



# ALAGAPPA UNIVERSITY

(A State University Established in 1985)  
Karaikudi - 630003, Tamil Nadu, India



<b>2017</b>  Accredited with A+ Grade by NAAC (CGPA : 3.84)	<b>2018</b>  MHRD Govt. of India Graded as Category - 1 & Granted Autonomy	<b>2018</b>  UGC University Grants Commission  MHRD UNIVERSITY OF TAMIL NADU Swachh Campus Rank : 4	<b>2019</b>  NIRF NATIONAL INSTITUTIONAL RANKING FRAMEWORK Rank : 25	<b>2019</b>  QS India Rank : 20 BRICS Rank : 104 Asia Rank : 216
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## DEPARTMENT OF INTERNATIONAL BUSINESS



## M.B.A., INTERNATIONAL BUSINESS

[Choice Based Credit System (CBCS)]

[For the candidates admitted from the academic year 2019-2020]

### **Chairperson**

**Dr. K. Uthayasuriyan**, Professor and Head, Department of International Business, Alagappa University, Karaikudi. Teaching Experience: 28, Research experience: 17, Area of Research: Organizational Behaviour and Financial Management.



### **Foreign Experts**

**Dr. Geetha Subramaniam**, Associate Professor, Faculty of Business and Management, Universiti Teknologi MARA, Malaysia. Working Experience – 15 Years, Research Experience- 13 years.



### **Indian Experts**

**Dr.P.Saravanan**, Professor – Finance and Accounting. IIM Tiruchirappalli. Research experience – 29 Years, Teaching Experience– 27 Years



**Prof. P. Natarajan**, Professor, Department of Commerce, School of Management, Pondicherry University, Puducherry. Experience: Teaching & Research: 32 years.



### **Expert from Industry**

**Mr. K. E. Balaji**, Branch Head, e-Ship Global Logistics, Parrys, Chennai. A Gold Medalist in MBA- International Business at Alagappa University, India. Master's degree in MA – Yoga in Human Excellence from Madras University, India. Currently perusing PhD in Management, Periyar University, India



**Mr. D. Russell Raj**, Manager, Movemax System Logistics Pvt. Ltd., Chennai. Having 15 years experience in Logistics Industry. Best Air Freight solution provider for Relocation companies Awarded by PMR Relocations.



### **Members**

**Dr. A. Muthusamy**, Professor, Department of International Business, Alagappa University, Karaikudi, Teaching Experience: 25 years, Research Experience: 20 years, Area of Research: Foreign Trade, Finance and Export Management.



**Dr. S. Prasad**, Assistant Professor, Department of International Business, Alagappa University. Teaching Experience: 10 years, Research Experience: 10 years, Area of Research: Foreign Exchange Management and International Marketing.



**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.



**Dr. S. Gopalsamy**, Assistant Professor, Department of International Business, Alagappa University, Karaikudi. Teaching Experience: 7 Years, Research Experience: 4 years, Industrial Experience: 16 years, Area of Research: International Marketing, Finance and Foreign Trade.



## **REGULATIONS AND SYLLABUS**

*[For the candidates admitted from the academic year 2019 onwards]*

### **1. Programme general objectives**

The Department of International Business offers MBA – International Business which caters the Students 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.

### **2. Programme specific objectives**

- 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.
- To produce world-class fundamental and applied research in international business.
- To bestow business with ethics and social values.
- To instil entrepreneurship conviction and alter them into actuality.
- To induct knowledge of the regional, cultural, language, geographical, beliefs and social differences in the global market.
- To devise management professional to evolve and exploit all aspect of global trade.
- To inspire students to contribute to the nation's prosperity.

### **3. Programme outcome**

On successful completion of the programme

- 1) The program will make the students aware of key aspects of export / import management.
- 2) The program will inculcate employability skills on International Trade.
- 3) The program will groom the students in tune with Industry expectations.
- 4) The program creates job opportunities to pursue in multinational companies.
- 5) The program helps the students to become successful freight forwarders and entrepreneur in International Trade.

### **4. 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.

### **5. Duration of Course**

The course shall consist of two academic years, divided into four semesters. Each semester consists of 90 working days.

### **6. Number of Courses**

The total number of courses is 24 and that includes 15 Core Courses, 05 Elective Courses, 02 Non Major Elective Courses, one Project Work and Summer Internship-cum- Training Report for total of 90 credits and two Extra Credit MOOC courses of SWAYAM platform.

## 7. Programme Structure under Choice Based Credit System (CBCS)

FIRST YEAR: All participants in the first year of the programme have to take all the courses offered as listed in the Programme Structure Table.

SECOND YEAR: The elective courses are scheduled during the III and IV semester of MBA (IB) programme beside core courses in each semester and summer internship report in the III semester and a Project Work in extension of summer internship training in the Fourth Semester. The Elective Courses offered across III and IV are also given in the Programme Structure Table.

Assessment & Evaluation: Student evaluation is based on examination, assignments, quizzes and class participation. The grade allocation is as follows:

Continuous Internal Assessment : 25 Marks		End-Semester Exam: 75 Marks
Two, 2 hour tests for 15 marks in all	Seminars, Assignments, Quizzes, Class works, etc.. for 10 Marks	Three Hour examination on the whole syllabus for 75 Marks.

### 1. Examinations

The examinations shall be conducted separately for theory and Viva-voce to assess the knowledge acquired 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). The internal assessment shall comprise of maximum 25 marks for each subject. The following procedure shall be followed for awarding internal marks.

#### External Examinations

The external examinations of theory and Viva-voce shall be conducted for three hours duration to each paper at the end of each semester. The external examinations shall comprise of a maximum of 75 marks for each subject. The candidate failing in any subject will be permitted to appear for each failed subject in the subsequent examination. At the end of the third semester, the summer internship training report work should be submitted based on the training attended by the student. Two examiners (one internal and one external) will jointly conduct the viva-voce examination for evaluation.

#### Scheme of External examination

##### Question paper pattern (Theory)

1. The question paper carries a maximum of 75 marks.
2. The question paper consists of three sections, namely Part - A, B, and C.
3. **Part-A** consists of questions of marks each ( $5 \times 2 = 10$  marks) with no choice. The candidate should answer all questions.
4. **Part-B** consists of 5 either or choice questions. Each question carries 5 marks ( $5 \times 5 = 25$  marks).
5. **Part-C** consists of 3 questions. Each question carries 10 marks. The candidate should answer any three questions ( $3 \times 10 = 30$  marks).
6. Part- D Case Study. Compulsory ( $1 \times 10 = 10$  marks)

#### Continuous Internal Assessment

The CIA marks shall be awarded based on the following:

Marks for the two CIA tests	15
Marks for the seminar/Quiz/Assignments/Class-works	10
Total	25

**Passing minimum**

- a) For Internal and External Examination, Passing Minimum shall be of 50% (Fifty Percentage) of the maximum marks prescribed for the paper.
- b) In the aggregate (External + Internal), the passing minimum shall be of 50% for each Paper/Practical/Project and Viva-voce.
- c) Grading shall be based on overall marks obtained (internal + external).

**d) Grading System**

< 50 Marks in all	50 > Your Marks < 60	60 > Your Marks < 75	Your Marks ≥ 75
Fail	II Class	I Class	Distinction

A minimum of 40% of the allotted 25 marks for CIA in each course (that is, 10 marks per course) is mandatory for securing a pass. Students who score less than the minimum must reappear for the CIA in that course/courses in which the minimum marks are not scored, in the immediate next semester following the rules and regulations of the University prevailing from time to time.

- 2. **Attendance:** Attendance and participation are vital to the student’s success in this course. Students are expected to attend class every day. Minimum attendance to be eligible to take end-semester-examination is 75%.
- 3. **Punctuality:** Punctuality is an essential element in achieving success. Therefore, anyone arriving after daily roll-call (about 5 minutes after the class begins) will be marked absent. A valid excuse for being absent from class shall be a medical or a personal emergency acceptable at the discretion of the Dean/Chairman/Head of the Dept.
- 4. **Class Participation:** Class participation and interaction helps to form a complete educational experience. However, class participation and interaction is to be relevant to course content and context. Deviant behaviour may lead to dismissal or suspension.
- 5. **Submission of Assignments:** When submitting any assignments, **Student name, Student identification number, course number and date of submission** should be clearly written on every page and all pages should be stapled together. The timely submission of assignments is an essence of personal discipline.
- 6. **Preparedness:** Students are expected to have read and be able to discuss the assigned chapter before attending the lecture. In addition, students should be prepared to discuss homework problems.
- 7. **Academic Dishonesty:** Academic work produced using dishonest methods has no value. Academic dishonesty also includes copying - verbatim or otherwise, and plagiarism i.e., the use of an author’s ideas, statements, or approaches without crediting the source. A clear indication of academic dishonesty will result in a grade of “F” being assigned to that particular piece of work.

8. **Subject to change clause:** This syllabus, the course schedule and reading assignments are subject to change at the discretion of the Course Teacher to accommodate instructional and/or student needs.

### **8. Teaching Methods**

The classroom teaching would be through conventional lecture, use of OHP, PowerPoint presentation, novel innovative teaching ideas like television, smartboard 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.

### **9. Village Extension Programme (VEP)**

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 days.

1. Environmental awareness
2. Hygiene and Health

A minimum of two faculty members can accompany the students and guide them.

### **10. Maximum duration for completion of the course**

The maximum period for completion of MBA Degree in International Business shall not exceed eight semesters.

### **11. Commencement of regulation**

These regulations shall come into effect from the academic year 2019-2020 for students who are admitted to the first year of the course during the academic year 2019-2020.

### **12. Industrial visit/Internship/Field/Institutional visit:**

Students have to undertake an industrial / Internship/Field/ institutional visit/educational tour and have to submit a report for evaluation (Satisfactory / Not Satisfactory).

### **13. Classification of the successful candidate**

A candidate who secured not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in First class. All other successful candidates shall be declared to have passed in the Second class. Candidate who obtains 76% of marks in the aggregate shall be deemed to have passed the examination in first class with distinction provide they should have passed all the examination at the first appearance.

Candidates who passed all the examinations prescribed for the course in the first instance and within two academic years from the year of admission to the course are alone eligible for university ranking.

A candidate is deemed to have secured the first rank provided if he/she should have passed all the papers in the first attempt itself and should have secured the highest Cumulative grade point average (CGPA).

The total number of courses is 24 and that includes 15 Core Courses, 05 Elective Courses, 02 Non Major Elective Courses, one Project Work and Summer Internship-cum- Training Report for total of 90 credits and two Extra Credit MOOC courses of SWAYAM platform.

**FACULTY OF MANAGEMENT  
ALAGAPPA UNIVERSITY, KARAIKUDI**

**MBA International Business**

(Accredited with 'A+' Grade by NAAC with a CGPA of 3.64 out of 4 in the 3<sup>rd</sup> Cycle)

REGULATIONS, CURRICULUM AND SYLLABI

**(Effective From Batch Enrolling in Academic Year 2019-20 onwards)**

Program : **MBA (International Business)**  
 Pattern : Semester System  
 Mode : Regular  
 Duration : Two years (Semester)  
 Eligibility : Any degree from a recognized University (10+2+3) Medium : English

**Program Structure and Scheme of Examinations MBA (IB)**

Course Code	Course Title	Credits	Teaching Hours	CIA Marks	ESE Marks	Total Marks
<b>I Semester Core Courses</b>						
652101	Management Concepts	4	6	25	75	100
652102	International Economics and Legal Environment	4	6	25	75	100
652103	Financial and Management Accounting	4	6	25	75	100
652104	Organizational Behavior	4	6	25	75	100
652105	Information Technology for Business	4	6	25	75	100
652601	Comprehensive Viva Voce - I	1	-	-	100	100
<b>Total</b>		<b>21</b>	<b>30</b>	<b>125</b>	<b>475</b>	<b>600</b>
<b>II Semester Core Courses</b>						
652201	Business Research Methodology	4	4	25	75	100
652202	Global Business Communication	4	4	25	75	100
652203	International Human Resource Management	4	4	25	75	100
652204	EX-IM Management	4	5	25	75	100
652205	Global Entrepreneurship Development	4	5	25	75	100
652206	Quantitative Methods	4	5	25	75	100
652602	Comprehensive Viva Voce - II	1	-	-	100	100
<b>Non Major Elective Courses</b> (for other department students)						
652701	Non Major Elective –I (Global Entrepreneurship)	2	3	25	75	100
<b>Self Learning Program(MOOCs)</b>						
MHRD SWAYAM Portal (Extra Credit)		-		-	-	-
<b>Total</b>		<b>27</b>	<b>30</b>	<b>175</b>	<b>625</b>	<b>800</b>
<b>III Semester Core Courses</b>						
652301	Foreign Exchange Management	4	5	25	75	100



652302	International Marketing	4	5	25	75	100
652777	Summer Internship-cum-Training Report and Viva Voce	3	5	75	25	100
652603	Comprehensive Viva-voce - III	1	-	--	100	100
<b>Elective Courses</b>						
652501	Customs Procedures and Documentation	3	4	25	75	100
652502	Port and Terminal Management	3	4	25	75	100
652503	Business in Emerging Markets	3	4	25	75	100
<b>Non Major Elective Courses (for other department students)</b>						
652702	Non Major Elective –II (Basics of Export)	2	3	25	75	100
<b>Self Learning Program(MOOCs)</b>						
MHRD SWAYAM Portal (Extra Credit)		-	-	-	-	-
<b>Total</b>		<b>23</b>	<b>30</b>	<b>225</b>	<b>575</b>	<b>800</b>
<b>IV Semester Core Courses</b>						
652401	Global Business Strategies	4	6	25	75	100
652402	Multinational Financial Management	4	6	25	75	100
652604	Comprehensive Viva-voce - IV	1	-	--	100	100
<b>Elective Courses</b>						
652504	Overseas Project Management	3	5	25	75	100
652505	International Logistics Management	3	5	25	75	100
652507	Project Work and Viva Voce(75+25)	4	8	75	25	100
<b>Total</b>		<b>19</b>	<b>30</b>	<b>175</b>	<b>425</b>	<b>600</b>
<b>Overall</b>		<b>90</b>		<b>700</b>	<b>2100</b>	<b>2800</b>

<b>Semester I</b>			
<b>Course Code: 652101</b>	<b>Management Concepts</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To expose the students about basic concepts of management scope and functions and evolution of management.</li> <li>➤ To understand the concept and process planning and decision making</li> <li>➤ To understand the relevance and reach of staffing and directing functions</li> </ul>		
<b>Unit-I</b>	<b>Management:</b> Definition – Nature – Scope and Functions – Evolution of Management thought – Contributions of <b>F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A. Simon and Peter F Drucker-</b> Approaches to the Study of Management-Universality of Management - Relevance of management to different types of organization – MBO and MBE- (Relevant One or Two Case Studies).		
<b>Unit -II</b>	<b>Planning and Decision Making:</b> Nature, importance and planning process – Planning premises – Components of Planning as Vision, Mission, Objectives, Goals, Policies, Strategies, Procedures, Methods, Rules, Projects and Budgets – Decision-making – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty- (Relevant One or Two Case Studies)		
<b>Unit-III</b>	<b>Nature, purpose and kinds of organization</b> – Structure: Mechanistic and Organic Structures- Principles and theories of organization – Departmentalization – Span of control – Line and staff functions – Authority and responsibility – Centralization and decentralization – Delegation of authority – Committees – Informal organization - Joint Ventures and Strategic Alliances- (Relevant One or Two Case Studies).		
<b>Unit-IV</b>	<b>Staffing and Directing:</b> General Principles of Staffing- Importance and techniques of Directing- Motivation – Meaning – Importance – Theories: <b>Maslow, Herzberg, McGregor (X&amp;Y), Ouchi (Z), Vroom, Porter-Lawler, McClelland and Adam</b> – Communication: Meaning – Types – Process – Barriers; Leadership: Significance, Types Styles and Theories- Trait, Contingency, Situation, Path-Goal, Tactical, Transactional and Transformational Leadership- Leadership Grid- (Relevant One or Two Case Studies).		
<b>Unit -V</b>	<b>: Coordination and Controlling:</b> Coordination: Concept, Need and techniques; Controlling: Objectives and Process of control – Devices of control – Integrated control – Special control techniques- Contemporary Perspectives in Management: <b>Core Competence</b> (C. K. Prahalad) – <b>Competitive Strategy</b> (Michael E. Porter), <b>Business Process Reengineering</b> (Michael Hammer) – <b>Total Quality Management</b> (Crosby, Juran, Feigenbaum, Ishikawa and Deming)– <b>Six Sigma</b> (Motorola Inc., Mikel Harry and Jack Welch)- <b>Benchmarking</b> (Robert Camp, Kaiser Associates and Boxwell) - <b>Balanced Score Card</b> (Robert Kaplan & D. Norton)- 7S Framework (Tom Peters and Robert Waterman for McKinsey) - Relevant One or Two Case Studies).		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned - <b>Practical:</b> Studying Management styles of two Indian institutions in the lime-light- Mini Project on Motivators in the firms in the Locale.		
<b>REFERENCE AND TEXTBOOKS:-</b> Dubrin, A. J. <i>Management: Concepts and Cases, (1<sup>st</sup> ed.)</i> . South Western. Prasad, Stoner, J. A. F., Freeman, R. E., Gilbert, D. R. (2018). <i>Management</i> . New Delhi: Prentice Hall of India. Tim, H. (1998). <i>Management Concepts &amp; Practices, (2<sup>nd</sup> ed.)</i> . Financial Times/ Prentice Hall.			

<b>Outcomes</b>	<ul style="list-style-type: none"><li>➤ The students would implement the various concepts of Planning, Decision making and Controlling to help solving managerial problems.</li><li>➤ The students would practice the nuances of Ethics, Delegation, Coordination and Team work.</li><li>➤ The students would be able to practice management styles in the Global context.</li></ul>
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<b>Semester I</b>			
<b>Course Code:</b> <b>652102</b>	<b>International Economics and Legal Environment</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Knowledgeable in disequilibrium in BOP; in multilateral finance and trade system</li> <li>➤ Thorough in foreign direct and portfolio investment</li> <li>➤ Competent in the international labour migration types and factors involved.</li> </ul>		
<b>Unit-I</b>	<b>Concepts, Scope and Theories of International Economics:</b> Meaning, Scope and Significance of International Economics- International Trade - Bases of International Trade - Theories of International trade: Classic and Modern theories of International trade - Modern theories Vs Classical theories - Terms of trade: Concept and measures- Gains from trade - Trade as a substitute for growth - Free trade Vs Protection - Trade Barriers: Tariff and Non-tariff–Relevant one or two case studies.		
<b>Unit-II</b>	<b>Equilibrium in International Trade:</b> 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, Purchasing Power Parity and Interest Rate theories - Determinants of Exchange Rate - Economics of Fixed and Floating Rate systems- EX-IM Policy for Equilibrium in International Trade- Relevant one or two case studies		
<b>Unit-III</b>	<b>Multilateral Finance and Trade system:</b> International Monetary fund (IMF) and International liquidity - World Bank (WB) and Global Development Initiatives- International Development Association (IDA) and Third World Development Measures - International Finance Corporation (IFC) and Global Private Sector Development- Multilateral Investment Guarantee Agency ( MIGA)- WTO and Functions- Forms of and Trend in Foreign Direct and Foreign Portfolio Investments- Pros and Cons thereof- Relevant one or two case studies.		
<b>Unit-IV</b>	<b>UN Convention on Contracts of Sale and IPR Law:</b> Provisions of United Nations Convention on Contracts for the International Sale of Goods (CISG; the Vienna Convention) - International Arbitration- Conciliation: Process and Procedures- <b>IPR and Trade Marks Regulations:</b> Types of IPRs- Provisions of Patent Registration - 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- IPR and Global Technology Movement- Relevant one or two case studies.		
<b>Unit-V</b>	<b>Goods and Services Tax (GST):</b> Meaning – Objectives – Constitutional Amendments – CGST Act – SGST Act – IGST Act – Procedure and Levy under GST – Assessment and Returns - Relevant one or two case studies.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned- <b>Practical:</b> Visiting the Web sites of World Bank, IMF, IFC, IDA, MIGA, NAFTA, EU and ASEAN, WTO, WIPO, Ministry of Finance of Government of India and taking track of events.		
<b>REFERENCE AND TEXTBOOKS:-</b> Cherunilam, F. (2017). <i>International Economics</i> . McGraw Hill. Krugman, P. (2013). <i>International Economics</i> . Pearson. Salvatore, D., & Wiley. (2014). <i>International Economics</i> . Trade and Finance. Singh, S. K. (2013). <i>Law of Intellectual Property Rights Laws</i> . Central Law Agency.			

<b>Outcomes</b>	<ul style="list-style-type: none"><li>➤ Know the importance and problems of foreign capital</li><li>➤ Comprehend the types and nature of trade barriers</li><li>➤ Understand factors causing BOP disequilibrium and measures to correct the disequilibrium</li></ul>
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<b>Semester I</b>			
<b>Course Code: 652103</b>	<b>Financial and Management Accounting</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Knowledgeable on the preparation of various financial accounting statements and their backward and forward linkages and their uses and limitations as well</li> <li>➤ Understand the concepts and process of management accounting and significance thereof.</li> <li>➤ Knowledgeable on the preparation of various management accounting statements and their uses in business decision making and also limitations.</li> </ul>		
<b>Unit-I</b>	<b>Accounting Fundamentals and Statements:</b> 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).		
<b>Unit-II</b>	<b>Financial Statement Analysis:</b> Concept and Need for analysis of Financial Statements – Types and Tools of analysis: Trend analysis, Common size statements and Comparative statements- Financial Ratio Analysis- Turnover ratios – Liquidity ratios – Proprietary ratios –Profitability Ratios- Uses and limitations of Ratio analysis - (Relevant One or Two Case Studies).		
<b>Unit-III</b>	<b>Fund and Cash Flow:</b> 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 – Preparation of cash flow statement – Managerial uses of cash flow statement- (Relevant One or Two Case Studies).		
<b>Unit-IV</b>	<b>Revenue and Capital Budgeting:</b> Concept of Budget and Budgetary control- Revenue Budget Preparation – Sales and Production Budgets- Cash Budget –Master budget- Fixed and Flexible budgets- Capital Budgeting: Features and Significance- Methods of Appraisal: Payback period, ARR, NPV and IRR.		
<b>Unit-V</b>	<b>Accounting Theory and Standards:</b> Concept and Classes of Accounting Theory- Their Uses- Indian Accounting Standards Issued by Institute of Chartered Accountants of India as to Inventories, Depreciation, Borrowing Costs, Earnings Per Share and Impairment of Assets - Need for Convergence of India AS with International Financial Reporting Standards (IFRS) - (Relevant One or Two Case Studies).		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Glance of 10 Corporate Financial Statements presented in their Annual Reports or in the Media and grasp of the reporting pattern.		
<b>REFERENCE AND TEXTBOOKS:-</b> Jan, R.W. (2005). <i>Financial and Management Accounting</i> . Tata Mc Graw Hill. Maheswari, S. N. (2010). <i>Management Accounting &amp; 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			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The students would Comprehend the financial position of institutions through finalaccounts</li> <li>➤ The students would know to evaluate the financial strength and challenges of business.</li> <li>➤ The course builds Confidence in students to go with the analysis of financial statements of any institution with the tools of analysis like ratios, flow statements, C-V-P relationship,etc</li> </ul>		

<b>Semester I</b>			
<b>Course Code: 652104</b>	<b>Organizational Behaviour</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Understand the concepts and significance of Organizational Behaviour and its level.</li> <li>➤ Understand the Individual behaviours like personality, Learning, Attitudes, Motivation, Stress and perception.</li> <li>➤ Enriched in the OB skills through practical way of learning.</li> </ul>		
<b>Unit-I</b>	<b>Organisational Behaviour:</b> 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).		
<b>Unit-II</b>	<b>Foundations of Individual Behaviour:</b> Individual differences – Personality: Meaning – Personality factors – Learning: Components of learning process – Learning theories – Values: Significance and Types- Attitudes: Components – Formation – Perception: Perceptual process – Motivation: Types – Importance – Ability: Meaning – Types – Their relevance to organisational behaviour. Stress: Meaning – Types – Sources – Impact and consequences of stress on behaviour – Management of stress- (Relevant One or Two Case Studies).		
<b>Unit-III</b>	<b>Group Dynamics:</b> 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).		
<b>Unit-IV</b>	<b>Power and Politics:</b> 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).		
<b>Unit-V</b>	<b>Organisational Dynamics:</b> 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).		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Studying Organisational Dynamics of two organizations in limelight		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Aswathappa, K. (2016). <i>Organizational Behaviour</i> . Mumbai: Himalaya Publishing.			
Davis, K. (2010). <i>Organizational Behavior: Human Behavior at Work</i> . McGraw Hill.			
Gordon, J. R. (1993). <i>A Diagnostic Approach to Organisational Behaviour</i> . Boston: Allyn and Bacon.			
Gordon, J. R. (2001). <i>Organizational Behavior: A Diagnostic</i> . Prentice Hall.			
Luthans, F. (2006). <i>Organizational Behaviour</i> . McGraw-Hill/Irwin.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The students would understand the importance of Organizational Behaviour</li> <li>➤ The students would understand the Group dynamics and enrich the leadership quality in them.</li> </ul>		

<b>Semester I</b>			
<b>Course Code:</b> 652105	<b>Information Technology for Business</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Understand about the aerating systems and application software's and network setting</li> <li>➤ Acquaint with the various applications of Microsoft office</li> <li>➤ Learn the concept and applications of internet and e-commerce</li> </ul>		
<b>Unit-I</b>	<b>Introduction:</b> 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).		
<b>Unit-II</b>	<b>Working with Microsoft Office Suite:</b> 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		
<b>Unit-III</b>	<b>Usage of Internet:</b> E-Mail Etiquette -Usage of Search Engines and Portals – Website and Web Based E-mail, FTP and Net Meeting – Wi-Fi Environment in Modern Offices - Emerging internet applications in business		
<b>Unit-IV</b>	<b>E-Commerce and E- banking:</b> 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.		
<b>Unit-V</b>	<b>E- Payment and E- Security:</b> Modern Payment System – Credit Card (CC) – Debit Card (DCs) – E-Cheque – E- Cash – Smart Cards – Payment Security- E- Security – classifications of Intruders – Attacking Methods – Cryptography – Security Tools- Relevant one or two case studies		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Evaluating few Corporate and institutional web sites- Survey of e-Trades by University/College students and members of the staff.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Kent, P. (2012). <i>Search Engine Optimization For Dummies</i> , Wiley & sons.			
Rayudu, C.S. (2004). <i>E-Commerce and E-Business</i> Himalaya Publishing Company.			
Sudalaimuthu, S., & Anthony Raj, S. (2010). <i>Computer Applications In Management</i> . India: Prentice-Hall of India Pvt. Ltd.			
Turban, E., Leidner, D., Mclean, E., & Wetherbe, J. (2008). <i>Information Technology for Management</i> . Hoboken: John Wiley & Sons, Inc.			
Vijayaraghavan. (2006). <i>Computer Applications for Management</i> . Mumbai: Himalaya.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The students would learn the operating systems and application software's needed for network setting in business.</li> <li>➤ The students would use the various application of Microsoft office for day-to-day office work.</li> <li>➤ The students would know how to execute buying and selling activities through the use of internet facility.</li> </ul>		



<b>Semester II</b>			
<b>Course Code:</b> 652201	<b>Business Research Methodology</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem in basic or applied research and using this understanding to develop and use an actionable research proposal.</li> <li>➤ It introduces the students to nature, scope, and significance of research and research methodologies.</li> <li>➤ These competencies and skills include: defining research questions; setting appropriate research objectives; study design that incorporates research objectives and budgetary constraints; secondary and primary data collection and instruments; sampling</li> </ul>		
<b>Unit-I</b>	<b>Types, Process &amp; Design of Research:</b> 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		
<b>Unit-II</b>	<b>Research design &amp; Sampling:</b> Meaning, Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling –Probability and non-probability sampling methods – Sample size – Factors affecting sample size- Sampling and non-sampling errors.		
<b>Unit-III</b>	<b>Sources and Collection of Data:</b> 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.		
<b>Unit-IV</b>	<b>Processing of Data:</b> 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 – Understanding Multiple Regression - Association of Attributes.		
<b>Unit-V</b>	<b>Hypothesis testing and Report Writing:</b> 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- Grammatical Quality – Language flow- Data Support-Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions- Inputs for Stylish Report Writing.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. - <b>Practical:</b> Tool design, conduct of		

	business/consumer/employee/executive surveys and reporting- Review and evaluation of Business Reports.
<b>REFERENCE AND TEXTBOOKS:-</b>	
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.	
McDaniel, C., & Gates, R. (2016). <i>Marketing Research Essentials</i> . John.	
Srivastava, T. N. (2011). <i>Business Research Methodology</i> . TMH.	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students would Apply proper sampling designs and procedures to businessresearch</li> <li>➤ The Students would Transform data into information, and calculate and interpret basic descriptivestatistics.</li> <li>➤ The Students would Apply and interpret the different types of quantitative analysis.</li> </ul>

<b>Semester II</b>			
<b>Course Code: 652202</b>	<b>Global Business Communication</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Learn the importance of language in global business communication.</li> <li>➤ Acquaint with the format used for International business letters and reports.</li> <li>➤ Knowledge about export-import correspondence used in International market</li> </ul>		
<b>Unit-I</b>	<b>Communication:</b> 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- Convergence of Smart-phone, Internet and Television- 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.		
<b>Unit-II</b>	<b>Language:</b> Vocabulary Building – Use of appropriate Tenses / Voice / Prepositions / Adjective/ Adverb / Punctuation/ Pace - Use of Acronyms, Cliches, Jargons, Metaphors, Authoritative Quotes, Literary Excerpts, Idioms, Phrases, Maxims, Axioms, Regional Niches, Global Nuances, Latin/Greek terms, etc - Powerful Beginning, Enticing Elucidation and Effective Closing of Communication.		
<b>Unit-III</b>	<b>Business Writing:</b> 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.		
<b>Unit-IV</b>	<b>Formatting International Business Letters and Reports:</b> Letters: Inside Address - Salutation - Body - Complementary closing - Envelope- Report: Title - Statement of problem, objectives and methodology - Findings and Recommendations - Transmittal Document - Executive summary.		
<b>Unit-V</b>	<b>Export - Import Communications:</b> Offer and acceptance to a overseas buyer/seller - Correspondences regarding L/C, Cargo insurance, claims with ECGC under credit risk insurance, correspondences with bankers regarding status enquiries, collecting documents, Shipping and retirement of bills and correspondences with clearing and forwarding agents.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Vocabulary Building for Different words - Reading of Annual Reports and Reports of Board of Directors of Companies and drawing conclusions about Business Environment and company Performance- Developing model Business letter-heads.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Bovee, C. L. (2000). <i>Business Communication Today</i> . Prentice Hall. Guffey, M. E., & Lowey, D. (2012). <i>Essentials of Business Communication</i> . South-Western. Lesikar, Kaul, & Asha. (1998). <i>Business Communication</i> . Prentice-Hill of India. Lesikar, R. V. (2002). <i>Business Communication</i> . AITBS Publisher. 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. Singh, A. & Kumar Sudan, N. (2003). <i>Business Communication</i> . Anmol Publication.			

<b>Outcomes</b>	<ul style="list-style-type: none"><li>➤ The Students would produce different types of reports with appropriate format, organization and language.</li><li>➤ The Students would understand the content and format and the importance various types of business letters and drafting such letters.</li><li>➤ The Students would use different forms of written communication techniques to make effective internal and external business correspondence.</li></ul>
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<b>Semester II</b>			
<b>Course Code:</b> <b>652203</b>	<b>International Human Resource Management</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Identify the techniques of Human Resource Management.</li> <li>➤ Idea of Human resource planning.</li> <li>➤ Understand the Employee Grievances and their Redressal, Job evaluation</li> </ul>		
<b>Unit-I</b>	<b>Introduction to Human Resource Management</b> – Definition – Objectives and functions – Role and structure of Human Resource Function in organisations- Present day Challenges of HRM- Relevant one or two case studies.		
<b>Unit-II</b>	<b>Human Resource Planning</b> – 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.		
<b>Unit-III</b>	<b>Employee Selection</b> - Process and Problems- Placement and Induction – Training and Development: Methods of Training for Operatives, Supervisors and Executives– Modes, Pros and Cons of Promotion, Demotions, Transfers, Separation and Retention- Relevant one or two case studies.		
<b>Unit-IV</b>	<b>Employee Compensation</b> – Wages and Salary Administration – Bonus – Incentives – Fringe Benefits – Cafeteria Approach- ESOPs- Job Evaluation Systems – Performance appraisal- Potential evaluation- Human Resource Information System- Relevant one or two case studies.		
<b>Unit-V</b>	<b>Employee Maintenance and Integration</b> – Welfare and Safety Provisions– Accident prevention – Employee Grievances and their Redressal – Industrial Relations – Trade Unions – Multiplicity of Trade Unions – Workers Participation in Management- Relevant one or two case studies.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Analysis of Corporate Appointment Advertisements and discern Job skills and specifications- Writing Resume for Corporate Appointments- <b>Projects:</b> Mini Project on Job Vacancies in the local businesses- Survey of Welfare and Safety Provisions in local firms.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Dessler, G. (2010). <i>Human Resource Management</i> . Prentice Hall.			
William, B. W., & Jr. (2010). <i>Personnel Management and Human Resources</i> . McGraw-Hill.			
Price, A. (2011). <i>Human Resource Management</i> . Cengage Learning EMEA.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students would Understand the concept of Human Resourcemanagement.</li> <li>➤ The Students would Understand about grievance redressal procedure and disciplinary mechanism followed in organisattions.</li> <li>➤ The Students would Understand about employee compensation and tradeunions.</li> </ul>		

<b>Semester II</b>			
<b>Course Code: 652204</b>	<b>EX - IM MANAGEMENT</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To know the basic export and import policies.</li> <li>➤ To understand all the important concepts of EX –IM.</li> <li>➤ To understand the role and functions of export promotion organizations</li> </ul>		
<b>Unit-I</b>	<b>Export-Import (EX-IM) Documentation:</b> Introduction EX-IM Documents- IEC Number- <b>EX-IM Documents:</b> Performa Invoice – Purchase Order- Commercial Invoice- Intimation for Inspection- Certificate of Inspection- Shipping Instructions- Insurance Declaration- Certificate for Insurance- Shipping Order- Mate's Receipt- Bill of Lading/CTD- Certificate of Origin- Country Specific Reports- Bill of Exchange- Shipment Advice- Letter to Bank for Negotiation/Collection-Application for Removal of Excisable (ARE) Goods Form 1 and Form 2- Insurance Premium Certificate- Freight Payment Certificate- Statutory Declaration form (SDF)- Guaranteed Remittance (GR) Forms- Form- Shipping Bill/Bill of Export - Relevant one or two case studies.		
<b>Unit-II</b>	<b>Payment Documents:</b> Letter of Credit (LoC or LC) for Import Goods- Inland LC for local procurement- Export LC- Bank Documents for LC Application/ Processing- Form A1-Letter of Acceptance- <b>Types of Letters of Credit:</b> Revocable, Irrevocable, Sight bill, Usance/Time Draft, Confirmed L/C, Back to Back Letter of Credit, Transferable documentary credit, Standby L/C, Import Letter of Credit, Export Letter of Credit; <b>Bank Guarantee Documents:</b> Confirmed Guarantee, Tender bond, Performance bonds, Advance Payment Guarantees, Payment guarantees, Loan Repayment Guarantees, B/L Letter of Indemnity, Rental guarantee, Credit Card Guarantee.		
<b>Unit-III</b>	<b>Foreign Trade Policy and Provisions:</b> 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 / Duty Free Import Authorization (DFIA), Duty Free Replenishment Certificate (DFRC) and Duty Entitlement Pass Book (DEPB) Scheme- Free Trade & Warehousing Zones- Deemed Exports- Relevant one or two case studies.		
<b>Unit-IV</b>	<b>Foreign Trade Schemes:</b> Export Promotion Capital Goods (EPCG) Scheme – Export Oriented Units (EOUs)/ Electronic Hardware Technology Park (EHTP)/ Software Technology Park (STP) Scheme /Special Economic Zone (SEZ)/Bio-tech-park (BTP) Schemes- Duty Free Credit Entitlement Schemes - Duty Drawback (DBK) scheme – Central Excise Benefits Schemes: Bond- Rebate- Cenvat Credits- Relevant one or two case studies.		
<b>Unit-V</b>	<b>Role and Functions of Special Institutions:</b> Export credit insurance-ECGC in export credit insurance, 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.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned- <b>Practical:</b> Visiting web sites on CHA, CHA examination, ICEGATE, ICES, iCAFFE and CBEC getting educated- Preparing Shipping bills- Calculating cross currency values		
<b>REFERENCE AND TEXTBOOKS:-</b>			
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.			

<p>Khushpa, J. (2010). <i>EX-IM Documentation and Procedures</i>. HPH.</p> <p>Universal Law Series (2015). <i>International Trade Law</i>. Universal Law Publishing.</p> <p>Soundaian, S., &amp; Ram Singh, M. J. P. (2011). <i>EX-IM management</i>. Oxford: International Trade Logistics.</p>	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ To understand the importance of preparation of various export-import documents.</li> <li>➤ Learn how to make payment system in Internationaltrade.</li> <li>➤ To know about foreign trade schemes andinstitutions.</li> </ul>

<b>Semester II</b>			
<b>Course Code:</b> <b>652205</b>	<b>Global Entrepreneurship Development</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To expand the existing knowledge of global business operations and introduce new material pertinent to entrepreneurship in the global market.</li> <li>➤ To increase the global entrepreneur skills in business research and information analysis</li> <li>➤ To provide with a practical understanding on how to conduct business in global economy.</li> </ul>		
<b>Unit-I</b>	<b>Fundamental Aspects of Global Entrepreneurship:</b> 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 – Succesfull Global Entrepreneurs - Relevant one or two case studies.		
<b>Unit-II</b>	<b>Global Entrepreneurial Environment:</b> Internal and external environment forces conditioning entrepreneurship –Psychological, Social, Cultural, Political, Legal and Economic Forces- Global Entrepreneurship Development Phases: Attitude, Capability, Culture and Society- Relevant one or two case studies		
<b>Unit-III</b>	<b>Global Business Opportunity:</b> Introduction to New Venture Creation Process- Charecteristics - Opportunity Identification & Evaluation of Business - Model Development - Customer Discovery Process-Product Market Fit - Global Entrepreneurship monitor (GEM)-Relevant one or two case studies		
<b>Unit-IV</b>	<b>Global Monetary System:</b> Global Marketing and R&D- Global Human Resources Management-Implementing and Managing a Global Entrepreneurial Strategy-Sources of capital for new ventures-Relevant one or two case studies		
<b>Unit-V</b>	<b>Formulating and Launching Global Entrepreneurial ventures:</b> 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.		
<b>Unit - VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned- Practical: Visiting MSME and collect adequate knowledge about the start-ups and strategies for starting a global entrepreneurial venture		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Jose, P. (2000). <i>Entrepreneurship Development</i> . Himalaya Publishing House.			
Bhatia, B.S. (2003). <i>Entrepreneurship and Small Business</i> . Deep & Deep Publication.			
Kumar, A. (2007). <i>Women Entrepreneurship in India</i> . Regal Publications.			
Vasant, D. (2011). <i>Fundamentals of Entrepreneurship</i> . HPH.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students would understand the linear programming and transportation algorithm.</li> <li>➤ The students would understand the simulation and queuing methods.</li> <li>➤ The students would understand the real life scenario in quantitative methods.</li> </ul>		



<b>Semester II</b>			
<b>Course Code:</b> 652206	<b>Quantitative Methods</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Understand the concepts and significance of Linear programming.</li> <li>➤ Understand the Decision Theory.</li> <li>➤ Enrich the students in the Usage of statistical tools.</li> </ul>		
<b>Unit-I</b>	<b>Linear Programming:</b> 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, Vogel’s Approximation- MODI method- Assignment and Travelling Executive Algorithms- Case problems		
<b>Unit-II</b>	<b>Probability:</b> 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.		
<b>Unit-III</b>	<b>Simulation &amp; Queuing:</b> Introduction to simulation as an aid to decision-making- Inventory, Cash, Project and Product launching problems using Monte Carlo simulation- Queuing Theory: M/M/1 queuing model and applications- Case problems.		
<b>Unit-IV</b>	<b>Decision Theory:</b> Introduction to Decision Theory: Pay-off and Loss tables – Expected value of pay-off – Expected value of Perfect Formation – Decision Tree approach to choose optimal course of action – Criteria for decision – Mini-max, Maxi-max, Minimizing Maximal Regret and their applications- Case problems		
<b>Unit-V</b>	<b>Functions &amp; Statistical tools:</b> 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 - Case problems.		
<b>Unit-VI</b>	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Survey of household Income, Assets and Expenditure and Losses- Studying and measuring queuing patterns in petrol bunks, ration shops and in ATMs.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Levin, R. I., & Kirkpatrick, C. A. (1986). <i>Quantitative Approaches to 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.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students would understand the linear programming and transportation algorithm.</li> <li>➤ The students would understand the simulation and queuing methods.</li> <li>➤ The students would understand the real life scenario in quantitative methods..</li> </ul>		

<b>Semester II</b>			
<b>Course Code: 652701</b>	<b>Global Entrepreneurship</b>	<b>Credits: 2</b>	<b>Hours: 3</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To provide with a framework for formulating, building, managing, and winding down a new business venture in a global business context</li> <li>➤ To expand the existing knowledge of global business operations and introduce new material pertinent to business operations in the global market.</li> <li>➤ To increase the global entrepreneur skills in business research and information analysis</li> </ul>		
<b>Unit-I</b>	<b>Fundamental Aspects of Global Entrepreneurship:</b> 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.		
<b>Unit-II</b>	<b>Global Entrepreneurial Environment:</b> Internal and external environment forces conditioning entrepreneurship –Psychological, Social, Cultural, Political, Legal and Economic Forces.		
<b>Unit-III</b>	<b>Global Business Opportunity:</b> Introduction to New Venture Creation Process-Characteristics of Successful Entrepreneurs-Opportunity Identification & Evaluation of Business-Model Development-Customer Discovery Process-Product Market Fit.		
<b>Unit-IV</b>	<b>Functions of Institutional agencies in Entrepreneurship Development:</b> Role of TIIC -SIPCOT- SIDCO- ITCOT- TIDCO- DIC- National Entrepreneurship Network (NEN)		
<b>Unit- V</b>	<b>Special Schemes:</b> Differential Rate of Interest (DRI) scheme - Khadi and Village Industries Commission (KVIC) schemes - Tamilnadu Adi Dravidar Housing and Development Corporation (THADCO) schemes - Tamilnadu Backward Classes & Minorities Economic Development Corporation Limited (TABCEDCO) scheme- Formulating and Launching Global Entrepreneurial ventures - Preparing Project Proposal and Report.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Igreene, C. (2006). <i>Entrepreneurship</i> . Cengage.			
Jasmeersingh, S. (2009). <i>Entrepreneurship Development: Programs</i> . Deep & Deep Publication.			
Jitendra, A. (2013). <i>Entrepreneurship and Rural Women in India</i> . New Century Publication.			
Jose, P. (2000). <i>Entrepreneurship Development</i> . Himalaya Publishing House. Khan,			
A. S. (2012). <i>Women Entrepreneurship: Methodology</i> . Arise Publication. Kuratko,			
D. F. (2013). <i>Entrepreneurship: A South-Asian Perspective</i> . Cengage. Noboru, T.			
(2013). <i>Entrepreneurship development in India</i> . Kalpaz.			
Raj, S. (2012). <i>Entrepreneurship: Theory and Practice</i> . VijayNicole.			
Taing, K. (2014). <i>Entrepreneurship: Theory and Practice</i> . Anmol Publication.			
Taing, K. (2014). <i>Entrepreneurship: Theory and Practice</i> . Anmol Publication.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The students would understand the importance of global entrepreneurship</li> <li>➤ The students would Learn to think ‘globally’ and identify opportunities and challenges in the entrepreneurial ventures</li> </ul>		

<b>Semester III</b>			
<b>Course Code: 652301</b>	<b>Foreign Exchange Management</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Understand the concepts and significance of foreign exchange, forex markets, market products and players; the Institutions and the Law; the forex rates, quotes, parities and theories; the trading schemes.</li> <li>➤ Thorough in market volatility management and forex reserve management and intervention.</li> <li>➤ Competent in the quantitative aspects forex market facets including the NEER/REER, currency appreciation/depreciation, alternative approaches to risk handling</li> </ul>		
<b>Unit-I</b>	<b>Foreign Exchange:</b> 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.		
<b>Unit-II</b>	<b>Exchange Rate Theories and Models:</b> 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.		
<b>Unit-III</b>	<b>Forex Systems and Practices:</b> 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.		
<b>Unit-IV</b>	<b>Forex Risk Management:</b> 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 -Inflationand exchange risk - Economic consequences of Exchange rate changes- Relevant one or two case studies.		
<b>Unit-V</b>	<b>Foreign Exchange Management Act, (FEMA) 1999:</b> 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		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Tracking of Movements in Exchange Rates, Forex Reserves, FDI and FPIs- Study of RBI/Federal Reserve and ECB measures impacting exchange rates- Visiting www.x-		

	<p>rates.com, www.forexpeacearmy.com, www.xe.com, www.xe.com/currencyconverter, www.rbi.org, www.oanda.com/currency/converter, www.cbec.gov.in/exchange-rate-idx.htm, www.cbec.gov.in/exchange-rate-idx.htm, etc.</p>
<p><b>REFERENCE AND TEXTBOOKS:-</b></p> <p>Dheer, S. (2000). <i>Foreign Exchange Management Act 1999</i>. Eastern Book Company.</p> <p>Law (1999). <i>The Foreign Exchange management Act 1999</i>. Universal Law Publisher.</p> <p>Preserman. (2008). <i>Foreign Exchange Management Manual</i>. Taxmann.</p>	
<p><b>Outcomes</b></p>	<ul style="list-style-type: none"> <li>➤ The Students would Appreciate the role and limitations of forex reserve, workable portfolio of currency composition of forexreserves.</li> <li>➤ The Students would Make market predictions and offer consultancy services to forex exposed.</li> <li>➤ The Students would Understand the forex market nature, deals, strong and weakcurrencies,theoretical and real factors behind market moves and currency volatility</li> </ul>

<b>Semester III</b>			
<b>Course Code: 652302</b>	<b>International Marketing</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To diagnose the cultural context in which marketing strategies are executed.</li> <li>➤ To evaluate how client needs, wants and desires change as marketplace marketing variables also vary according to cultural and structural constraints.</li> <li>➤ To apply the socio-economic and political knowledge on International Marketing Strategy.</li> </ul>		
<b>Unit-I</b>	<b>Introductory concepts:</b> Concept and Functions of Marketing - Marketing Environment - International dimensions of Marketing in the Present Era – International Marketing Approaches: Ethno - Poly-Regio- and Geo-centric approaches - Consumer Behaviour - Theories and Models - Consumer behaviour in the International context - Significance of cross-culture in Global Marketing - Consumer Decision making process - Relevant one or two case studies		
<b>Unit-II</b>	<b>Marketing Mix Decisions:</b> 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 in marketing- Relevant one or two case studies.		
<b>Unit-III</b>	<b>Price Mix Decisions:</b> Pricing considerations and factors - Pricing strategies for different products, for different stage of life cycle of products, for different markets and for international offerings - Dumping and anti-dumping measures in global marketing - International transfer pricing - Counter trade – Price quotation in global trade - Financing of international trade - Payment procedures and methods in global trades - Relevant one or two case studies		
<b>Unit-IV</b>	<b>Promotion Mix Decisions:</b> 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 - Impact of Webcast and Net-based Advertisements - Creativity in global Advertisements - Advertisement Ethics - Relevant one or two case studies		
<b>Unit-V</b>	<b>Distribution Mix Decisions:</b> Direct and indirect channels - Types of intermediaries in the international market - Channel Development - Channel Adaptation - Channel conflict and decisions - International Marketing Information System and Research		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned - <b>Practical:</b> Tracking New Product Launches by MNCs - Grasp of Product Portfolio of Top 50 MNCs - Glance of global Presence of Top 50 MNCs and Top 20 Indian business groups		
<b>REFERENCE AND TEXTBOOKS:-</b> Cateora, P. R., Gilly, M. C., & Graham, J. L. (2017). <i>International Marketing</i> , Tata Mc Graw Hill Publication. Cherunilam, F. (2010). <i>International Marketing</i> . Himalaya Publishing. Cundiff, E., & Hilger, M. T. (1988). <i>Marketing in the International Environment</i> . Prentice Hall: Subsequent Edition.			

<p>Keegan, W. J. (2013). <i>Global Marketing Management</i> (8<sup>th</sup> ed.): Pearson.</p> <p>Kirpalani, V. H. (1984). <i>International Marketing</i>, (1<sup>st</sup> ed.): Random House.</p> <p>Kotler, P. (1994). <i>Marketing Management: Analysis, Planning, Implementation, and Control</i>, (8<sup>th</sup> ed.): Prentice Hall.</p> <p>Onkvisit, S., &amp; Shaw, J.J. (1993). <i>International Marketing, Analysis &amp; Strategy</i>. Macmillan Coll Div: Subsequent Edition.</p> <p>Stanton, W. J. (1984). <i>Fundamentals of Marketing</i>. McGraw-Hill.</p> <p>Vern, T. (1978). <i>International Marketing</i>. Thomson Asia Ltd.</p>	
<p><b>Outcomes</b></p>	<ul style="list-style-type: none"> <li>➤ The Students would analyze the driving forces and various complexities of international marketing.</li> <li>➤ The Students would be aware of the various entry strategies to internationalmarket.</li> <li>➤ The Students would identify the essentials of international market in the context of economic development of less developedcountries</li> </ul>

<b>Semester III</b>			
<b>Course Code:</b> <b>652501</b>	<b>Customs Procedures and Documentation</b>	<b>Credits: 3</b>	<b>Hours: 4</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the Export – Import policy of Government of India.</li> <li>➤ To learn various documents used at the time of Export- Import of goods and services.</li> <li>➤ To know the various Export Promotion Organisation, Schemes and Commodity Board</li> </ul>		
<b>Unit-I</b>	<b>Export Procedure:</b> Offer and receipt of Export/Import orders - 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 - Documents required for export credit. Export credit insurance – Roles, Functions and Services of Export Credit and Guarantee Corporation (ECGC) - Specific Policy and Small Exporters Policy - Guarantees - Procedure for availing credit insurance and necessary documents - Relevant one or two case studies		
<b>Unit-II</b>	<b>Shipment of Export cargo:</b> By Sea – LCL and FCL – Shipping bill generation – Filling in ICE GATE – Handling of Cargo after examination, Air – Filling of shipping number and assessment of SB and AC release – Examination of officer - 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 – Vessel 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.		
<b>Unit-III</b>	<b>Foreign Trade Policy and Provisions:</b> 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 / Duty Free Import Authorization (DFIA), Duty Free Replenishment Certificate (DFRC) and Duty Entitlement Pass Book (DEPB) Scheme - Free Trade & Warehousing Zones - Deemed Exports- Relevant one or two case studies		
<b>Unit-IV</b>	<b>Export Promotion Schemes:</b> Export Promotion Capital Goods (EPCG) Scheme – Export Oriented Units (EOUs)/Electronic Hardware Technology Park (EHTP)/Software Technology Park (STP) Scheme /Special Economic Zone (SEZ)/Bio-tech-park (BTP) Schemes - Duty Free Credit Entitlement Schemes - Duty Drawback (DBK) scheme - Central Excise Benefits Schemes: Bond – Rebate - Cenvat Credits - Relevant one or two case studies.		
<b>Unit-V</b>	<b>Role and Functions of Special Institutions:</b> 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.		

<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b> Vetting of LCs as to the Terms and Conditions - <b>Project:</b> Mini Project on Export Credit extended by Banks - Survey of Exporters in the locale - Interview of exporters and importers in the locale.
<b>REFERENCE AND TEXTBOOKS:-</b> Datey, V. S. (2010). <i>Foreign Trade Policy</i> . CCH India. Khushpat, J. (2010). <i>Export-Import Procedures And Documentation</i> . Himalaya Publishing House. Mahajan, M. (2005). <i>Foreign Trade Policy Procedures &amp; Documentation Exports Imports Foreign Exchange Management</i> . Snow White Publications Pvt Ltd. Ramagopal, C. (2006). <i>Export Import Procedures: Documentation and Logistics</i> . New Age International Pvt Ltd.	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students would Identify major product decisions that are necessary for exportmarkets.</li> <li>➤ The Students would Communicate effectively using basic Foreign Trade related vocabulary with specific importance on terms associated with Export Procedure anddocumentation.</li> <li>➤ The Students would Identify factors that indicate strong potential export market in order to define market selection systems</li> </ul>



<b>Semester III</b>			
<b>Course Code:</b> <b>652502</b>	<b>PORT AND TERMINAL MANAGEMENT</b>	<b>Credits: 3</b>	<b>Hours: 4</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ Aware of different types of ships and cargo handling</li> <li>➤ Know the role of Statutory bodies related to ports.</li> <li>➤ Understand the port charges.</li> </ul>		
<b>Unit-I</b>	<b>Ports and their functions:</b> 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.		
<b>Unit-II</b>	<b>Ships and Cargoes:</b> 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.		
<b>Unit-III</b>	<b>Port Management:</b> 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 – Customs, Immigration, Port Health, Marine Safety etc. Needs of port users – ship owners and operators, ship agents, forwarders, truckers, rail and barge operations.		
<b>Unit-IV</b>	<b>Port Competition and Marketing:</b> 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.		
<b>Unit-V</b>	<b>Legal Aspects of Port Management:</b> Nature of port constitutions and the legal framework of ownership. Laws relating to port security, operators liability and insurance. Port laws and bye-laws, Impact of International conventions on ports.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the course during the semester concerned. <b>Practical:</b> Port Visit.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
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). <i>Export-Import management</i> . Oxford.			
Song, D.W., & Panayides, P. M. (2015). <i>Maritime Logistics: A Guide to Contemporary Shipping and Port Management</i> . Kogan Page: Second Edition.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students will be aware of port operations.</li> <li>➤ The Students will be familiar with port performance.</li> <li>➤ The Students can understand the role of port users.</li> </ul>		

<b>Semester III</b>			
<b>Course Code: 652503</b>	<b>Business in Emerging Markets</b>	<b>Credits: 3</b>	<b>Hours: 4</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand that the emerging markets are important because they drive growth in the global economy.</li> <li>➤ To learn how to invest in emerging markets to cash in where the growth is today, and for the foreseeable future. Yet, corporate profits tend to grow faster when economic growth is higher.</li> <li>➤ To know how they represent an enormous opportunity for entrepreneurs, Multinationals, and investors but also pose a threat for products, jobs, and resources.</li> </ul>		
<b>Unit-I</b>	<b>Emerging Markets:</b> 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		
<b>Unit-II</b>	<b>Understanding Emerging Economies:</b> Emerging Economies – Evolution – Significance – Relevance – Reasons for Emerging – Business features: Identification, features, significance – Emerging markets potential – opportunities and Challenges		
<b>Unit-III</b>	<b>Markets and Institutions:</b> Understanding the functioning of markets - Barriers to trade and integration of international markets - Governments and markets - economy		
<b>Unit-IV</b>	<b>Operating in Emerging Markets:</b> 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.		
<b>Unit-V</b>	<b>Emerging Markets Innovation:</b> The Next Wave Triggered by Low-Cost 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.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the course during the semester concerned. <b>Practical:</b> Mini project on studying the emerging market performance and its potentialities		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Cavusgil, S. T., Ghauri, P. N., & Akcal, A. A. (2012). <i>Doing Business in Emerging Markets</i> . Sage Publications India Pvt.			
Chattopadhyay, A., Batra, R., & Ozsomer, A. (2012). <i>The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands</i> . McGraw Hill Professional.			
Khanna, T. (2010). <i>Winning in Emerging Markets</i> . Harvard Business Review Press.			
Manktelow, A., & Wallin, F. (2014). <i>The Economist Guide To Emerging Markets: The Business Outlook, Opportunities and Obstacles</i> . UK: Hachette.			
Mukherjee, M., Cuthbertson, R., & Howard, E. (2014). <i>Retailing in Emerging Markets</i> . Routledge.			
Singh, S. (2008). <i>Business Practices in Emerging and Re-Emerging Markets</i> . Palgrave Macmillan; Edition.			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ To develop a strategic model for effective management that incorporates aspects of strategic decision-making from both industrialized and emerging markets</li> </ul>		

	<ul style="list-style-type: none"><li>➤ To analyse the special character of currency risks associated with investments in emerging capital markets.</li><li>➤ To explore the major factors influencing multinational companies' (MNCs) propensity to change the level of resource commitments during financial crises in Emerging markets.</li></ul>
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<b>Semester III</b>			
<b>Course Code:</b> <b>652702</b>	<b>Basics of Export</b>	<b>Credits: 2</b>	<b>Hours: 3</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To know the basic export and import policies and procedures.</li> <li>➤ To understand all the important concepts of EX –IM.</li> <li>➤ To understand the export documents, payment system and functions of export promotion organizations.</li> </ul>		
<b>Unit-I</b>	<b>Introduction to Export:</b> 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.		
<b>Unit-II</b>	<b>Setting up Export Firm and Product Planning:</b> 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.		
<b>Unit-III</b>	<b>Export Pricing and Marketing Channels:</b> 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		
<b>Unit – IV</b>	<b>Export Documents and Payment System:</b> 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.		
<b>Unit - V</b>	<b>Foreign Trade Policy, Schemes and Functions of Special Institutions:</b> New Foreign Trade Policy, Export Promotion Capital Goods (EPCG) Scheme – Export Oriented Units (EOUs)/ Electronic Hardware Technology Park (EHTP)/ Software Technology Park (STP) Scheme /Special Economic Zone (SEZ) - Duty Drawback (DBK) scheme - Export credit insurance- ECGC in export credit insurance, Export Promotion Councils, Commodity Boards, Export Inspection Agency and Director General of Foreign Trade.		
<b>REFERENCE AND TEXTBOOKS:-</b>			
Jain, V. (2015). <i>Establishing EX-IM Business in India</i> . Create Space Independent Publishing Platform.			
Khushpat, J. (2010). <i>Export-Import Procedures And Documentation</i> . Himalaya Publishing House.			
Paul, J., & Akerker, R. (2013). <i>Export Import Management</i> . Oxford.			
Ramagopal, C. (2010). <i>Export Import Procedures- Documentation and Logistics</i> . New Age International.			
Singh, R. (2015). <i>International Trade Logistics</i> . Oxford.			

<b>Outcomes</b>	<ul style="list-style-type: none"><li>➤ The Students Can identify major product decisions that are necessary for export markets in order to facilitate product adaptation to the markets in question.</li><li>➤ The Students would Apply various exports procedures and formalities to run an export business.</li><li>➤ The Students can identify various sources of information, institutional infrastructure and incentives forexporters.</li></ul>
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<b>Semester III</b>			
<b>Course Code: 652401</b>	<b>Global Business Strategies</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the concepts, information, analyses, organisational processes and skills.</li> <li>➤ To understand the skills and business judgment and managers must use to devise strategies, position of their businesses, define firm boundaries and maximise long-term profits in the face of uncertainty and completion.</li> <li>➤ To understand the managerial decisions and actions that affect the performance and survival of business enterprises.</li> </ul>		
<b>Unit-I</b>	<b>Stature of MNCs:</b> 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 blights of MNCs - Special problems for MNCs - Economic Might of top 100 MNCs - Case studies of economic position of few MNCs.		
<b>Unit-II</b>	<b>Strategizing MNCs:</b> Concept and Contours of Strategic Management- 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		
<b>Unit-III</b>	<b>Strategy formulation by MNCs:</b> (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.		
<b>Unit-IV</b>	<b>Strategy implementation by MNCs:</b> 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 - Relevant Case Studies of MNCs - Relevant one or two case studies.		
<b>Unit-V</b>	<b>Strategic Leadership and Entrepreneurship:</b> Concept of Strategic Leadership - Strategic Directing, Strategic organizational control, strategic management of resources, sustaining strategic organizational culture and strategic commitment to business ethics - Concept of strategic entrepreneurship - Entrepreneurial mind-set - Internal and outsourced ideation for innovation - Radical and Incremental innovation - Implementing innovation through cross functional teams - Creating innovation through BLS, CLS, Acquisition, Restructuring and Cooperative strategies - Relevant Case Studies of MNCs - Relevant one or two case studies.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned. <b>Practical:</b>		

	Profiling top 100 MNCs - Collecting Lead Articles in Magazines Specializing on Strategy - Visiting websites of Indian Top 100 companies to grasp their vision, mission, quality policy, etc.
<b>REFERENCE AND TEXTBOOKS:-</b>	
Azhar, K. (2008). <i>Strategic Management And Business Practice</i> . McGraw Hill Education.	
Kesho Prasad, P. H. I. (2009) Kamel Mellahi, O U P, 2006	
Strategic management: Global Strategic Management, Text and case	
Michael, V. P. (2003). <i>Globalisation, Liberalisation and Strategic Management</i> . Himalaya Publishing House.	
Neeta, B. (2011). <i>Global Strategic Management</i> . Himalaya Publishing House.	
Srivastava, R. M. (1996). <i>International Strategic Management</i> . Himalaya Publishing House.	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Students can recognize the different stages of industry evolution and recommend strategies appropriate to eachstage.</li> <li>➤ The Students can formulate strategies for exploiting international business opportunities including foreign entrystrategies.</li> </ul>

<b>Semester IV</b>			
<b>Course Code:</b> 652402	<b>Multinational Financial Management</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the international finance theory (e.g., exchange rate determinants, foreign exchange exposure, foreign exchange markets, interest rate parity).</li> <li>➤ To make Students understand the knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm.</li> <li>➤ To teach students how to run their own MNC and write a quality feasibility report.</li> </ul>		
<b>Unit-I</b>	<b>Concepts, Contents and Contours:</b> Concepts and Scope of Multinational Financial Management - Investment, Financing and Income Distribution Functions – Interest Rate, Exchange Rate and Discount Rate implications - Risk-Return Trade off in Finance Functions - Multilateral Financial Environment and System - Multinational Enterprise Financial Environment and System - Instruments, Flows, Institutions and Issues - Foreign Exchange and Multinational Finance - Parity Conditions in International Finance and Currency Management - Volatility in Currency Markets: Concept, Measures and Consequences - Relevant one or two case studies.		
<b>Unit-II</b>	<b>International Financing:</b> Global Equity Financing Instruments: Depository Receipts and Direct Equity Participation – Flotations Process and Procedures - International Debt Instruments - Credit Rating - External Commercial Borrowing by Indian Corporates - RBI norms for ECBs - Short Term Financing: Factors and Instruments: Euro-notes and Euro Commercial Paper – Inter-firm Financing Methods: Parallel and Back-to-back Finance - Cost of equity - Cost of debt - Cost of back-to-back financing - Overall cost of capital - Capital structure of MNC: Theory, Practice and determinants - Debt Vs Equity Flow analysis- Relevant one or two case studies.		
<b>Unit-III</b>	<b>Capital Budgeting and Investment Management:</b> Basics of Capital Budgeting – Parent Vs Project Cash flows - Taxes - Exchange Rate Changes and Inflation - Transfer Pricing – Adjusted Present Value and CAPM - Foreign Direct Investment by MNCs - Need, Strategy and Opportunities for Optimizing Investment Portfolios - Economic and Political Risks - Planning and Operating Policies to Deal With Risks - Relevant one or two case studies.		
<b>Unit-IV</b>	<b>Working Capital Management of MNCs:</b> International Cash management: Objectives - Functions - Techniques: Netting - Leading and Lagging - Inter-company loans - Transfer pricing - Fund Transfer Services by Society for Worldwide Interbank Financial Telecommunication ( <b>SWIFT</b> ) and Clearing House Interbank Payments System (CHIPS) - 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.		
<b>Unit-V</b>	<b>Global Capital Market:</b> 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.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary		



	<p>Developments Related to the Course during the Semester concerned - <b>Practical:</b>  Collecting the Financial Statements of top 50 MNCs- Visiting websites of FTSE, BSE, NSE, NIKKEI, NASDAQ, NYSE, EURONEXT &amp; UNCTAD - Profiling the Capital Structure of MNCs and comparing the same with Indian top 50 firms.</p>
<p><b>REFERENCE AND TEXTBOOKS:-</b>  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 &amp; Sons Inc.  Sharan, V. (2009). <i>International Financial Management</i>. Prentice Hall India Learning Private Limited.</p>	
<p><b>Outcomes</b></p>	<ul style="list-style-type: none"> <li>➤ The students would present the roles of multinational finance theories in dealing with the complexities faced by financial managers in this environment.</li> <li>➤ The Students can calculate the cost of capital for and estimate values of international investment projects and international corporate acquisitions.</li> <li>➤ The Students can evaluate and implement international equity and debt issues.</li> </ul>

<b>Semester IV</b>			
<b>Course Code:</b> <b>652504</b>	<b>Overseas Project Management</b>	<b>Credits: 3</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand project management concept, development and deployment</li> <li>➤ To understand project management tools, techniques and skills.</li> <li>➤ To understand the implications, Challenges and Opportunities of Organisational dynamics in project management.</li> </ul>		
<b>Unit-I</b>	<b>Concept and Approaches to Project Management:</b> 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 - Project Documentation and Submission - Relevant one or two case studies.		
<b>Unit-II</b>	<b>Project Appraisal and Feasibility Report:</b> 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.		
<b>Unit-III</b>	<b>Clinching and Financing of International Projects:</b> 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.		
<b>Unit-IV</b>	<b>Project Management and Control Techniques:</b> 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 - Relevant one or two case studies.		
<b>Unit-V</b>	<b>Management of International Projects:</b> 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.		

<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester concerned - <b>Practical:</b> Survey of global projects in trouble and examining the issues - Collecting Statistics on Project Exports and Imports of India - Visiting Websites of Consultancy firms in Project Export arena.
<b>REFERENCE AND TEXTBOOKS:-</b> Lock, D. (2007). <i>Essentials of Project Management</i> . Gower Publishing Company. Choudhary, S.(2017). <i>Project Management</i> . McGraw Hill Education. Harberger, A. C. (1976). <i>Project Evaluation</i> . University of Chicago Press. Dennis Lock Ronald S, Rubin, Project Appraisal and Planning.	
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The students would know to measure the project feasibility and appraisal</li> <li>➤ The students would know to manage the International projects.</li> <li>➤ The students would know to tackle with costs and take wise decisions by applying various critical path techniques.</li> </ul>

<b>Semester IV</b>			
<b>Course Code: 652505</b>	<b>International Logistics Management</b>	<b>Credits: 3</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>i. To understand the marketing logistics concept, objective, scope and its elements.</li> <li>ii. To understand the role of intermediaries in logistics management.</li> <li>iii. To understand the role of transportation and major ports in logistics development.</li> </ul>		
<b>Unit-I</b>	<b>Introductory Aspects of Logistics Management:</b> 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) and 4th Party Logistics (4PL) - Strategic Logistics and Business Success- Relevant one or two case studies.		
<b>Unit-II</b>	<b>Transportation and Chartering:</b> 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 - Multi-modal Transport document (MTD) and Combined Transport document (CTD) - Chartering principles and practices – Arrangement for shipment of Cargo – Organization and functions of Transchart - Regulation of Shipping Transportation Logistics Service Providers - Relevant one or two case studies.		
<b>Unit-III</b>	<b>Port, Route, Warehousing and Vessels:</b> Types of Port – Major Ports of India and World - Sea Routes: Trans Atlantic, Trans Pacific, Trans Arctic Routes - Port Facilities – Structural and Cargo Handling Facilities - Warehousing and storage in ports - Demurrage - Loading and unloading in warehouses - Types of Ships - 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.		
<b>Unit-IV</b>	<b>Role of Intermediaries:</b> Types of Intermediaries - Clearing and Forwarding Agents, Freight Brokers, Stevedores, Shipping Agents, Customs House Agents and Surveyors - Functions and services of these intermediaries: Custom Clearance, International Freight Forwarding, Ancillary Services, Advisory Services, Service to Ship-owners and Shipping Lines, Consulting Assistance - Relevant one or two case studies.		
<b>Unit-V</b>	<b>Air and Land Routes in International Marketing Logistics:</b> 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.		
<b>Unit-VI</b>	<b>Dynamic Component for Continuous Internal Assessment only:</b> Contemporary Developments Related to the Course during the Semester - Practical: Profiling top 50 Indian/Global Logistic firms - Visiting websites of IATA, Ministry of Shipping (GoI) and 3PL and 4PL firms- Tacking stock of IT providers for Logistics.		

**Reference and Textbooks:-**

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.

**Outcomes**

- The students would able to gain knowledge about international marketing logistics system, concept of customer service and international logisticsmanagement.
- The students would understand the Port route, Shipping and Chartering in International Trade.
- The students would understand the role of intermediaries in logistics management



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Educational qualification:

- M.Com
- M.B.A
- M.Phil
- Ph.D

Professional experience:

- **Teaching Experience:** 28 Years
- **Research Experience:** 17 Years
- **Research Area / Specialization:** Organizational Behaviour, Financial Management

Honours and Awards:

- Gold Medalist in B.B.A
- First Ph.D of the Pondicherry University
- Qualified UGC - NET / JRF in 1986

Recent publications:

- Number of Seminars / Conferences / Workshops / Events attended : **64**
- Number of Seminars / Conferences / Workshops / Events organized : **10**
- Number of Invited / Special Lectures delivered : **49**
- Number of Books / Chapters / Monographs / Manuals written : **13**

Cumulative Impact factor:

Total Citation: 2

h-index : 1

i 10-index : -



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Educational qualification:

- M.Com
- M.Phil
- MBA
- CGT
- PGDCA
- Ph.D

Professional experience:

- **Teaching Experience:** 25 Years
- **Research Experience:** 20 Years
- **Research Area / Specialization:** Foreign Trade, Finance and Export Management

Honours and Awards:

- Qualified UGC - JRF in 1995
- No. of PhD Thesis evaluated : 15
- No. of PhD Public Viva Voce Examination conducted : 15

Recent publications:

- Published in International Journals-73
- Published in National Journals-17
- Presented in International Conferences -25
- Presented in National Conferences -20

Cumulative Impact factor:

Total Citation: 20

h-index : 2

i 10-index : 1

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Educational qualification:

- M.B.A
- MHRM
- M.Com
- Ph.D

Professional experience:

- Teaching Experience: 10 Years
- Research Experience : 10 Years

Honours and Awards:

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Recent publications:

- S.Prasad & A. Paul Williams, "Impact of FDI on GDP of Indian Economy", International Journal of advance and Innovative Research, Vol.6, Issue 2. P.no.150-153. ISSN: 2394-7780
- S.Prasad & A. Paul Williams, "Digitalized World: Era of Modern Civilization", Depth and Expanse of online marketing mettle, P.no.103-106. ISBN: 9789389146394
- S.Prasad & A. Paul Williams, "Data: The New Currency of the Digitalized World and the Race Amongst the Nations to Protect it" International Journal of Recent Technology and Engineering, Vol:8, Issue-2S6, July 2019 ISSN:2277-3878
- S.Prasad & A. Paul Williams, "Sectoral Contribution of FDI in India (with special reference to Automobile, Telecommunication, Services and Computer Hardware & Software sector)" International Journal of Recent Technology and Engineering, Vol:8, Issue-2S10, September 2019, ISSN:2277-3878

Cumulative Impact factor:

Total Citation: -

h-index : 1

i 10-index : 1





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Educational qualification:

- M.Com
- M.Phil
- PGDCA
- Ph.D

Professional experience:

- Teaching Experience: 09 Years
- Research Experience: 02Years

Honours and Awards:

- Qualified SET in 2012

Recent publications:

- Published in International Journals - 06
- Published in National Journals - 05
- Presented in International Conferences - 09
- Presented in National Conferences -08

Cumulative Impact factor:

Total Citation: -

h-index : -

i 10-index : -



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Educational qualification:

- MBA (General)
- M.Sc(Mathematics)
- Post Graduate Diploma in Computer Applications
- M.Tech(Information technology)
- M.Phil(Management)
- Ph.D (Management)

Professional experience:

- Teaching Experience – 7 Years
- Industry Experience – 16 Years
- Research Experience – 6 Years

Honours and Awards:

- 

Recent publications:

- Published in International Journals - 10
- Published in National Journals - 02
- Presented in International Conferences - 12
- Presented in National Conferences -10

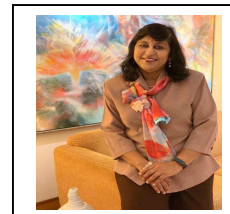
Cumulative Impact factor:

Total Citation: 6

h-index : 2

i 10-index : -

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Educational qualification:

- PhD (2011) - Victoria University of Wellington, New Zealand.
- Masters in Economics (1997) – University Malaya, Malaysia
- Bachelor in Economics (1984) – University Malaya, Malaysia
- Diploma in Education (1985) (Economics/TESL) - University Malaya, Malaysia

Professional experience:

- Adjunct Professor at Auckland Institute of Studies, Auckland, New Zealand. Feb 2019 to Feb 2021
- Visiting Professor, International Institute of Management Sciences, IIMS, Calcutta, India

Honours and Awards:

- Workplace Excellence Award at UiTM – 3 years – 2017, 2013, 2007
- Silver Award - For Innovation Competition Presentation “Lets Buddy the Needy”
- “SMART Journal Distinguished Life Time Achievement Award 2015”  
Bharathidasan University, Thiruchirapalli, Tamil Nadu, India

Recent publications:

- **Subramaniam, G** (2019)  
“Islamic Banking in New Zealand: Perspectives from Potential Customers”  
Journal of Reviews on Global Economics volume 8, (SI)(**scopus**)
- Ridzuan, A.R., Saad, M.S., **Subramaniam, G.**, Mohd Amin, S., & Borhan, H. (2019)  
“Financial Sector Development And Income Distribution: Evidence From Singapore”. International Journal of Business and Society, 20 N(2), 627-640. (**Scopus**)
- **Subramaniam, G.**, Maniam, B., Rasiah, S and Dzulkarnain (2018)  
“[Perception Of Malaysian Women In The Labour Market –Does One Have To Be Present To Be Productive?](#)”  
International Journal of Engineering & Technology 7 (4.29), 163-167 (**Scopus**)
- **Subramaniam, G.**, .L.Tan, Maniam, B & Ali, E. (2018)  
“Flexibility at the Workplace: - Does it Impact Empowerment and Quality of Life?”  
Asian Journal of Behavioural Studies, 3 (11) 97-106
- Rasiah, R., Somasundram, S. & **Subramaniam, G.** (2018)  
“[A Multivariate Co integration Analysis of The Macroeconomic Determinants of Carbon Emissions In Malaysia](#)” International Journal of Energy Economics And Policy 8 (6), 202-208 (**Scopus**)
- K Gillespie, B Maniam, **Subramaniam, G** (2018)  
“[Glass Ceiling Effect on Working Woman](#)” Advanced Science Letters 24 (7), 5156-5158
- Kaliani Sundram, V.P., Rajagopal, P., Bahrin, A.S. & **Subramaniam, G.** (2018)  
The Role of Supply Chain Integration on Green Practices and Performance in a Supply Chain Context: A Conceptual Approach to Future Research, International Journal of Supply Chain Management, 7 (1), 95-104. (**Scopus**)
- Khan, R.H., **Subramaniam, G.**, Ali, E. & Parvin, S (2018)

*“Islamic Banking Opportunities in a non-Islamic Economy: Customer Perspectives of New Zealand”*

Journal of Emerging Economies and Islamic Research 6 (3), 59-68

Cumulative Impact factor:

Total Citation: 226

h-index : 9

i 10-index : 8

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Educational qualification:

- Ph.D (Commerce)
- M.Phil
- M.Com

Professional experience:

- Professor, Indian Institute of Management Tiruchirappalli from 15<sup>th</sup> May 2018 to till date
- Professor and Dean, School of Commerce and Management, Central University of Tamil Nadu, Thiruvavur from 20<sup>th</sup> November 2017 to 14<sup>th</sup> May 2018
- Professor, Indian Institute of Management Shillong, September 12, 2017 to 17<sup>th</sup> November 2018
- Associate Professor, Indian Institute of Management Shillong, July 2010 to September 11, 2017.
- Professor, Goa Institute of Management, Goa, India, October 2009 –July 2010
- Associate Professor, Goa Institute of Management, Goa, India, May 2006 –October 2009
- Associate Professor, Institute of Management Technology, Ghaziabad, India, September 2005 - May 2006
- Associate Professor, Goa Institute of Management, Goa, India, July 2001 - September 2005.
- Assistant Professor, Karpagam Institute of Management Studies and Research, India June 1999- July 2001.
- Lecturer, Bishop Thorp College, India, February, 1992- June, 1999

Honours and Awards:

1. **Awarded first prize, cash award and citation** under the Prize Award scheme in Finance, Accounts & Taxation Discipline for my articles published in Vol. XXXVIII (Year 2008) **The Chartered Secretary Journal**, published by the **Institute of Company Secretaries of India, Delhi**
2. **Awarded the FDP Silver Jubilee Fellowship (2006-07)** a research grant from **IIM-Ahmedabad**.
3. **Received Best Paper Award** for one of my paper on Enhancing Shareholder Value Through Efficient Working Capital Management in the International Research Conference organised by JBIMS, Mumbai during 4-5<sup>th</sup> March, 2015.

Recent publications:

1. Does Corporate Governance Influence the Working Capital Management of firms: Evidence from India - **International Journal of Corporate Governance** -2019, Volume 10 Issue (1), 42-80 (with Prasad, et al.)
2. Review of Literature on Working Capital Management and Future Research Agenda, **Journal of Economic Surveys** (2018) Vol. 00, No. 0, pp. 1–35 (with Prasad, et al.)
3. A Random Forest Approach for Predicting Online Buying Behaviour of Indian Customers – **Theoretical Economics Letter** 8, 448-475, 2018 (with Rohit Joshi and Rohan Gupte)

4. Compensation of Top Brass, Corporate Governance and Performance of the Indian Family Firms – An Empirical Study – *Social Responsibility Journal Vol.13, Issue 3, 2017* (with Maram Srikanth and Suhas Avabruth)
  5. Executive Compensation, Firm Performance and Corporate Governance: Evidence from India, *International Journal of Corporate Governance*, Vol.7, No.4, 2016 (with Maram Srikanth and Suhas Avabruth)
  6. Gold Monetization Scheme – Will it meet with success? – *Economic and Political Weekly-* Vol.50, Issue No.45, 07 Nov, 2015 (with Maram Srikanth and Suhas Avabruth)
  7. Determinants of Capital Structure – An Indian Case Study Using Artificial Neural Network- *Academy of Taiwan Business Management Review*-Vol No.11, No.3, December 2015 (with Suhas MAvabruth)
- Cumulative Impact factor: kindly check the same with respective journals home page.

Total Citation: 167

h-index: 8

i 10-index: 5

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**Educational qualification:**

- Ph.D (Project Finance)
- M.B.A. (Finance)
- MA (PM & IR)
- M.Com.,
- B.Com., PDGCA

**Professional experience:**

- Experience in Teaching & Research 32 years.
- Educational Consultant since 2012 – NAAC Accredited Assessor

**Honours and Awards:**

- Holy faith Award
- Best NSS Officer award
- UWA – Life time Achievement Award.

**Recent publications:**

- Published an article entitled “A Critical Analysis of Literature on Earnings Management Control Mechanism” in a UGC Approved Journal (44925) “International Journal of Management Studies Vol.VI, Issue – 2(1) April 2019 ISSN 22490302. EISSN 2231252
- Published an article entitled “ Earnings Management Control Mechanism: A Perception Study” in a UGC Approved International Multi disciplinary Quarterly Research Journal (40776) “AJANTA Vol. VIII, Issue – II April – June 2019 ISSN 2277 - 5730 Impact Factor 5.5
- Published an article entitled “Accounting Operating Lease- A Constructive Capitalization Strategy” in a UGC Approved Journal (64206) “**International Journal of Management and Economics** Vol.1 No.30 May 2019 ISSN NO -2231-4687 Impact Factor 6.81 (SJIF)
- Published an article entitled “Accounting Metrics of CSR spending of selected NSE 200 Companies” in a UGC Approved Journal (64206) “International Journal of Management and Economic Vol.1 No.30 May 2019 ISSN NO -2231-4687 Impact Factor 6.81 (SJIF).
- Published an article entitled “A Fresh Approach To Current Ratio With Respect To Airline Industry” in a UGC Approved Journal (64206) “International Journal of Management and Economic Vol.1 No.30 May 2019 ISSN NO -2231-4687 Impact Factor 6.81 (SJIF).
- Published an article entitled “Accounting perspective of R&D Spending - Revenue Expenditure or Capital Expenditure Syndrome” in a UGC Approved Journal (64206) “International Journal of Management and Economic Vol.1 No.30 May 2019 ISSN NO -2231-4687 Impact Factor 6.81 (SJIF).

- Published an article entitled “**Harnessing Solar Power: A Viable Investment Avenue for Industries**” by **Dr. Nalini G.S & Dr. Natarajan. P** in peer reviewed *International Journal, The Management Accountant*, on February 2018. Vol. 53, No.02 - ISSN 0972-3528.
- Published article titled “**Nonlinearity between Infrastructure Inequality and Growth Evidence from India**” by **Nisha S. Simon & Dr. Natarajan. P** in *Review of Market Integration, Sage Publication*, on April-August 2017, Vol. 9 No.1&2-ISSN- 0974-9292.
- Published article titled “**Efficacy of Business Intelligence in E-Commerce**” by **Bhuvaneswari. R & Dr. Natarajan. P** in *International Journal of Business Intelligence & Innovations*, on March 2018, Special Issue Vol-II, ISSN- 2348-4705.

Cumulative Impact factor : 22.218

Total Citation : 191

H-index : 22

i 10-index : 05





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e-Ship Global Logistics,  
Parrys, Chennai  
Email : kebalaji@gmail.com

**Educational qualification:**

- MBA
  - MA
- 

**PROFILE OF BALAJI. K.E**

- MBA in International Business , Internship at Chennai port , persuaded to select the carrier in the Shipping and logistics Industry. All along exclusive work experience of 19 years in the field of Logistics & Shipping both Domestic and International.
- Started carrier at Semb Crop Logistics-Singapore based multinational company , as a Customer Service Executive .Working over there gave exposure to handle the MNC Clients like Unilever and Samsung. Promoted to Key Account Executive in a short span of 6 Months.
- Moved to Middle east – Muscat, Oman as Sales Executive at Sharaf shipping Services. Sharaf shipping is One of the largest shipping Company in Middle East. Working in this company gave exposure & experience in Liner Trade.
- Self was the first person to represent –Liner sales for “China ShippingContainer lines” ( CSCL) , which gave in depth experience in sales & marketing which was a new service to the trade. Added to that represented sales for other Shipping lines like MSC,YML andLNL.
- Working in Dubai is a milestone experience of having a real time international shipping and logistics exposure .
- Worked at Reliance Freight Systems as Sr.Sales Executive. Self was the first sales force to the company in marketing Consolidation services apart from general freight forwardingsales.
- Worked as logistics head for Abu Dhabi based business conglomerate DBA & Sons .Self was responsible in formulating a structured logistics division and in stream lining the logistics operations.
- Over all experience of 12 years at Middle East gave a broader spectrum of understanding of the shipping and logistics services and a different outlook to my career.
- Worked as Sales Manager Projects at Express World Logistics handling project sales at Chennai.
- Headed Golden Globe Logistics handling General Freight forwarding services.
- Worked as AGM at CEN Logistics and shipping taking care of Business development, mentoring and leading the team. Moving Forward towards in branding CEN Logistics as Technologically driven transport company and promoting NVOCC services, Freight Forwarding to add on.
- Worked as Branch Head at E-Ship Global Logistics taking care of South India Branches, mentoring and leading the team. Moving Forward towards in branding NVOCC services, Freight Forwarding to add on.

**Academic Excellence**

- Having passion towards the shipping and logistics, self is a visiting faculty at Indian Institute of Logistics, India for MBA students and also at Good Ocean Maritime, Dubai.
- A Gold Medalist in MBA- International Business at Alagappa University, India.
- Master's degree in MA – Yoga in Human Excellence from Madras, University, India.
- Currently perusing PhD in Management with Periyar University, India



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Educational qualification:

- BCOM
- MBA
- MPHIL

Professional experience:

- 15 years Experience in Logistics industry

Solution Provided for Importers and Exporters

Air Freight :

- Best air freight solution provider for Relocation companies .Awarded by PMR Relocations.  
Customs Clearance

We have rendered a fast and free flow of cargo clearance for electronics / defence product and Automotive product of various customers in Chennai.

Insurance

We have introduced marine insurance to customer for cargo safety.

Packaging

Best packing solution for exporters for safely movement in transit with shrink wrapper.

Projects:

Best solution given to handle break bulk cargo and sea freight shipments.