercial Invoice – Shipping Order – Mate’s Receipt – Bill of Lading – Bill of Exchange – Declaration Form (SDF) – Letter of Credits (LC) – Types of Letter of Credit – Parties in Letter of Credit – Bank Guarantee documents					
Outcome 4	To learn how to avail export finance.			K2	
Unit-V					
Objective 5	To enable students to understand the relevance and importance of various government policy measures for export as well as import.				
Foreign Trade Policy, Schemes and Functions of Special Institutions: New Foreign Trade Policy- Free Trade & Warehousing Zones- Deemed Exports- Export Promotion Capital Goods (EPCG) Scheme – EOUs / EHTP / STP / SEZ / BTP Schemes- Central Excise Benefits Schemes: Bond- Rebate- Cenvat Credits- Remission of Duties of Taxes on Export Products(RODTEP Scheme)-Service Exports from					

India(SEIS)- Scheme for Rebate on State & Central Taxes & Levies(ROSCTL) Scheme-Marker Access Initiative Scheme (MAI)-Market Development Assistance Scheme(MDA)-Town of Export Excellence (TEE)-Interest Equalization Scheme(IES)-NIRVIK Scheme.– Special Economic Zone (SEZ)- Export Promotion Councils, Commodity Boards, Export Inspection Agency and Director General of Foreign Trade

Outcome 5 Provide the guidelines for international business negotiations. **K3**

Suggested Readings:-

Jain, V. (2015). *Establishing EX-IM Business in India*. Create Space Independent Publishing Platform.
 Khushpat, J. (2010). *Export-Import Procedures And Documentation*. Himalaya Publishing House.
 Paul, J., & Akerker, R. (2013). *Export Import Management*. Oxford.
 Ramagopal, C. (2010). *Export Import Procedures- Documentation and Logistics*. New Age International.
 Singh, R. (2015). *International Trade Logistics*. Oxford

Online Resources:

www.indiandata.com
www.indianindustry.com
www.dacnet.nic.in

K1-Remember **K2-Understand** **K3-Apply** **K4-Analyze** **K5-Evaluate** **K6-Create**
Course Designed by: Dr. S.Prasad, Dr. K.Chitradevi, Dr. S.Gopalsamy

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)
CO2	S(3)	L(1)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)	L(1)	S(3)	L(1)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	S(3)
W.AV	3	1.8	2.6	2.6	3	2.2	1.8	1.8	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	S(3)	M(2)	S(3)
CO2	S(3)	M(2)	S(3)	L(1)	L(1)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	L(1)	S(3)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	L(1)	S(3)
W.AV	3	2	3	1.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Semester IV					
Core	Course Code: 652401	Global Business Strategies	T	Credits: 4	Hours: 5
Objective 1	To get an overview on Strategic Management and the various Perspectives and views of experts				
Unit-I					
Introduction and Overview of Strategic Management Contemporary Perspectives in Management: Core Competence (C. K. Prahalad) – Competitive Strategy (Michael E. Porter), Business Process Reengineering (Michael Hammer) – Total Quality Management (Crosby, Juran, Feigenbaum, Ishikawa and Deming)– Six Sigma (Motorola Inc., Mikel Harry and Jack Welch)- Benchmarking (Robert Camp, Kaiser Associates and Boxwell) - Balanced Score Card (Robert Kaplan & D. Norton)- 7S Framework (Tom Peters and Robert Waterman for McKinsey) -Concept of Strategic Leadership - Concept and Contours of Strategic Management - Strategic Directing, Strategic organizational control, strategic management of resources, sustaining strategic organizational culture and strategic commitment to business ethics - Relevant One or Two Case Studies).					
Outcome 1	To gain the basic understanding about Strategic Management and the various theories related to it.			K5	
Unit-II					
Objective 2	To get an insight on MNCs, its types and growth				
Stature of MNCs: Concepts of MNCs and TNCs - Factors Behind Emergence of MNCs - Globalization and Growth of MNCs - Types of MNCs - Factors behind growth of MNCs – Benefits and belights of MNCs - Special problems for MNCs - Economic Might of top 100 MNCs – Case studies of economic position of few MNCs.					
Outcome 2	Gain knowledge about MNCs, its types and growth			K2	
Unit-III					
Objective 3	Develop skills to analyze the internal and external environment of a business, for the purpose of strategizing MNCs.				
Strategizing MNCs: Strategic Inputs: (i) Exploration of External Opportunities: Extended Competition, Technology Diffusion, Information Technology, Demography, etc. (ii) Stock Taking of Threats: Protectionism, Political Pressures, New entrants, Substitutes, Rivalry, Bargaining power of others, etc (iii) Internal Analysis: Strengths like Resources, Input-Output edge, Core competence, Capabilities for Above Average Return, etc. (iv) Checking internal weaknesses: Location disadvantage, Faster obsolescence, Status-quoism, Organizational Inertia, etc. - Develop strategic vision and mission with stakeholder involvement and world wisdom- Case studies of vision and mission of few MNCs					
Outcome 3	Ability to analyze the internal and external environment of a business and develop the vision and mission of MNCs.			K4	
Unit-IV					
Objective 4	To understand strategy formulation, its importance and its types				
Strategy formulation by MNCs: (i) Building and Sustaining Competitive Strength - Competitor Rivalry, Likelihood of Attack, Likelihood of Response and Competitive Dynamics - (ii) Business Level Strategies (BLS): Relating business-level strategies with customers - Types and Purposes of BLS. (iii) Corporate Level Strategies (CLS): Diversification: Types and Need - Integration: Types and					

Significance (iv) Acquisition strategies: Types, Benefits and Blights - Restructuring strategies: Downsizing, Asset Restructuring, Down-scoping, SBUs, Spin-off, SBUs, etc. (v) International Strategy: Ethno-, Poly-, Regio- and Geo- centric approaches - Multi-domestic and Transnational strategies - (vi) Cooperation Strategies: International Joint Ventures-International Strategic Alliances - Business Process Outsourcing - Foreign subsidiary – Recent trends - Relevant Case Studies of MNCs.

Outcome 4	To develop knowledge and skills regarding strategy formulation and apply it practically in the corporate world.	K4
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Unit-V

Objective 5	To develop an understanding on strategy implementation, corporate governance, strategy audit and review.
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Strategy implementation and Control by MNCs: Corporate Governance for Strategy Implementation: Concept, Need and Requirements of Good Corporate Governance - Global Corporate Governance - Organizational Arrangement for Implementation: Organizational Structure and Strategy Nexus - Match between BLS and Functional structure - Match between CLS and Multidivisional structure - Match between Cooperative Strategy and Network structures - Combination structure and Transnational strategy implementation -Strategic Audit; Strategy Review, Evaluation and Control - Relevant Case Studies of MNCs – Relevant one or two case studies.

Outcome 5	Students will be able to understand and apply corporate governance practically, choose an appropriate organizational structure and review strategies and take control measures when necessary.	K5
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Suggested Readings:-
 Azhar, K. (2008). *Strategic Management And Business Practice*. McGraw Hill Education.
 Kesho Prasad, P. H. I. (2009) KamelMellahi, O U P, 2006, *Strategic management: Global Strategic Management*, Text and case.
 Michael, V.P.(2003).*Globalisation, Liberalisation and Strategic Management*.Himalaya Publishing House. Neeta, B. (2011). *Global Strategic Management*. Himalaya Publishing House.
 Srivastava, R. M. (1996). *International Strategic Management*. Himalaya Publishing House.

Online Resource	http://www.ignouhelp.in/ignou-ms-11-study-material/ http://www.brainkart.com/subject/strategic-Management-112/ http://www.arts.brainkart.com/subject/Strategic-Management-10/
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K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by : Dr. S.Gopalsamy

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	2.6	3	2.6	3	1	1.8	3	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S(3)	L(1)	L(1)	L(1)	S(3)
C02	S(3)	L(1)	L(1)	L(1)	S(3)
C03	S(3)	L(1)	L(1)	L(1)	S(3)
C04	S(3)	L(1)	L(1)	L(1)	S(3)
C05	S(3)	L(1)	L(1)	L(1)	S(3)
W.AV	3	1	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)



IV Semester

Core	Course Code:652402	Legal Environment of International Business	T	Credits: 4	Hours: 5
Unit-I					
Objective 1	To learn the need and importance of International sale of goods Act.				
Uniform Law and UN Convention on Contracts of Sale: Uniform Law on International Sale of Goods- Obligations of the seller and the buyer - Rules concerning damages and remedies - Provisions of passing of risk in international sale contracts- Main Provisions of United Nations Convention on Contracts for the International Sale of Goods (CISG; the Vienna Convention). (Relevant One or Two Case Studies).					
Outcome 1	The Students would understand different types of Arbitration and Conciliation Act.				K2
Unit-II					
Objective 2	To understand IPR related rules and regulations.				
IPR and Trade Marks Regulations: Types of IPRs- Provisions of Patent application procedure - procedures after filing application - Patenting - Patents of plant and seeds, Drugs - Life of patents and Rights of patentee- Working of patent - Patent Treaties -Regime under WTO - WIPO- Registration Procedure for Trade and Merchandise Marks - Effect of registration - Prohibition of registration- Foreign Trade Mark - Privileges to nationals and non-nationals. Dispute settlement; Implications of WTO to Important Sector- General Agreement on Trade in Services (Relevant One or Two Case Studies).					
Outcome 2	To understand the application of IPR and Trade Marks Regulations				K2
Unit-III					
Objective 3	. To understand Customs and Information Technology and SEZs Act.				
The Arbitration and Conciliation Act, 1996: Purpose of Arbitration - Domestic Arbitration - Agreement - Tribunal - Arbitral proceedings - Arbitral Award - Intervention by Court- Enforcement of Foreign Awards- International Arbitration- Conciliation: Process and Procedures. (Relevant One or Two Case Studies).					
Outcome 3	To understand the use of Information Technology and SEZs Act				K2
Unit-IV					
Objective 4	To study about the arbitration process and procedures.				
Information Technology Act 2000 and SEZs Act 2005: Definition- . Authentication of electronic record- Electronic signature- Use of electronic records- Attribution, Acknowledgment and dispatch of Electronic Records-Establishment of SPZ- Exemption from Tax and Duties- Constitution of Board of Approval- Functions of Development Commissioner- Cancellation of License.(Relevant One or Two Case Studies).					
Outcome 4	To know Rules concerning damages and remedies for International sale of goods Act				K3
Unit-V					
Objective 5	To know the important law related to International trade.				
Customs Act, 1962: Definitions- Officers of Customs- Appointment of Customs ports, airports, warehousing stations, etc. - Prohibitions on importation and exportation of goods - Detection of illegally imported goods and prevention of the disposal thereof -Prevention or detection of illegal export of goods - Levy of, and exemption from, Customs duties: Valuation of Imported/Exported goods- Assessment- Abatement- Remission-Exemption- Duty drawback schemes- Refund- Recovery. (Relevant One or Two Case Studies).					

Outcome 5	To enrich the knowledge about Customs Act.	K2
Suggested Readings:- <i>International Business Law and the Legal Environment : A Transactional Approach</i> -DiMatteo, L A.(2017); <i>International Business, Environments and operations</i> -Daniels, John, Ernest W.Ogram and Lee H. Redebungh ; <i>International Trade Law and Practice –</i> Lew, Julton D.M and Clive Standbrook (eds), Euromoney Publications, London. ; <i>Export Trade – The Law and Practice of International Trade –</i> Schmothoff C.R; <i>Commercial Law-</i> Kapoor ND, Sultan Chand & Co., New Delhi. ; Datey, Economics Laws.		
Online Resources: http://www.sba.gov/idc/groups/public/public/documents/sba_program_office/oit/sba_fast http://www.gao.gov/new.items/d081044 http://www.ustr.gov/trade-agreements/		
K1-Remember	K2-Understand	K3-Apply
K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. A.Muthusamy		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	L(1)	M(2)	L(1)	L(1)	S(3)	M(2)	L(1)	L(1)	S(3)
CO2	S(3)	M(2)	S(3)	L(1)	L(1)	S(3)	M(2)	L(1)	L(1)	M(2)
CO3	S(3)	S(3)	M(2)	L(1)	M(2)	S(3)	S(3)	M(2)	L(1)	S(3)
CO4	M(2)	M(2)	L(1)	L(1)	S(3)	M(2)	S(3)	L(1)	M(2)	S(3)
CO5	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	L(1)	M(2)	S(3)
W.Avg.	2.4	2.2	2.2	1.2	2	2.8	2.6	1.2	1.4	2.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	M(2)	S(3)	S(3)
CO2	M(2)	M(2)	S(3)	S(3)	S(3)
CO3	L(1)	M(2)	S(3)	S(3)	M(2)
CO4	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	S(3)	M(2)	M(2)	L(1)	S(3)
W.Avg.	2.2	1.8	2.4	2.6	2.6

S –Strong (3), M-Medium (2), L- Low (1)

IV Semester					
Core	Course Code: 652403	Multinational Financial Management	T	Credits:4	Hours:5
Unit -I					
Objective 1	To understand the international finance theory				
Concepts, Contents and Contours: Concepts and Scope of Multinational Financial Management - Investment, Financing and Income Distribution Functions–Methods to Conduct International Business-Valuation Model for an MNC-Domestic Model, Multinational Model, Uncertainty Surrounding an MNC’s Cash Flow- (Relevant One or Two Case Studies).					
Outcome 1	The students would present the roles of multinational finance theories in dealing with the complexities faced by financial managers in this environment.				K2
Unit II					
Objective 2	To make the students understand the knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm.				
International Financing: Global Equity Financing Instruments: Depository Receipts and Direct Equity Participation –International Monetary System-Gold Standard-IMF and World Bank Exchange Rate Mechanism-Factors Influencing Exchange Rate-Purchasing power parity and Interest Rate parity theorems (Relevant One or Two Case Studies).					
Outcome 2	The students can calculate the cost of capital for and estimate values of international investment projects and international corporate acquisitions.				K2
Unit III					
Objective 3	To enlighten the students knowledge about the capital budgeting and to take decisions on their financing arrangements and blocked funds				
International Capital Budgeting Decision: Subsidiary versus Parent Perspective –Restrictions on Remitted Earnings-Exchange Rate Movements - Summary of Factors That Distinguish the Parent Perspective- Input for Multinational Capital Budgeting-Other Factors to Consider- Exchange Rate Fluctuations, Inflation -Financing Arrangement-Blocked Funds- Uncertain Salvage Value - Impact of Project on Prevailing Cash Flows-Host Government Incentives - Real Options – Adjusting Project Assessment for Risk-Risk-Adjusted Discount Rate-Sensitivity Analysis - (Relevant One or Two Case Studies).					
Outcome 3	Students would know how to manage the financial risk in their firm.				K4
Unit IV					
Objective 4	To teach students how to run their own MNC and write a quality feasibility report.				
Working Capital Management of MNCs: Management of Short term investment portfolio- International Receivables Management- Inventory Management -Concepts and tools - Risk and Uncertainty Models - Off shore production Vs Local Purchases - (Relevant One or Two Case Studies).					
Outcome 4	Trained the students to take decisions on their financing arrangements and the funds on their firm.				K5
Unit V					
Objective 5	The students know about the dynamic component for international assessments				
Global Capital Market: International Capital Markets and their Instruments and Benchmark Rates - Global Stock Market Scenario captured by NASDAQ - Wall Street – FTSE - Dalal Street - Morgan Stanley Capital International (MSCI) - Corporate Restructuring - Overseas Merger and Acquisition - Global					

investment bankers: Functions and Role - Top 10 Global Investment Bankers like JP Morgan Chase, Bank of America, Morgan Stanley, Goldman Sachs, etc. - (Relevant One or Two Case Studies).					
Outcome 5	<i>The students can evaluate and implement international equity and debit issues.</i>				K5
Suggested Readings:- Buckley, A. (2012). <i>International Finance; A practical perspective</i> . Financial Times/ Prentice Hall. Madura. J. (2013). <i>International Financial Management</i> . South-Western College Publishing. Shapiro, A. C. (2013). <i>Multinational Financial Management</i> . John Wiley & Sons Inc. Sharan, V. (2009). <i>International Financial Management</i> . Prentice Hall India Learning Private Limited.					
Online resources: https://www.ddegjust.ac.in/studymaterial/mba/fm-406.pdf https://dde.svu.edu.in/studymaterial/SLM/MCOM_104_International%20Financial%20Management.pdf https://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. K.Chitra Devi					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	M (2)	M (2)	S (3)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)
CO2	M (2)	M (2)	S (3)	M (2)	S (3)	S (3)	L (1)	M (2)	M (2)	M (2)
CO3	M (2)	S (3)	M (2)	M (2)	M (2)	L (1)	L (1)	M (2)	M (2)	M (2)
CO4	S (3)	M (2)	M (2)	S (3)	S (3)	L (1)	L (1)	L (1)	M (2)	M (2)
CO5	M (2)	L (1)	M (2)	M (2)	M (2)	S (3)	M (2)	M (2)	L (1)	L (1)
W.AV	2.2	2	2.2	2.4	2.4	2	1.4	1.8	1.8	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M (2)	M (2)	M (2)	M (2)	M (2)
CO2	M (2)	L (1)	M (2)	M (2)	S (3)
CO3	L (1)	M (2)	L (1)	S (3)	M (2)
CO4	L (1)	L (1)	M (2)	M (2)	M (2)
CO5	M (2)	L (1)	L (1)	M (2)	S (3)
W.AV	1.6	1.4	1.6	2.2	2.4

S –Strong (3), M-Medium (2), L- Low (1)

IV Semester				
Core	Course Code: 652404	International Logistics Management	T	Credits: 3 Hours: 5
Unit-I				
Objective 1	To teach the marketing logistics concept, objective, scope and its elements to students.			
Introductory Aspects of Logistics Management: Concept, Objectives and Tasks of Logistics - Scope of international logistics management - Difference between domestic and international logistics - Importance and relevance of Logistics to global marketing management - Supply chain management concept and trends - 3rd Party Logistics (3PL) - 4th Party Logistics (4PL)-5 th Party Logistics (5PL) Strategic Logistics and Business Success-(Relevant one or two case studies.)				
Outcome 1	The students would able to gain knowledge about international marketing logistics system, concept of customer service and international logistics management.			K2
Unit-II				
Objective 2	To educate the students about sea transportation and chartering			
Sea Transportation and Chartering: Need and importance of In-land and Ocean transportations - Characteristics of shipping transport - Features of Liner operations and Tramp operations – Freight structure and Practices - Conference system - Types of shipments - Multi-modal Transport system - Multi-modal Transport document (MTD) and Combined Transport document (CTD) – Chartering principles and practices – Arrangement for shipment of Cargo – Organization and functions of Trans chart - Regulation of Shipping Transportation Logistics Service Providers –(Relevant one or two case studies.)				
Outcome 2	The students would understand the Shipping and Chartering in International Trade.			K2
Unit-III				
Objective 3	To enrich Students understanding towards warehousing and containerization.			
Warehousing and Containerization: Structural and Cargo Handling Facilities – Warehousing-meaning –types of Warehousing and storage in ports - Demurrage - Loading and unloading in warehouses - Containerization: Concept, Need and Types - Booking for Container and issue for Plot letter - Difference between HBL and MBL - House stuffing – Issue of stuffing report - Terminal stuffing - Inland container depots: Problems and prospects - Role of IT in Logistics - Automated Shipment Status Tracking – (Relevant one or two case studies.)				
Outcome 3	The students would understand the warehousing and containerization			K2
Unit-IV				
Objective 4	To create awareness about integrated logistics and transportation industry.			
Integrated logistics and Transportation: Need for Integrated logistics – JIT - Distribution Requirements Planning – Direct Product Profitability- Transportation Industry- Transportation pricing- Communication and Transport- Transport Energy and Environment – Energy Consumption-E-logistics-(Relevant one or two case studies.)				
Outcome 4	The students would be aware about integrated logistics and transportation industry			K5
Unit-V				
Objective 5	To inculcate students about air and land logistics			
Air and Land Routes in International Logistics: International Air Cargo Transport – Cargo Air Lines -				

IATA rules - Air freight rates – Examination and Assessment in Airport-Air cargo transport problems and prospects - Role of Rail-Road ways in Global Marketing Logistics –(Relevant one or two case studies.)					
Outcome 5	To learn about the importance of air and land logistics				K3
Suggested Readings:- Cohen, S., & Roussel, J. (2013). Strategic Supply Chain Management: The Five Core Disciplines for Top Performance. Manners, J. (2016). Introduction to Global Logistics: Delivering the Goods. Gokan Page. Paul, J., & Aserkar, R. (2013). EX-IM Management. Oxford. Singh, R. (2015). International Trade Logistics. Oxford. Zidan, K. (2016). Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management (Logistics, Supply Chain Management, Procurement). Create Space Independent Publishing Platform					
Online Resources: www.worldshipping.org www.facelesscompliance.com www.icecargo.co.au					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. S.Prasad					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)
CO2	S(3)	M(2)	M(2)	M(2)	S(3)	S(3)	S(3)	M(2)	L(1)	S(3)
CO3	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)	S(3)	L(1)	L(1)	M(2)
CO4	S(3)	S(3)	S(3)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)
CO5	M(2)	S(3)	L(1)	M(2)	M(2)	S(3)	S(3)	M(2)	L(1)	S(3)
W.Avg.	2.4	2.4	2.2	1.8	1.8	2.8	2.6	1.6	1.2	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	S(3)	M(2)	M(2)
CO2	M(2)	S(3)	M(2)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	L(1)	M(2)
CO4	S(3)	S(3)	M(2)	M(2)	M(2)
CO5	M(2)	S(3)	L(1)	L(1)	M(2)
W.Avg.	2.6	2.8	2.2	1.4	2.2

S –Strong (3), M-Medium (2), L- Low (1)

IV Semester – Elective Course				
Core	Course Code: 652503	Overseas Project Management	T	Credits:3 Hours:5
Unit -I				
Objective 1	To understand project management concept, development and deployment			
Concept and Approaches to Project Management: Project - Meaning, Role of a Project Manager - Project Selection-International Standards(PMI,IMA) - Types of Projects - Project life cycle - Functions of project management - Project Management approaches: Traditional - PRINCE2 – PriSM - Critical Chain - Event Chain - Process approach - Different stages of Project Management - Project Design - Project Report Documentation: Nature, Significance and Components - Drafting of Project Report (Relevant One or Two Case Studies).				
Outcome 1	The students would know to measure the project feasibility and appraisal.			K3
Unit II				
Objective 2	To understand project management tools, techniques and skills.			
Project Appraisal and Feasibility Report: Nature and Purpose - Marketing, Technical, Financial, Managerial analysis and Social Cost-Benefit analysis – UNIDO and Little & Mirrlees Approaches - Shadow Cost - Social Return on Investment - Feasibility Report: Contents and Purpose – Enhancing Feasibility through Appropriate Initiatives – Abandonment Value Analysis of a Project - (Relevant One or Two Case Studies).				
Outcome 2	The students would know to manage the International projects.			K3
Unit III				
Objective 3	To understand the implications, Challenges and Opportunities of Organizational dynamics in project management.			
Clinching and Financing of International Projects: Scanning of International Business Environment for Project Exports/Imports – Scouting for and Screening of International Projects - Marketing of Projects Overseas: Turnkey Projects, Construction Projects, Engineering and Consultancy Exports – Terms of Ownership and Operational agreement – Project Imports: Industrial Plant, Irrigation, Power, Mining, Oil Exploration and other projects - Process, Financing and Customs Procedures - Financing project exports - Institutional support for project exports - (Relevant One or Two Case Studies).				
Outcome 3	The students would know to tackle with costs and take decisions by applying various critical path techniques.			K4
Unit IV				
Objective 4	To inculcate how to prepare feasible project report.			
Project Management and Control Techniques: Network Techniques - PERT Method – Assumptions - Drawing a Network diagram-Even, Node and Activity - Critical Path - Project scheduling – Slack-time computation and management of the same for Resource and Time Leveling - Critical Path Method: Assumptions and Process - Crash course for Quick completion at the least additional cost - Concept and Control of Cost and time overruns - Project Reviews: Progress Review - Resource Review - Post-execution Performance Review – Critical Chain Project Management(CCPM),Work Breakdown Structure(WBS),Earned Value Analysis (EVA)-(Relevant One or Two Case Studies).				
Outcome 4	The students would know about the different types of Network Techniques.			K3
Unit V				
Objective 5	To learn how to undertake Turnkey projects.			

Management of International Projects: Accountability in Project Execution - Contracting, Subcontracting and Tendering - Joint bidding - Pricing terms and Estimation - BOOT and BOT - Financial Appraisal of Export Projects - Estimation of Project Cash flows - Adjusted present value method - Risk analysis: Sensitivity and Simulation analysis - Country risk analysis - Political Risk in International Projects - Risk Handling and Hedging - Integrated Project Management system - Guidelines for successful project management - (Relevant One or Two Case Studies).

Outcome 5 | The students would know how to undertake the project. | **K6**

Suggested Readings:-

Lock, D. (2007). Essentials of Project Management. Gower Publishing Company.
 Choudhary, S.(2017). Project Management. McGraw Hill Education.
 Harberger, A. C. (1976). Project Evaluation. University of Chicago Press.
 Dennis Lock Ronald S, Rubin, Project Appraisal and Planning.

Online resources:

www.sinnaps.com
 www.praxie.com
 www.qsstudy.com

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. S.Prasad					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	L(1)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	L(1)	S(3)	S(3)
CO4	L(1)	M(2)	S(3)	S(3)	L(1)	L(1)	L(1)	L(1)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	L(1)	L(1)	S(3)	S(3)
W.AV	2.6	2.8	3	3	2.2	1.8	2	1	3	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	M(2)	M(2)	L(1)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	3	1.6	1.2	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Semester IV - Elective Course				
DSE-2	Course Code: 652504	Global Investment and Portfolio Management	T	Credits: 3 Hours: 5
Unit-I				
Objective 1	To acquaint about the various Financial Investment in domestic and International			
Global Investments: Investments – Definition, Functions, Objectives Distinction of Savings, Investments and Speculation, Various Global Investment Avenues, Money Markets and Capital Markets, Time value of Money.				
Outcome 1	Understand the Features of various Financial Investment in domestic and International.			K2
Unit-II				
Objective 2	To make them students familiar to asses risks and return of the Portfolio of investments			
Risk and Return: Risk and return trade off, Measurement of Risk – Standard deviation, Beta, Measurement of Return- Expected Return, Historical Return, Efficient Market Hypothesis, Random Walk Theory, Fundamental Analysis, Technical Analysis. International Investment risks.				
Outcome 2	Become familiar in measuring risk and returns of Investment.			K3
Unit-III				
Objective 3	➤ To understand the valuation and calculate price for bonds and equities.			
Debt and Equity Valuation: Equity: Balance Sheet Valuation – Dividend Discount Model – zero growth – constant growth – multiple growth models – price earnings ratio model, Debentures: Debt Instruments – Bond valuation & Pricing – Yield to maturity (YTM), Interest Rate Risk – Determinants of Interest Rate Risk.				
Outcome 3	Become familiar in valuing and calculation of price for bonds and equities.			K3
Unit-IV				
Objective 4	To make the students to evaluate the performance of the various Investment Portfolios.			
Portfolio Analysis: Portfolio- objectives, Asset allocation, Capital Asset Pricing Model (CAPM), Markowitz theory, Measurement of portfolio return and risk, Portfolio Construction and Diversification, Evaluation of portfolio performance.				
Outcome 4	Relate the implications of Investment Decisions on the selection of Securities and formation of Portfolio.			K5
Unit-V				
Objective 5	To acquaint about the various Financial derivatives in domestic and International			
Derivatives Management: Types of derivatives, Options as a derivative investment. Terminologies in options market Writing off futures and options, Swaps- Types of Swaps.				
Outcome 5	Gain knowledge about the various Financial derivatives in domestic and International.			K2
Suggested Readings:-				
1. B.K.Bhalla <i>Investment Management</i>				
2. William Sharpe, Alexander and Bailey <i>Investments</i>				
3. V.A. Avadhani <i>Investment</i>				
4. Kevin <i>Investment</i>				
5. Bodie, Kane and Marcus <i>Investments</i> .				

Online Resource	https://www.coursera.org https://www.boardridge.com https://www.evercorewealthandtrust.com				
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course Designed by: Dr. S.Gopalsamy					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO2	L(1)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	L(1)	L(1)	S(3)	L(1)	L(1)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	S(3)	L(1)	L(1)	S(3)
W.AV	2.6	3	2.6	3	1	1.8	3	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	S(3)
CO2	S(3)	L(1)	L(1)	L(1)	S(3)
CO3	S(3)	L(1)	L(1)	L(1)	S(3)
CO4	S(3)	L(1)	L(1)	L(1)	S(3)
CO5	S(3)	L(1)	L(1)	L(1)	S(3)
W.AV	3	1	1	1	3

S –Strong (3), M-Medium (2), L- Low (1)



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