

# Sree Saraswathi Thyagaraja College (Autonomous)

(Affiliated to Bharathiar University and approved by UGC and accredited by NAAC with A Grade)  
Palani Road, Thippampatti, Pollachi – 642 107



Knowledge Wisdom Compassion

Curriculum structure, syllabi and scheme of examinations of M.Com  
(INTERNATIONAL BUSINESS) Programme for the students admitted  
during 2021-2022





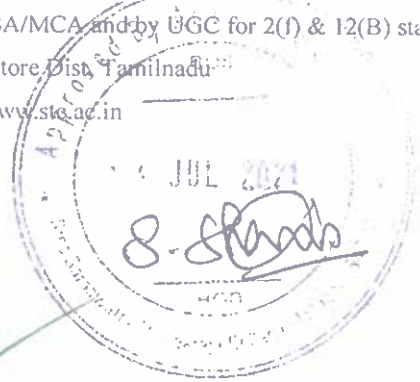
Curriculum Framework under Choice Based Credit System (CBCS) and  
Syllabus for Outcome Based Education (OBE) in  
**MASTER OF COMMERCE (INTERNATIONAL BUSINESS) degree program**  
for the students admitted from the academic year 2021-22 onwards



**SREE SARASWATHI THYAGARAJA COLLEGE**

An Autonomous, NAAC Re – Accredited with 'A' Grade, ISO 9001:2008 Certified Institution, Affiliated to Bharathiar University, Coimbatore, Approved by AICTE for MBA/MCA and by UGC for 2(f) & 12(B) status  
Palani Road, Pollachi – 642107, Coimbatore Dist, Tamilnadu  
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**SREE SARASWATHI THYAGARAJA COLLEGE [AUTONOMOUS],  
POLLACHI**

**M.Com (IB) Degree Program PEO, PO and PSO**

**PROGRAM EDUCATIONAL OBJECTIVES (PEO)**

**Within a few years of obtaining PG degree in Commerce (International Business), the student will be able to**

**PEO1:** Analyze social and environmental aspects with professional values, ethics and equity to transform the knowledge, skills and expertise to the community.

**PEO2:** Involve in lifelong learning to adapt educational needs in a changing world to maintain their competency and to contribute to the advancement of knowledge in a multi-disciplinary environment

**PEO3:** Exercising Professional skills, values, team spirit and leadership traits along with domain knowledge to succeed the challenges in profession and Industry

**PEO4:** Integrate critical thinking, analytical decision making and to become a globally competent entrepreneur in the field of Commerce

**PROGRAMME OUTCOMES (POS)**

**The students at the completion of the programme will be able to**

**PO1:** Demonstrate professionally with social, cultural and ethical responsibility as an individual as well as in multifaceted teams with positive attitude

**PO2:** Adapt to sustain in emerging era and constantly upgrade skills towards independent and lifelong learning.

**PO3:** Communicate complex concepts with professionalism by adapting appropriate resources and modern tools.

**PO4:** Ability to design systems in domain knowledge and specialization with interpersonal and entrepreneurial skills for national development

**PO5:** Apply critical and analytical research skill to evaluate the real time problems in specialized field of study



## PROGRAMME SPECIFIC OUTCOMES (PSOS)

At the completion of the programme, the students will be able to

**PSO1:** Apply the knowledge gained during the course of the program to identify, formulate and solve real life problems to meet the core competency with continuous up gradation.

**PSO2:** Apply the knowledge of ethical and management principles required to work in a team with stewardship of the society.

**PSO3:** Communicate effectively in commercial operations with professionalism for the society at large by adopting modern tools

**PSO4:** Possess wide spectrum of analytical skills in the areas of Trade, Commerce and Industry.

**PSO5:** Comprehend the latest concepts and application of knowledge and skills in international business operations in the areas related to finance, marketing, HR, logistic & supply chain, research and entrepreneurship.

### Mapping the Programme Outcomes with Programme Educational Objectives

POs/PEOs	PEO1	PEO2	PEO3	PEO4
PO1	S	S	S	M
PO2	S	S	S	S
PO3	M	S	M	S
PO4	S	S	S	S
PO5	M	S	M	S

S- Strong; L- Low; M-Medium

### Mapping the Programme Specific Outcomes with Programme Educational Objectives

POs/PEOs	PEO1	PEO2	PEO3	PEO4
PSO1	S	S	S	M
PSO2	S	S	S	M
PSO3	M	M	S	S
PSO4	M	M	S	S
PSO5	S	S	S	S

S- Strong; L- Low; M-Medium

5





**Curriculum Framework under Choice Based Credit System (CBCS) and Syllabus for Outcome Based Education (OBE) in Master of Commerce (International Business) degree program for the students admitted from the academic year 2021-22 onwards**

The CBCS provides a cafeteria type approach in which students can choose courses of their choice from a list of electives and Inter Departmental courses and acquire more than the required credits and adopt an interdisciplinary approach to learning. The Choice Based Credit System (CBCS) preserves the identity, autonomy and uniqueness of every programme and at the same time student centric in curriculum designing and skill imparting.

The Department of PG Commerce (International Business) allows enhanced academic mobility and enriched employability for the students. The Curriculum with CBCS helps the students to experience their choice of course and credits for their horizontal mobility.

**Outcome Based Education:**

“Outcome-Based Education” (OBE) is considered as a student-centered instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes. In the OBE model, the required knowledge and skill sets for a particular degree is predetermined and the students are evaluated for all the required parameters (Outcomes) during the course of the program.

For M.Com (International Business) programme, a student must earn 90 credits as mentioned in the below table.

**Summary of Courses Pattern and Credit Distribution in Choice Based Credit System**

Part	Curriculum Structure	No. of Courses	Credits to be earn
III	Core Courses	18	70
	Electives	4	16
	Interdepartmental courses	2	4
<b>Total</b>		<b>24</b>	<b>90</b>
<b>Extra Credit Courses</b>			
	Massive open online courses	2	4
<b>Total</b>		<b>26</b>	<b>94</b>

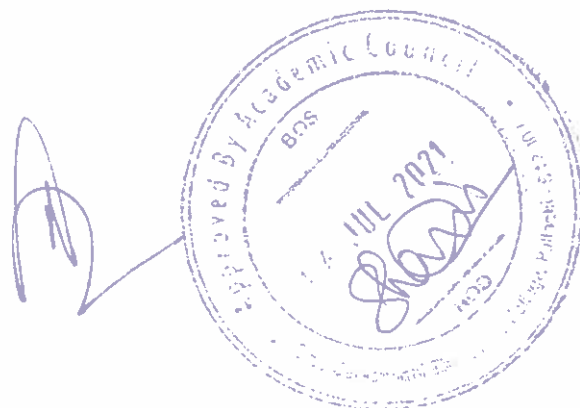


**Part – III Courses:** A set of courses that includes Core courses (Theory & Practical), Electives, Inter Departmental Course, Project and Internship in the major field of study. Core courses are mandatory in nature.

**Inter Departmental Courses (IDC) :**A set of IDC Courses are offered by PG Departments such as Social work, English, Mathematics, Commerce and Commerce with International Business during II and III Semesters. The students can choose the IDC courses of their choice from the list of IDC Courses offered by various Departments.

**Massive Open Online Courses (MOOC):** As per UGC guidelines, the students are encouraged to enroll themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, Coursera, etc. These courses are to be completed by the students of M.Sc Mathematics Programme admitted in 2021 – 22 in II, III and IV semesters. Every student has to complete 2 MOOC and earn 4 credits (2 credits per course) to become eligible for the award of degree. The institute will transfer 2 credit per 1 MOOC Course earned through any one of the online portal such as SWAYAM/ NPTEL/ Coursera/ etc. on receipt of MOOCs completion certificate and it shall incorporate the consolidated mark sheet of the student as extra credit courses.

This Regulation regarding SWAYAM-MOOC course was subsequently amended in Standing Committee meeting held on 9<sup>th</sup> Dec, 2020 as ... **As per UGC Guidelines Online Courses are made compulsory for the students of all Under Graduate & Post Graduate programmes admitted during 2021 – 22 and onwards. Every student has to compulsorily complete 2 MOOC courses and earn 4 credits (2 credits per course) during the course of study to become eligible for the award of degree. Credits will appear only in the consolidated mark sheet.**



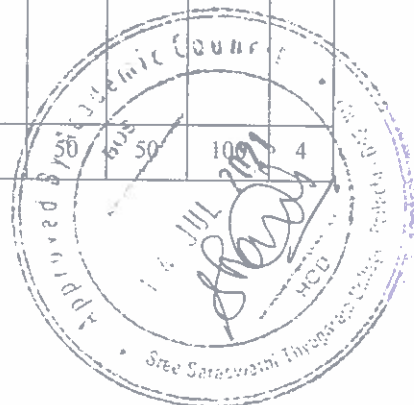
**Scheme of Examination (Student admitted from 2021 – 22 onwards)**

PART	TYPE OF COURSE	COURSE CODE	NAME OF THE COURSE	INS HR <sup>S</sup>	CIA	EXT	TOT	CR	
<b>SEMESTER – I</b>									
III	Core1	Theory	21MIB1C10	International Business	6	50	50	100	4
III	Core2	Theory	21MIB1C20	Global Business Environment	6	50	50	100	4
III	Core3	Theory	21MIB1C30	Information Technology in Business	6	50	50	100	4
III	Core4	Theory	21MIB1C40	International Logistics Management	6	50	50	100	4
III	Core Elective - I	Theory	21MIB1EA0 21MIBGEA1 21MIBGEA0	Logistics operations International Services Marketing Human Resource Management	6	50	50	100	4
				<b>Total for semester – I</b>	<b>30</b>	<b>250</b>	<b>250</b>	<b>500</b>	<b>20</b>

<b>SEMESTER – II</b>									
III	Core5	Theory	21MIB2C10	Managerial Economics	4	50	50	100	3
III	Core6	Theory	21MCM2C20	Business Research Methods	5	50	50	100	5
III	Core7	Theory	21MIB2C30	Foreign Trade Procedures and Documentation	4	50	50	100	4
III	Core8	Theory	21MIB2C40	Cost and Management Accounting	5	50	50	100	4
III	Core9	Practical	21MIB2C50	Computer Applications: MS Office & Internet - Practical-I	5	50	50	100	4
III	Core Elective - II	Theory	21MIB2EA0 21MIBGEB1 21MIBGEB0	Multimodal Transportation Management International Capital and Money Markets Human Resource Accounting	5	50	50	100	4
	IDC	Theory	19MSW2110 19MEN2110 19MMA2110 19MCM2110	A. Foundations of Counselling B. Business Communication C. Basics of MatLAB D. Trading in Share Market	2	50	-	50	2



			19MIB2110 21MPY2110	E. Travel and Tourism Management F. Health Psychology					
				<b>Total for semester – II</b>	<b>30</b>	<b>350</b>	<b>300</b>	<b>650</b>	<b>26</b>
<b>SEMESTER – III</b>									
III	Core10	Theory	21MIB3C10	Direct Taxes	5	50	50	100	4
III	Core11	Theory	21MIB3C20	Global Financial Management	4	50	50	100	4
III	Core12	Practical	21MIB3C30	Computer Applications: Tally -Practical-II	5	50	50	100	4
III	Core13	Theory	21MIB3C40	Marketing Management	4	50	50	100	4
III	Core Elective-III	Theory	21MIBGEC1 21MIBGED1 21MIBGED0	Supply chain management International Marketing of Hospital and Health Services Industrial relation	5	50	50	100	4
	IDC	Theory	19MSW3120 19MEN3120 19MMA3120 19MCM3120 19MIB3120 21MPY3120	A. NGO Management B. Basic English for Competitive Examinations C. Quantitative Aptitude and Verbal Reasoning D. Entrepreneurial Development E. Brand Management F. Positive Psychology	2	50	-	50	2
	Core14		21MIB3C50	Internship Training	2	-	50	50	2
				<b>Total for Semester – III</b>	<b>30</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>24</b>
<b>SEMESTER – IV</b>									
III	Core15	Theory	21MIB4C10	Innovation and Entrepreneurship	6	50	50	100	4
III	Core16	Theory	21MIB4C20	Global Strategic Management	6	50	50	100	4
III	Core17	Theory	21MCM4C10	Customs duty & Goods and Services Tax (GST)	6	50	50	100	4
III	Core Elective-IV	Theory	21MIB4EA0 21MIBGEE1 21MIBGEE0	Airline marketing and strategic Airline alliance International Travel and Tourism Management Labour legislation	6	50	50	100	4
III	Core18	Project	21MIB4C50	Project	6	50	50	100	4



				<b>Total for Semester – IV</b>	<b>30</b>	<b>250</b>	<b>250</b>	<b>500</b>	<b>20</b>
				<b>**MOOC (2 Courses)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>
				<b>Grand Total</b>		<b>1200</b>	<b>1150</b>	<b>2350</b>	<b>94</b>

\$ - INS. HR= Instructional Hours

IDC-Interdisciplinary

\*\* These are extra credit courses does not include for Classification

Common courses for M.Com and M.Com IB		
1	SEM II	21MCM2C20: Business Research Methods
2	SEM IV	21MCM4C10: Custom duty and Goods and Service Tax

#### List of Core Elective Courses (CBCS)

S.No	Semester	Course Code	Course Name
<b>Elective – I</b>			
1	I	21MIB1EA0	Logistics operations
2	I	21MIBGEA1	International Services Marketing
3	I	21MIBGEA0	Human Resource Management
<b>Elective – II</b>			
4	II	21MIB2EA0	Multimodal Transportation Management
5	II	21MIBGEB1	International Capital and Money Markets
6	II	21MIBGEB0	Human Resource Accounting
<b>Elective – III</b>			
7	III	21MIBGEC1	Supply chain management
8	III	21MIBGED1	International Marketing of Hospital and Health Services
9	III	21MIBGED0	Industrial relation
<b>Elective – IV</b>			
10	IV	21MIB4EA0	Airline marketing and strategic Airline alliance
11	IV	21MIBGEE1	International Travel and Tourism Management
12	IV	21MIBGEE0	Labour legislation

#### LIST OF INTER DISCIPLINARY CORE COURSES (IDC)

S.No.	Semester	Course Code	Course Name	Offering Department
1	II	19MSW2110	Foundations of Counselling	MSW
2	III	19MSW3120	NGO Management	
5	II	19MEN2110	Business Communication	English
6	III	19MEN3120	Basic English for Competitive Examinations	
7	II	19MMA2110	Basics of MatLAB	Mathematics



8	III	19MMA3I20	Quantitative Aptitude and Verbal Reasoning	
9	II	19MCM2I10	Trading in Share Market	M.COM
10	III	19MCM3I20	Entrepreneurial Development	
11	II	19MIB2I10	Travel and Tourism Management	MIB
12	III	19MIB3I20	Brand Management	
13	II	21MPY2I10	Health Psychology	M.Sc.(PSY)
14	III	21MPY3I20	Positive Psychology	

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**SEMESTER - I**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB1C10	International Business	Core	Concept (B)	60	15	-	4
<b>Preamble:</b> To enable the students to learn the International trade-related aspects of India and policy Implications.							
<b>Prerequisite:</b> International Business, Export and Import Fundamentals							

Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>International Business</b> - Meaning, Nature and Scope – Role of Foreign Trade in the Economic Development of India – Balance of payment in the context of Economic Growth Process – Trade balance – Current Account position and Capital Account position – Trends – Principles of BOP – Correction of adverse BOP. <b>India's Foreign Trade:</b> An overview –Types of international trade- Special features –Foreign Trade (Development and Regulation) Amendment Act 2010, Foreign trade control rules. Composition of India's export trade- Direction of India's foreign trade.- India's Export potentials-Major imports in India-Recent trends in India's foreign trade. National Organic Policy <b>Self-study:</b> Directions of India's foreign trade.	15	e-Content of DGFT
II	<b>Export promotions in India-</b> Ministry of Commerce and Industries – Deliberative and consultative organizations - Commodity boards and organizations-Service and Research Institutions-Government Trading Organizations. State Government organizations and agencies. <b>Self-study:</b> Functions of various export promotion councils.	15	e-content of Ministry of Commerce and Industries, India website
III	<b>Highlights of Foreign trade Policy 2015-2020 :</b> New schemes : Merchandise Exports from India Scheme (MEIS) , Service Exports from India Scheme (SEIS), Incentives (MEIS & SEIS) to be available for SEZs , Duty credit scrips to be freely transferable and usable for payment of custom duty, excise duty and Service tax, Towns of Excellence. New Amendments <b>Self-study:</b> Towns of Excellence.	15	Video Lectures
IV	<b>Globalization:</b> Meaning and dimensions; Stages of globalization; Essential conditions for globalization, Globalization of Indian Business. <b>Self-study:</b> stages of globalization <b>Foreign Investment:</b> Meaning, Significance of	15	e-PG Pathshala





	Foreign Investment -Types of foreign Investments- - FII Investments - Pros and cons of FDI and FII-Foreign Investment in India, Foreign Investment by Indian companies, Startup India. <b>Self-study:</b> Pros and cons of FDI and FII		
V	International Relations: <b>Regional Integration:</b> Reasons -Types- Emerging Economies - BRICS countries ,SAARC, G20 - G8 - First world Nations - OECD (Organization for Economic Cooperation and Development)- OPEC - Common wealth Nations - EU,-Bilateral Trades of India - AANZFTA (Asian Australian New Zealand free trade area) -ACFTA (Asian china free trade association) -- APEC (Asia Pacific Economic Cooperation)	15	e-Content of UNCTAD
	<b>Total</b>	<b>75</b>	

<b>Text Books :</b>
1. <b>International Trade and Export Management</b> (14 <sup>th</sup> Edition, 2015) by Francis Cherunilam, Himalaya publishing house.
2. <b>Indian Foreign Trade</b> (latest edition) by Raj Agrawal, Published by Excel Books, NewDelhi
<b>Reference Books:</b>
1. <b>International Trade</b> by M. L. Varma, (latest edition), Vikas Publishing House (P) Ltd., NewDelhi,
2. <b>Global Marketing Management</b> (8th Edition, 2013) by Keegan, Prentice Hall India publications.
3. <b>International Marketing Management</b> (8 edition, 2014) by Varshney and Bhattacharya, sultan Chand and sons.
4. <b>International Business Environment</b> (First Reprint, 2011) by Sukumar Nandhi, The Mcgrew-Hill Publications.
5. <b>Global Marketing Management</b> (3 <sup>rd</sup> Edition, 2012) by Kiefer Lee, Steve Carter, Oxford University Press.
<b>Learning Methods (*)</b> :Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets, Roleplaying, etc.,
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL: e-PG Pathshala</b> : <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=438">http://epgp.inflibnet.ac.in/ahl.php?csrno=438</a>
<b>Paper No. and Title:</b> P11.International Business Environment Module Number and Title :MI .Globalization Module Tag: BSE_P11_MI
<b>Course Designer: Dr. S. Nagarajan</b> PC, Dept. of M.Com(IB),STC
<b>Course Outcomes (COs)</b> On successful completion of this course the students will be able to:





COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Examine the basics and legal frameworks of foreign trade and its recent trends to adopt in their business operations for sustainability and use of modern tools to give solution for current issues.	K3
CO2	Make use of foreign trade policies and structure in the business and use of resources and tools to taking business decisions ethically.	K5
CO3	Know the all schemes and agencies involved in foreign trade operations and effective use of appropriate schemes with domain knowledge and analytical skills to specialize in their field.	K2
CO4	Determine the various dimensions of globalization and effective use of all global resources to support national economy and to achieve sustainability in their area of operation.	K4
CO5	Analyze the key opportunities and challenges in foreign investment and evaluate the real time issues to establish their operations in positive way.	K4

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M
CO5	S	M	M	S	M	M	S	M	S	S

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



Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB1C20	GLOBAL BUSINESS ENVIRONMENT	Core	Application	60	15	-	4
<p><b>Preamble:</b> This course aims at facilitating the student to analyze the business environment and gain Cross-disciplinary insights into the operation of international business and develop the capability to undertake critical evaluation of core business disciplines.</p>							
<p><b>Prerequisite:</b> Business environment</p>							


Unit	Course contents	Hours	e-Resources/ e-Content
I	<p>Concept of Business Environment- Significance-Types of Environment-External and Internal – Inter - Relationship between economic and non-economic environment Impact of environment on business and Strategic Decisions - Culture and business - Social Responsibilities of Business. Privatization of India – New Industry Policy.</p> <p><b>International Business Environment:</b>– Analyzing the business environment: Micro, Macro environment: STEPIN</p>	15	e-PG Pathshala
II	<p><b>The National Physical Endowment:</b> Topography – Climate – The nature of economic activity – Rostow’s view. Infrastructure - Transportation- Energy – Communication – Urbanization – Tax structure, Inflation.</p> <p><b>Legal Environment – Legal Environment in India -</b> Bases for legal system -Jurisdiction, International Legal Disputes-International disputes resolution crime, Corruption -Commercial law within countries-Impact on International Law on business – Human right.* Role of Legal environment in International business</p> <p><b>Self-study:</b> Topography</p>	15	NPTEL Video Lectures
III	<p><b>World Resources:</b> Importance and role in International Environment, <b>Green energy and alternative energy</b></p> <p><b>International Business Negotiations:</b> Introduction– Culture in Negotiation-Status Issue-Key to cross –cultural Negotiations- European Negotiating style-Asian Negotiating Style-Latin American Negotiating style.</p> <p><b>Self-study:</b> Asian Negotiating Style</p>	15	NPTEL Video Lectures/ e-PG pathshala
IV	<p><b>Technological environment :</b> Technological environment-Factors Governing Technological Environment Management of Technology</p> <p>-Patents and Trademarks</p> <p><b>MNC:</b>Introduction, features-emergence of MNC- Growth and Development of MNCs, Classification of MNC-Role of MNC in developing countries- Drawbacks of MNC.</p>	15	Vidya-Mitra Portal



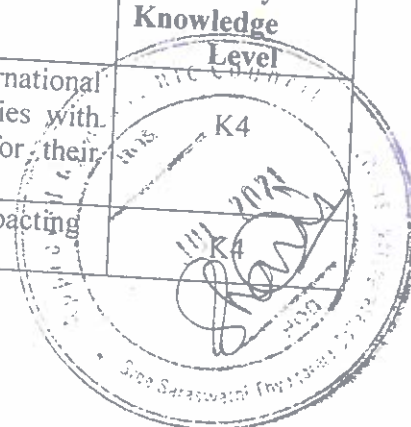
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II	<p><b>The National Physical Endowment:</b> Topography – Climate – The nature of economic activity – Rostow’s view. Infrastructure - Transportation- Energy – Communication – Urbanization – Tax structure, Inflation.</p> <p><b>Legal Environment – Legal Environment in India</b> - Bases for legal system -Jurisdiction, International Legal Disputes-International disputes resolution crime, Corruption -Commercial law within countries-Impact on International Law on business – Human right.* Role of Legal environment in International business</p> <p><b>Self-study:</b> Topography</p>	15	NPTTEL Video Lectures
III	<p><b>World Resources:</b> Importance and role in International Environment, <b>Green energy and alternative energy</b></p> <p><b>International Business Negotiations:</b> Introduction– Culture in Negotiation-Status Issue-Key to cross –cultural Negotiations- European Negotiating style-Asian Negotiating Style-Latin American Negotiating style.</p> <p><b>Self-study:</b> Asian Negotiating Style</p>	15	NPTTEL Video Lectures/ e-PG pathshala
IV	<p><b>Technological environment :</b> Technological environment-Factors Governing Technological Environment Management of Technology</p> <p>-Patents and Trademarks</p> <p><b>MNC:</b>Introduction, features-emergence of MNC- Growth and Development of MNCs, Classification of MNC-Role of MNC in developing countries- Drawbacks of MNC.</p>	15	Vidya-Mitra Portal



V	GATT – A historical perspective, WTO: Structure & Functions, Globalization, Developing countries, WTO activities, WTO Task & Challenges. Financial environment: Roles and Functions of IMF- World bank –ADB. Self-study: WTO : Task & Challenges	15	NPTEL Video Lectures
<b>Total</b>		<b>75</b>	
<b>Text Books:</b>			
<ol style="list-style-type: none"> <li>1. <b>The International Business Environment Text and Cases-</b> (1<sup>st</sup> Edition, 2014) by Anant K. Sundaram and J. Stewart Black - Prentice Hall India Ltd, New Delhi.</li> <li>2. <b>International Marketing</b> (5<sup>th</sup> Edition, 2008) by Sakonkvist &amp; John J. Shaw, Prentice Hall India Ltd.</li> </ol>			
<b>Reference Books:</b>			
<ol style="list-style-type: none"> <li>1. <b>Global Marketing Management</b> (3<sup>rd</sup> Edition, 2012) by Kiefer Lee, Steve Carter, Oxford University Press.</li> <li>2. <b>International Business Environment</b> (First Reprint, 2011) by Sukumar Nandhi, The McGraw-Hill Publications.</li> <li>3. <b>Global Marketing Management</b> (8 edition April 25, 2013) by Warren J. Keegan, Prentice Hall India Publications, New Delhi.</li> <li>4. <b>International Marketing Text and Cases-</b>(14<sup>th</sup> Edition, 2015), Franchis Cherunilam, Himalaya Publishing House, New Delhi.</li> <li>5. <b>International Marketing Management</b> (25<sup>th</sup> Revised Edition, 2015), Varshney</li> </ol>			
<b>Learning Methods (*):</b>			
Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/etc.,			
<b>Focus of Course:</b> Skill Development (Employability/Entrepreneurship/Skill Development)			
<b>e-Resource/e-Content URL:</b>			
<b>e-Resource/e-Content URL:</b> e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=438">http://epgp.inflibnet.ac.in/ahl.php?csrno=438</a>			
<b>Paper No and Title:</b> P11. International Business Environment Module Number and Title : MI .Globalization .Module Tag: BSE_P11_MI			
Course Designer: <b>Dr. S. Shanthakumari</b> Asst. Professor, Dept. of M.Com (IB), STC			
			 BOS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Analyze the complex business environment with International business perspective by applying and establish the strategies with ethical and social values to achieve the market share for their establishment for longer period.	K4
CO2	Prioritize the various national physical endowment and its impacting International business	



CO3	Analyze the impact of legal environment and its application in International business to attain the business prospective towards national building.	K4
CO4	Effective use of world resources with social, cultural and ethical background	K5
CO5	Analyze the MNC operations, identify the various problems in MNCs operations and to critically evaluate the current issues with research knowledge and tools to offer valuable solution for sustainability	K4

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4.	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	S	S	M	M	S	S
CO2	S	M	M	S	M	S	M	M	S	M
CO3	M	M	S	M	S	M	M	S	M	S
CO4	M	S	M	M	M	M	S	M	M	M
CO5	M	M	S	M	S	M	M	S	M	S

S- Strong; L- Low; M-Medium



Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB1C30	<b>INFORMATION TECHNOLOGY IN BUSINESS</b>	Core	Concept	60	15	-	4
<b>Preamble:</b> The course aims to apply the marketing concepts and strategies in digital era.							
<b>Prerequisite:</b> Principles of Marketing							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Hardware and software: Computer systems – Importance of Computers in business – data and information – Data processing, data storage and data retrieval capabilities – Computer applications in various areas of business – Computer related jobs in business – Recent developments in Hardware and software .Data processing systems- batch, online and real time system – Time-sharing – Multi programming and Multi processing systems – Networking – Local area and wide area networks.	15	e-PG Pathshala
II	Marketing. Meaning, Functions, Marketing Consumer behavior-Factors influencing buying behavior-Consumer buying decision process- theories of Consumer behaviour - Economic theories, Psychological theories, Psycho-analytic theories, Socio-cultural theories - marketing of consumer products: Classification - Characteristic- Marketing mix of consumer products. <b>Self-Study - Consumer buying decision process</b>	15	e-PG Pathshala
III	<b>Recent trends in marketing:</b> Online marketing – Ambush marketing – Guerrilla marketing – Creative marketing – Referral marketing – Maxi marketing – rural marketing – celebrity marketing – Green marketing – Telemarketing – Word of mouth marketing – SMS marketing. <b>Self-Study SMS Marketing</b>	15	e-PG Pathshala





IV	<b>Introduction to Digital Marketing:</b> Digital Marketing Strategy – Role of Internet in the traditional Marketing mix – <b>5Ps of Digital Marketing</b> – Six steps in crafting a successful digital marketing strategy – Various tactics in Digital marketing and their corresponding outcomes.	15	e-PG Pathshala
V	<b>Social Media Marketing:</b> Consumer Generated Content-Social Networks Online communities - Viral marketing - Virtual worlds - blogging- Online PR & Online Reputation Management. <b>Pay-per-Click Advertising:</b> PPC Model – History of PPC - Types of PPC Adverts - Planning and setting up a PPC Campaign - Pros & Cons of PPCAdverts	15	e-PG Pathshala
<b>Total</b>		<b>75</b>	

**Text Books:**

1. Dr.C.B.Gupta & Dr.N.Rajan Nair -Marketing Management - Sultan Chand & Sons, New Delhi,2013
2. Rob Stokes, E – Marketing- The Essential Guide to Digital Marketing, Quick Education(Free e-Book)

**Reference Books:**

1. Kotler - Marketing Management, Prentice-Hall of India Pvt. Ltd.,14<sup>th</sup>Edn New Delhi, 2016
- 2.C.B.Memoria&Suri - Marketing Management, KitabMahal, Allahabad, 7<sup>th</sup>Edition,2005
3. Richard Gay, Alen Charles worth, Rita Esent –Online Marketing, Oxford University Press, New Delhi, 2013, 1Edition.
- 4.DebbarajDatta – Marketing Management – Vrindha Publishing – Delhi(2011)
- 5.Damian Ryan and calvin Jones, Understanding igital, Kogan Publishing, ebook, 2009

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc..

**Focus of Course:** Employability  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

**VidyamitraPortal:**<http://vidyamitra.inflibnet.ac.in/index.php/searche-PG>

**Pathshala:**<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: Dr. S. Nagarajan  
PC, Dept. of M.Com(IB),STC

  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Analyze the impact of hardware and software in business	K2
CO2	Discuss the internet security aspects and e-business communication modes	



CO3	Construct the knowledge in data processing	K3
CO4	Evaluate the IT applications in various marketing activities in business	K5
CO5	Construct the knowledge in e-commerce application and current trends in e-commerce	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	S	S	S	M	M	M
CO2	S	S	S	M	S	M	S	M	S
CO3	M	S	M	S	S	L	M	S	S
CO4	S	S	M	M	S	M	L	M	M

S – Strong; L – Low; M – Medium





Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB1C40	INTERNATIONAL LOGISTICS MANAGEMENT	CORE	Application	60	15	-	4
<b>Preamble :</b> The course aims to apply the marketing concepts in Logistics management							
<b>Prerequisite:</b> Marketing Management							

Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>Marketing Logistics:</b> Concept, objectives and scope; System elements; Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement; Factors influencing Distribution Logistics.	15	NPTEL LECTURES
II	<b>General Structure of Shipping:</b> Characteristics- Various Types of ships- Types of Airships- Types of shipping- liner and tramp operations; Important sea and Air Routs-Conference Chartering operation- Freight structure and practices; Chartering principles and practices; UN convention on shipping information- Documents for shipping of goods	15	NPTEL LECTURES
III	<b>Port Infrastructure-</b> Ports in India-World Ports-Major Ports in India .CFS and inland container depots; Dry ports; Road-Multi- modal transportation and CONCOR; Export and Import Procedures in CONCOR/Dry Ports-Containerization	15	NPTEL LECTURES
IV	<b>Role of intermediaries:</b> Freight forwarders – freight brokers, stevedores – shipping agents – productive packing – concept – function – order processing &significance.	15	NPTEL LECTURES
V	<b>Case Studies</b>	15	
	<b>Total</b>	<b>75</b>	

**Text Books:**

1. Dr.Krishnavenimuthai, Logistics Management, Himalaya Publications, New Delhi



**Reference Books:**

1. Asopa, V.N SHIPPING MANAGEMENT CASES AND CONCEPTS, Macmillan, New Delhi.
2. Desai, H.P INDIAN SHIPPING PERSPECTIVES, Anupam Publications, Delhi,
3. Khanna, K.K. PHYSICAL DISTRIBUTION, Himalaya Publishing, Delhi.
4. Lambert, D et al STRATEGIC LOGISTIC MANAGEMENT, Tata McGraw Hill, New Delhi.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course:** Employability

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:** NPTEL

Course Designer: **Dr.S.NAGARAJAN**

PROGRAMME CO-ORDINATOR- Dept. of M.COM(IB), STC

  
BoS  
Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Marketing concepts and its application in Logistics management	K2
CO2	Appraise and apply the practical aspects in Logistics management	K5
CO3	Develop the Logistics strategies to promote the product.	K3
CO4	Drafting the strategies to be adopted in logistics management	K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	S	S	S	M	M	M
CO2	S	S	S	M	S	M	S	M	S
CO3	M	S	M	S	S	L	M	S	S
CO4	S	S	M	M	S	M	L	M	M

S – Strong; L – Low; M – Medium



**ELECTIVE - 1**

	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB1EA0	<b>LOGISTICS OPERATIONS</b>	Elective	Application	60	15	-	4


**Preamble:** The course aims to apply the Logistics management concepts in International Business Operations

**Prerequisite:** Logistics Management

Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>Marketing logistics system:</b> -growing importance of logistic management- functions of logistics management –logistics interface with marketing - logistic system elements- International Trade Logistics Chain- Shippers Logistics Requirements in trade- Information and Computer Technology in Logistics Management. <b>Self-study: functions of logistics management</b>	15	NPTEL-Lectures
II	<b>Inventory Management-</b> Role- purpose, types and functions, element of inventory cost- Techniques-Lean Management Concepts- pre-request of JIT system - warehousing and distribution center: concept – types & functions – operational mechanism. <b>Self-study: Pre-request of JIT system</b>	15	e-PG Pathshala
III	<b>Material handling:</b> concept – objective – principles – equipment. <b>PEST management.</b> International Standards for Phytosanitary Measures No. 15 (ISPM 15), labeling-UN label symbols. UNCTAD: Shipping guidelines. <b>Self-study: Material handling– Equipment’s</b>	15	e-PG Pathshala
IV	<b>Information and communication technology in Logistics Management-</b> Cost efficiency of Logistics after the IT era- Yard Management System-Logistics and Information Technology- Logistics Trends Supply chain and IT-Structure of Logistics processes-Cross Cultural issues and use of IT. <b>Self-study: Logistics Trends</b>	15	e-PG Pathshala
V	<b>Enterprise Resource Planning-</b> Exploring the ERP Fundamentals-Functionality of ERP System- Pros and Cons-ERP Impact on its stakeholders- Commercial modalities of ERP-Allied Functions of ERP- Issues in ERP Outsourcing – ERPs Interventions in Small and Medium Enterprises-Significance of ERP Implementations- Analysing the technology beyond ERP. <b>Reverse logistics:</b> definition and importance – application areas and activities involved – reverse logistics information system-Green Logistics. <b>Self-study: Reverse Logistics Information System</b>	15	e-PG Pathshala



	<b>Total</b>	75	
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<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Logistics Management &amp; World Seaborne Trade (1st edition) by Dr. KrishnaveniMuthaih, Himalaya Publishing House, New Delhi.</li> <li>2. Logistics and Supply Chain Management (December 2011) by K. ShridharaBhat, Himalaya Publishing House, NewDelhi.</li> </ol>
<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Logistics Management for International Business - Text and Cases (1st edition 2009) by S.Sudaimuthu and S.Anthony Raj, PHI learning private limited, NewDelhi.</li> <li>2. Logistics and Supply Chain Management – Cases and Concept by G.Raguram and N.Rangaraj, Macmillan Publishers, London, United Kingdom.</li> <li>3. Logistics Management-the integrated supply chain management (18thedition2008)byDavid J closs, Donald J bowersox Pearson Prentice Hall Publishers.</li> <li>4. Logistics Management(Latest edition) by sople.v.v, Pearson publication Note: One textbook does not cover the entire syllabus and hence two text books prescribed</li> </ol>
<p><b>Learning Methods (*):</b>Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing,etc.,</p>
<p><b>Focus of Course:</b> Entrepreneurship</p>
<p><b>e-Resource/e-Content URL:</b>NPTEL Courses</p>
<p>Course Designer: <b>Dr. S. Nagarajan</b> Programme coordinator, Dept. of M.Com(IB),STC</p> <div style="text-align: right;">   <b>BOS Chairman</b> </div>

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Marketing concepts and its application in Logistics management	K2
CO2	Appraise and apply the practical aspects in Logistics management	K5
CO3	Develop Logistics strategies to promote the product.	K3
CO4	Drafting the strategies to be adopted in logistics management	K6

**Mapping with Program Outcomes:**


COs/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	S	S	S	M	M
CO2	L	M	S	L	M	S	S	S	S
CO3	L	L	M	L	S	S	S	S	M
CO4	M	S	M	S	S	S	S	M	S
CO5	L	S	L	M	S	S	S	S	S

**ELECTIVE – II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEA1	International Services Marketing	Core	Application	60	15		4
<b>Preamble:</b> To enable the students to learn the concept of service marketing at international level							
<b>Prerequisite:</b> service marketing							

Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>International Service Marketing:</b> – Classification Of Services – Importance of Services marketing- Globalization Of Service – Global Service Strategy – Service Management– Operation, Strategy, Global services. <b>Self-study:</b> Importance of Services a marketing	15	e-PG Pathshala
II	<b>Service Marketing Concept-</b> the 7 P's of Services – the McDonaldization of Services – Managing Demand and Supply.- Innovative services in global marketing	15	e-PG Pathshala
III	<b>Marketing Mix for Services</b> – Marketing Mix of Selected Services: - Air transport – Entertainment Marketing — Communication Marketing – Electricity Marketing. <b>Self-study:</b> Entertainment Marketing	15	e-PG Pathshala
IV	<b>Leisure Service Marketing</b> – Travel and Tourism Marketing.– Global Financial Services – Professional Service Marketing – Hospital Marketing – Consultancy Marketing. <b>Self-study:</b> Travel and Tourism Marketing	15	e-PG Pathshala
V	<b>Service Quality:</b> Introduction – Measurement Of Service Quality – TQM- Service marks- ISO standards. <b>Self-study:</b> The Gaps Model of Service Quality	15	e-PG Pathshala
<b>TOTAL</b>		<b>75</b>	



<b>Text Book:</b> 1. Service marketing. S.M.JHA, Himalaya publishers.	
<b>Reference books</b>	
1. Services Marketing (6 <sup>th</sup> Edition, 2008) by P.N. Reddy, H.R. Appannaiah, S. AnilKumar, Nirmala, Himalaya Publishing House, NewDelhi.	
2. Relationship Marketing Text & Cases (1 <sup>st</sup> edition, 2008) by Dr.S. Shajahan, Tata MC Graw hill publishing company Ltd ,NewDelhi.	
3. Services Marketing: Integrating Customer Focus Across the Firm (5 <sup>th</sup> edition,2012) Boston,by Zeithaml, Valarie A. and Mary Jo Bitner , MA:McGraw-Hill.	
4. Principles of Service Marketing and Management (2 <sup>nd</sup> Edition, 2002 ),Lovelock, Christopher and LaurenWright, Upper Saddle River, NJ: PrenticeHall.	
5. Handbook of Services Marketing and Management, (1 <sup>st</sup> Edition,1999), by Swartz, Theresa A. and Dawn Iacobucci, SAGE Publications.	
<b>Learning Methods (*):</b>	
<ul style="list-style-type: none"> <li>• Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing,etc.,</li> </ul>	
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)	
<b>e-Resource/e-Content URL:</b>	
<ul style="list-style-type: none"> <li>• NPTEL:<a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a></li> </ul>	
Course Designer: <b>Dr. S. Shobana,</b> Associate Professor, Dept. ofM.Com(1B),STC	 BoS Chairman

<b>Course Outcomes (Cos)</b>		
On successful completion of this course the students will be able to:		
Co s	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of services Marketing	K2
CO2	Identify the skill sets required in Services Marketing	K4
CO3	Examine the various functions of international services	K4
CO4	Determine the various services marketing areas	K5

**Mapping with Program Outcomes:**

COs/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	S	S	S	S	M
CO2	L	M	S	L	M	S	S	S	S
CO3	L	L	L	L	S	S	M	S	M
CO4	M	L	M	S	S	M	S	M	S
CO5	L	S	L	M	S	S	S	S	M

S – Strong; L – Low; M – Medium



**ELECTIVE – III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEA0	Human Resource management	Core	Application	60	15		4
<b>Preamble:</b> To enable the students to learn the concept of human resource management							
<b>Prerequisite:</b> Human resource management							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Human Resource Development – Meaning - - Definitions - Human Resource Development -Functions - Roles and Competencies of HRD Professionals - Challenges to Organization and HRD professionals – Employee Behaviour – External and Internal Influence – Motivation as Internal Influence – Learning Strategies and Styles – Role of HR managers. <b>Self-study:</b> Role of HR managers	15	e-PG Pathshala
II	Framework of Human Resource Development - HRD Processes - Assessing HRD Needs - HRD - HRD Interventions- Creating HRD Programs - Implementing HRD programs - Training Methods - Self Paced/Computer Based/ Company Sponsored Training - On-the-Job and Off-the-Job - Brain Storming - Case Studies - Role Plays - Simulations - T-Groups - Transactional Analysis. <b>Self-study:</b> Role-plays	15	e-PG Pathshala
III	Evaluating HRD programs - Models and Frame Work of Evaluation - Assessing the Impact of HRD Programs - Human Resource Development Applications - Fundamental Concepts of Socialization Realistic Job Review - Career Management and Development <b>Self-study:</b> Career Management and development	15	e-PG Pathshala
IV	Management Development - Employee counseling and wellness services – Counseling as an HRD Activity - Counseling Programs - Issues in Employee Counseling - Employee Wellness and Health Promotion Programs - Organizational Strategies Based on Human Resources. <b>Self-study:</b> consulting programmes	15	e-PG Pathshala
V	Work Force Reduction, Realignment, and Retention - HR Performance and Bench Marking - Impact of Globalization on HRD- Diversity of Work Force - HRD programs for diverse employees - Expatriate & Repatriate support and development. <b>Self-study:</b> Diversity of workplace	15	e-PG Pathshala
	<b>TOTAL</b>		

<b>Text Book:</b> 1. Human Resource Development, Cengage Learning, the latest Edition
<b>Reference books</b> Human Resource Development, Uday Kumar Halder, Oxford University Press, 2009 Strategic Human Resource Development, Srinivas Kandula, PHI Learning, 2001
<b>Learning Methods (*):</b> • Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing, etc.,
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> • NPTEL: <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a>
Course Designer: <b>Dr. S. Nagarajan</b> Programme Coordinator, Dept. of M.Com(IB),STC

  
BoS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of human resource development	K2
CO2	Identify the skill sets required in human resource development	K4
CO3	Examine the various functions of HRM and HRD	K3
CO4	Determine the various areas of human resource management in the organization	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	L	L	M	M	M	M
CO2	M	S	S	M	S	M	S	M	M
CO3	S	M	M	M	L	M	M	M	M
CO4	M	S	S	M	M	S	S	M	M

S – Strong; L – Low; M – Medium



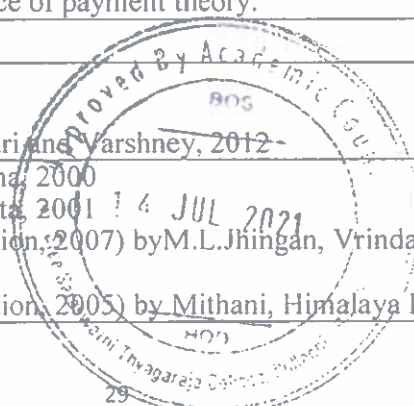
**SEMESTER - II**


Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB2C10	MANAGERIAL ECONOMICS	Core	Concept (B)	5 5	5	-	3
<b>Preamble:</b> To enable the students to learn the concept of managerial economics							
<b>Prerequisite:</b> Economics							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Managerial Economics: Meaning-Nature-Scope- Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Profit maximization and wealth maximization	12	e-PG Pathshala
II	Demand analysis - Demand determinants – Demand distinctions- Law of demand-exceptions to law of demand–Elasticity of demand – Types, methods – Applications- Factors influencing elasticity of demand – Demand forecasting: Meaning-methods-advantages & disadvantages	12	e-PG Pathshala
III	Production Function- Laws of returns-Law of variable proportions-Assumptions and Significance-Limitations. Cost and Revenue – Fixed cost – Variable cost-Total, Average and Marginal cost- Long run and short run costs curves-Revenue curves-Average and marginal revenue-Break Even Analysis–Economies of scale of production.	12	e-PG Pathshala
IV	Pricing and output decisions in different market situations – Monopoly and Duopoly competition--Perfect and Imperfect Pricing policies. Business cycle – National income-Monetary and Fiscal Policy – Public finance- Industrial Sickness – causes –remedies.	12	e-PG Pathshala
V	International Trade Theories –Introduction- Absolute advantage theory- Comparative cost theory –H.O theory – Porters Diamond theory- International Trade Equilibrium Exchange Rate Theories: Mint Parity Theory - PPP theory- interest rate theory- Balance of payment theory.	12	e-PG Pathshala
<b>TOTAL</b>		<b>60</b>	

**Text Books**

1. Managerial Economics : Maheswari and Varshney, 2012-
2. Managerial Economics : P.L.Metha, 2000
3. Managerial Economics : G.S.Gupta, 2001
4. International Economics (5th Edition, 2007) by M.L.Jhingran, Vrinda Publication Pvt Ltd, New Delhi.
5. International Economics (4th Edition, 2005) by Mithani, Himalaya Publishing



House, Mumbai	
<b>Books for Reference</b> Managerial Economics : D.Gopalakrishnan, 2000 Managerial Economics : B.M.Wali & Kalkundrikar, 2010 Managerial Economics : S. Sankaran, 2011	
<b>Focus of Course:</b> Employability	
<b>e-Resource/e-Content URL:</b> • NPTEL: <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a>	
Course Designer: <b>Dr. S. Nagarajan</b> Programme Coordinator, Dept. of M.Com(IB),STC	 BoS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>COs</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	Acquire the knowledge about the nature and scope of Managerial Economics, demand analysis and law of variable proportion and International Business Theories	K1
CO2	Understand the role of Managerial Economist, goal of corporate enterprises, demand determinants, types of market, national income and public finance.	K2
CO3	Have thorough knowledge about various types of costs and revenues and Break-Even-point analysis.	K3
CO4	Analyze role of managerial economist in demand analysis, cost and production analysis.	K4
CO5	Evaluate the value of enterprises, pricing and output decisions, business cycles and causes and remedies of industrial sickness	K5


**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	L	L	M	M	M	M
CO2	M	S	S	M	S	M	S	M	M
CO3	S	M	M	M	L	M	M	M	M
CO4	M	S	S	M	M	S	S	M	M
CO5	S	M	S	M	M	M	S	S	M

S – Strong; L – Low; M – Medium

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2C20	Business Research Methods	Core	Application	55	5		5
<b>Preamble:</b> To study the research concepts, methodology, identify the research problem, framing the objectives and analyzing the data with the help of statistical tools.							
<b>Prerequisite:</b> Research Methodology and Advanced Statistics							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Research: Meaning- Objectives- Types of Research –Criteria of good research. Research problems: Definition - Sources, Selection and formulation. Review of Literature: Need- Sources- Planning <b>Self-Study:</b> Criteria of good research	12	e-PG pathasala
II	Research Process – Steps in research - Hypothesis – Formulation – Testing of hypothesis - Research Design - Meaning, Features and Types of sampling – Methods – Sample design – Population – Sample size – Sampling & Non Sampling errors <b>Self-Study:</b> Types of sampling.	12	e-PG pathasala
III	Methods of Data collection – Tools of data collection - Pilot study – Measurement and Scaling Techniques. Processing of data – Analysis and Interpretation of data – Types of analysis – Measures of Central Tendency – Mean, Median and Mode. Measure of Dispersion: Standard Deviation and Co-efficient of variation <b>Self-Study:</b> Pilot study	12	e-PG pathasala
IV	Correlation – Meaning – Features – Types - method of measurement of correlation - Karl Pearson Co- efficient of correlation and Spearman's Rank Correlation. Regression – Meaning – Features - Distinguish between Correlation and Regression (x on y and y on x).– Parametric test : t test, F test, Chi-square test, ANOVA (One way ANOVA)	12	e-pgpathasala
V	Report writing – Types – Planning – Principles – Significance – <b>Steps in report writing</b> – layout of a report – Documentation – Footnotes and Bibliography – Computerization in Business Research <b>Self-Study:</b> Types of reports	12	Vidhyamithra
	USP: Preparation of Questionnaire		

<b>TOTAL</b>	60
<b>Text Books:</b>	
1. <b>Research Methodology</b> (2011) by O.R. Krishnasamy & Ranganathan, Himalaya Publishers, New Delhi.	
2. <b>Research Methodology</b> (2nd edition, 2006) by C.R. Kothari, New Age International Publishers.	
<b>Reference Book(s):</b>	
1. <b>Research Methodology</b> (16 <sup>th</sup> edition 2013) by Saravanel, KitabMahal Publications,	
2. <b>Research Methodology</b> (2014), by Bill Taylor, Gautham Singha, Tapozghoshal, PHI Learning Pvt Ltd.,.	
3. <b>MLA Handbook for writers of research paper</b> (2009) ED 7 <sup>th</sup> edition, Joseph Gibalde Affiliated East West Press, New Delhi.	
4. <b>Statistical Methods</b> (44 <sup>th</sup> Edition 2014), S.P.Gupta, Sultan Chands & Sons Publications	
<b>Learning Methods (*):</b>	
• Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/etc.,	
<b>Focus of Course:Employability</b>	
<b>e-Resource/e-Content URL:</b>	
<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=21">http://epgp.inflibnet.ac.in/ahl.php?csrno=21</a>	
LIS_P 10 Module : 18 : Basics of Research Methodology	
Course Designer: <b>Dr. R.VENKATESH</b>	 BoS Chairman
Associate Professor, Dept. of M.Com(IB), STC	

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>COs</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	Develop the research problem	K6
CO2	Apply the knowledge in formulating hypothesis, research design and sampling	K3
CO3	Categories the methods of data collection and analysis & interpretation of data	K4
CO4	Analysis the data by using correlation, regression, and parametric tests	K4
CO5	Compile the research work by report writing	K6


**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M	M	M	S	M	M
CO2	M	S	S	L	S	M	S	S	S	S
CO3	M	S	M	M	L	M	M	M	M	M
CO4	M	S	S	M	M	M	S	S	M	S
CO5	M	S	S	M	M	M	S	S	M	M

S – Strong; L – Low; M – Medium

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB2C30	Foreign trade Procedures and documentation	Core	Application	45	5	-	4
<b>Preamble:</b> This course aims at facilitating the student to Understand the International Business Procedures and Documentation							
<b>Prerequisite:</b> Export Import related knowledge							
Unit	Course contents				Hours	e-Resources/ e-Content	
I	<b>Foreign Trade policy structure</b> , Classification of Goods – need for procedures and documentation for foreign trade Importer and exporter code number and registering authorities. FEMA and Licensing Policy. Selecting products for export, consideration – impact of foreign trade policy on products selection- Selecting export markets; country identification - risk assessment – number of countries for exports- Concluding sound exports contract. UCP 600 -INCO terms.				10	Website of DGFT	
II	<b>Inspection:</b> Quality control and pre-shipment inspection <b>Terms of payment - Pre-shipment Finance</b> – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance. <b>Self-Study :</b> Refinance of Post-shipment Finance				10	NPTEL Video Lectures/	
III	EXIM Bank, EXIM Bank rules and regulation for financial support, Project preparation for worldwide Organization– Commercial Bank – Export Credit Guarantee Corporation.				10	NPTEL Video Lectures/ EXIM Tutor/ Ministry of Commerce	
IV	<b>Export documents:</b> Commercial documents-Regulatory documents, Transport Documents. commercial documents <b>Export procedures:</b> Registration stage:- Pre-shipment stage- Shipment stage- Central Board of Excise and Customs (CBEC), Introduction to Ice Gate, New Initiatives by CBEC: e-Sanchit, ICETRAK and ICETAB Customs Clearance for Export under ICEGATE, Single Window Interface for Facilitating Trade(SWIFT), Post shipment Stage				10	NPTEL Video Lectures Vidya-Mitra Portal/India Trade Portal/ e-PGPathshala	

V	<b>Import procedures:</b> Negative lists for imports – Tariff classification – categories of Importers – Schemes for Importers - <b>Introduction of import finance</b> – Bulk import finance for inputs – Import finance against foreign loans of credit – Foreign Exchange for import of inputs – Payments methods for imports. FEMA regulation for Import. Import Documents, Import procedures-Legal dimensions –Retirement of Import Documents- Customs Clearance for import - Road, Sea and Air Cargo. <b>Self-study:</b> Foreign Exchange for import of inputs	10	Website of DGFT
	<b>Total</b>	50	

<b>Text Books:</b>		
<p><b>1.A Guide on Export Policy Procedure and Documentation</b> (latest edition 2012), by M. L. Mahajan, Snow white Publications, Mumbai.</p> <p><b>2.Export and Import Management</b> (1<sup>st</sup>Edition, 2006) by Aseem Kumar, Excel Publication, New Delhi.</p>		
<b>Reference Book(s):</b>		
<p><b>1.International Trade policy, practices, procedures and Documentation</b> by Dr.C.Jeevanandam, Sulthan&amp; Chand Publication, New Delhi.</p> <p><b>2. Export Management</b> (New Edition 1995) by Agarwal&amp; R.K. Varma, King’s Publishers, UnitedStates.</p> <p><b>3. Export Import Procedures and Documentation</b> (4<sup>TH</sup> Edition 2007) by Jain Khushpat.S, Dr.W.K.Acharya, Himalaya Publication, New Delhi.</p> <p><b>4. International Marketing</b> (5<sup>th</sup> Edition, 2008) by Sakonkivist&amp; John J. Shaw, Prentice Hall India Ltd., NewDelhi.</p>		
<b>Learning Methods (*):</b>		
<ul style="list-style-type: none"> <li>Assignment/Seminar/Quiz/Grpup Discussion/Case-Study/Self-Study Component/etc.,</li> </ul>		
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)		
<b>e-Resource/e-Content URL:</b>		
e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ah1.php?esno=6">http://epgp.inflibnet.ac.in/ah1.php?esno=6</a> (Management :P-05/ M-19, P-08/M-31)NPTEL: <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a>		
Course Designer: <b>Dr. S.Shanthakumari</b> Associate Professor, Dept. of M.Com(IB),STC Chairman		 BoS
<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>CO's</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	Make use of structure, procedures and documentation in foreign trade operations	K3
CO2	Analyze the export business process	K3



Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB2C40	<b>Cost and Management Accounting</b>	Core	Analysis	55	5	-	4
<b>Preamble:</b> To enable the students to learn the basic concepts, principles, functions, and application of Accounting in management.							
Prerequisite: International Accounting Concepts and Management Accounts							
Unit	Course contents				Hours	e-Resources/ e-Content	
I	<b>Introduction:</b> Introduction Accounting and its changing role - Accounting as an information system, Accounting as a service activity, Nature of Accounting Theory, practice as the base of theory, foundations of Accounting Theory. Theoretical basis of accounting internationalisation of the content and objectives of accounting – accounting subjects affecting internationalisation – a critical assessment <b>Self-Study:</b> Accounting as an information system				12	NPTEL Video Lectures	
II	<b>International accounting</b> – Introduction, Formation of IASC, Major components of the IASC structure - Reorganisation of IASC to IASB, Difference Between IAS and IFRS (Theory Only) <b>Self-Study:</b> Major components of the IASC structure				12	NPTEL Video Lectures/	
III	<b>Basics of Costing:</b> Marginal Costing: Break-Even Analysis and; break-even charts and profit charts; differential cost analysis; stock valuation under marginal costing vs. absorption costing <b>Applications of marginal costing in decision making:</b> Profitable product mix – Make or Buy Decisions = Diversification of Production – Fixation of selling Price – Profit planning (Theory and Problems) <b>Self-Study:</b> Cost-volume-profit analysis				12	NPTEL Video	
IV	<b>Transfer Pricing</b> – Introduction and Meaning - Objectives of intercompany Transfer Pricing – Methods of Transfer pricing – Pricing based on cost – Market price as transfer price – Negotiable pricing – Pricing based on opportunity cost - Determination of Inter-departmental or Inter-company Transfer Price <b>Self-Study:</b> Pricing based on opportunity cost				12	NPTEL Video Lectures Vidya-Mitra Portal/India Trade Portal/ e-PGPathshala	
V	<b>Introduction to Management Accounting:</b> Objectives, nature and scope of management accounting - Limitations of management accounting - Change Management Accounting <b>Budgetary Control:</b> *Meaning & Definition of Budgetary Control, Budget, Budgeting & Budgetary Control, Essentials and Preparation of Different				12	NPTEL Video	

CO3	Explain the export documentation and inspection procedures	K4
CO4	Appraise export procedures and customs clearance	K5
CO5	Examine the import procedures, documents and procedures	K4

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	M	S	L	S	M	M	S	M
CO2	M	S	S	S	S	M	S	S	S
CO3	S	M	L	L	S	M	M	M	M
CO4	L	M	S	M	S	M	S	S	M
CO5	L	M	S	M	S	M	M	M	M

S – Strong; L – Low; M – Medium





Budgets: Production, Sales, Cash, Flexible, Zero base budgets- Steps in Budgetary Control. (Theory and Problems) Self-Study: Steps in Budgetary Control.		
	<b>Total</b>	60

**Reference Books:**

1. **Financial Accounting**, (3<sup>rd</sup> Edition, 2010), Jain & Narang, Kalyani Publication. (Unit-I)
2. **Cost and Management Accounting** (14<sup>th</sup> Edition, 2014) by Jain & Narang, Kalyani Publishers. (Unit III, IV and V)
3. **Cost Accounting** (4<sup>th</sup> Edition, 2014) by Y. Hari Prasad & T.S. Reddy, Margham Publishers
4. **Management Accounting**, (1<sup>st</sup> Edition, 2013) Sharma & Shashik. Gupta, Kalyani Publication, New Delhi

**Learning Methods (\*):**

- Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/etc.

**Focus of Course:** Employability (Employability//Skill Development)

**e-Resource/e-Content URL:e-PG Pathshala:** 1. <http://epgp.inflibnet.ac.in/ahl.php?csrno=6>  
COM\_P4\_M1 - Accounting Theory: Nature and Scope COM\_P4\_M13 - Evolution Of IFRS  
COM\_P6\_M1- Introduction to Management Accounting

Course Designer: **Dr. S. Shanthakumari**  
Asst. Professor, Dept. of M.Com(1B), STC

*[Signature]*  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply basic accounting knowledge in the preparation of the financial statement of the company	K3
CO2	Analyse the financial statement by using financial tools to offer Solutions towards critical issues.	K4
CO3	Apply the different methods and types of costing in cost sheet preparation to uplift the financial position of the company	K3
CO4	Preparation and interpretation of management accounting Concepts in managerial decision making.	K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	S	S	S	S	M
CO2	S	S	M	S	S	S	S	S	S
CO3	S	M	S	M	S	S	M	S	M
CO4	S	M	S	M	S	M	S	M	S
CO5	S	S	M	S	S	S	S	S	M

S – Strong; L – Low; M – Medium.

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB2C50	COMPUTER APPLICATIONS – MS OFFICE AND INTERNET-PRACTICAL - I	Core	Practical	-	-	60	4
<b>Preamble:</b> To enable the students to learn the MS Office							
<b>Prerequisite:</b> Fundamentals of Ms Office							
Unit	Course contents				Hours	e-Resources/ e-Content	
I	<p><b>MS Word</b></p> <p>1. Type a cost audit report and perform the following:</p> <p>A) Right alignments, bold the important words.</p> <p>B) Center aligns the second paragraph and perform italics for the important words.</p> <p>C) Change third paragraph into two column paragraph.</p> <p>D) Insert page numbers at the bottom, Insert date, time and heading in the header section.</p> <p>E) Character spacing for side headings.</p> <p>2. Prepare a questionnaire (minimum 15 questions) in your area of specialization Marketing/ Finance / HR.</p> <p><input type="checkbox"/> Use bullets &amp; numbering</p> <p><input type="checkbox"/> Check the spelling according to British English</p> <p><input type="checkbox"/> Use thesaurus to replace a word</p> <p><input type="checkbox"/> Use dropcap</p> <p>3. Type a sample research report and perform the following functions:</p> <p>Insert symbols, caption, page break, justification of text, indent a text, rearrange paragraphs using mouse.</p> <p>4. Type a published horizontal form of a balance sheet of a company and perform the following</p> <p><input type="checkbox"/> Tables:- insert, delete rows &amp; columns</p> <p><input type="checkbox"/> Borders:-top &amp; bottom only</p> <p><input type="checkbox"/> Auto format tables</p> <p><input type="checkbox"/> Change backgrounds to differentiate heading of the table with others.</p> <p>5. Identify an organization and prepare an organizational chart prevailing in that concern.</p>				60	Youtube Videos	

6. Prepare a table showing Employees Performance appraisal system, using the following for:

- Use auto format for tables.
- Change the text color of the headings.
- Sort the employees in the alphabetical order.
- Link the employees' address using hyperlink.
- Merge two cells.

7. Prepare a diagrammatic representation showing the Elements of Cost, using auto shapes.

8. Prepare an attractive Advertisement to create a demand for a particular Accounting Package by using 3 D effects, Clip arts, Stars, Banners in Autosshapes.

Perform mail merge operation for sending notice to share holders for AGM.

### **.S.POWER POINT**

1. Draw diagrams of different packing labels in MS Word and display it in PowerPoint.
2. Create contents of a sample research report on your area of specialization.
3. Prepare a PowerPoint Presentation for the following:

a) Product Advertisement, b) Company Advertisement

Using hyperlink to all slides, different animation effect for text & pictures, fully automatic--

Timing

### **MS EXCEL**

1. Prepare a table showing the customer details of a bank. [Customer name, Nature of account, Account Number, Address, E-Mail ID] and Perform the following:

- Delete the customer who had closed the A/c.
- Insert a row in between the 1st & 2nd customer.
- Insert a column in between Address & Email ID and Name it as Telephone Number
- Hide the column, "Address"

2. Create a table of a company with the following details [Name of the employees, Name of the department, Net Pay, City Address]


- Copy the production department employees in sheet number 2.
- Copy the details of the employees staying in Coimbatore city.
- Find the person who is getting a maximum salary

3. Prepare payroll for the employees (10 employees) of an organization and count the number of employees who are getting the salary of more than Rs. 10,000/-. Calculate with the following components (DA, HRA, CCA, EPF, LIC) as a percentage of basic pay and sum the total basic pay, net pay

	<p>of all employees.</p> <p>4. Prepare an excel sheet under the main heading of assets &amp; liabilities and perform the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Select a column and change the number format to Rupees and paise (0.00) format.</li> <li><input type="checkbox"/> Change a particular range of cells font as bold</li> <li><input type="checkbox"/> Select a row and hide it.</li> <li><input type="checkbox"/> Use shortcut key and go to sheet 3 and select a cell.</li> <li><input type="checkbox"/> Prepare a bin card for the issues &amp; purchases made during the particular month use Auto format wizard.</li> </ul> <p>5. Prepare a demand forecasting for a new Product Life Cycle of a given product, collect the details regarding sales, and profit of a product for the past 10years, fit it in a chart, and present it in power point.</p> <p>6. Prepare a trend analysis of a product whose year and sales figures are given (10years).</p> <p>7. Prepare a break-even chart using Chart Wizard.</p> <p>8. Collect EPS and Market price of the shares, NAV and Turnover of 10 different companies from the leading business dailies and enter in a table. Calculate the price earnings per share. Copy it into different sheets in the name of each company use copying, count function and statistical functions.</p> <p>9. Find the correlation between demand and price of a product.</p> <p>10. Create a table showing the following: 1) Years (Minimum 5 years) 2) Profit 3) Depreciation 4) Profit after Depreciation 5) Tax 6) Profit after tax 7) Cash Inflows 8) Cumulative cash inflows Of a project and find it's Payback Period.</p> <p>11. VLOOK, HLOOK Operations</p> <p><b>M.S.ACCESS</b></p> <p>1. Create a student's database Find Total, Average, and Display list where average is greater than 60% and Retrieve the students according to the highest marks.</p> <p>2. Collect and Create a database for maintaining the address of the policy holders of an Insurance company with the following constraints:</p> <ul style="list-style-type: none"> <li>I. Policy Number should be the primary key</li> <li>II. Name should not be empty</li> <li>III. Maintain at least 10 records</li> <li>IV. Retrieve the addresses of female policyholders whose residence is at Coimbatore</li> </ul>	
	<b>Total</b>	<b>60</b>

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB2EA0	Multimodal Transport Management	Elective	Application	55	5	-	4
<b>Preamble:</b> This course aims at facilitating the student to impart knowledge on basis of Multimodal Transport Management							
Prerequisite: Transportation Management							

Unit	Course contents	Hours	e-Resources/ e-Content
I	International Air Transportation –Meaning, Importance, Scope and major services- Modes of Transportation- Transportation Management system. <b>Self-study:</b> Scope of International Air Transportation	12	YouTube Videos/e-PG Pathshala
II	Types of aircrafts-Aircraft dimensions-Airport Charges-Air cargo Clearance-Air way bill-Airline Industry, Transportation of Goods through Air, Transportation Infrastructure, International Air Transport, World Air Cargo Growth, Benefits of Air freight, International Airports of India, Air cargo chain, Airport Charges, Role of TIACA. <b>Self-study:</b> Airway bill	12	YouTube Videos/e-PG Pathshala
III	Airport Classification –Basic Methods of Air freight — IATA –consolidation Air cargo & its benefits. <b>Self-study:</b> Basic Methods of Airfreight	12	Lectures/e-PG Pathshala
IV	Ocean Transportation –Meaning, Importance, size of vessels, Ocean Freight calculation Ministry of Shipping-, -Its Functions and Initiatives. Shipping Corporation of India. International Maritime organization-Its Functions and Initiatives	12	videos/e-PG Pathshala
V	Multimodal transportation: Types, Insurance in multimodal transportation, operations, Maritime frauds and crimes .Marine Insurance <b>Self-study:</b> Maritime frauds and crimes	12	YouTube/e-PG Pathshala
<b>Total</b>		<b>60</b>	

<b>Reference Books:</b> Microsoft Office 2010 Introductory Gary B. Shelly, Misty E. Vermaat(Latest edition)		
<b>Learning Methods (*):</b> • Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-StudyComponent/etc.		
<b>Focus of Course:</b> Skill Development (Employability//Skill Development)		
<b>e-Resource/e-Content URL:</b> youtube resources		
NPTEL: <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a>		
Course Designer: <b>Dr. S.Nagarajan</b> Programme Co-ordinator, Dept. of M.Com(IB),STC		 BoS Chairman
<b>Course Outcomes (COs)</b> On successful completion of this course the students will be able to:		
<b>CO's</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	Apply basic application in MS Word	K3
CO2	Apply basic application in MS Powerpoint	K4
CO3	Apply basic application in MS Excel	K3
CO4	Apply basic application in MS Access	K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	S	S	S	S	M
CO2	S	S	M	S	S	S	S	S	S
CO3	S	M	S	M	S	S	S	S	M
CO4	S	M	S	M	S	S	S	S	S

S – Strong; L – Low; M – Medium



**Text Book(s):**

1. Logistics Management & World Sea borne Trade (1st edition) by Dr. Krishnaveni Muthaih, Himalaya Publishing House
2. Logistics management for international business - text and cases(1st edition 2009) by S.Sudalaimuthu and S.Anthony Raj, PHI learning private limited

**Reference books :**

1. Logistics – An Introduction to SCM (2008 edition) by Donald waters, Mac Milan publishers
2. Logistics and Supply Chain Management – Cases and Concept by G.Raguram and N.Rangaraj, Macmilan publishers, London, United Kingdom.
3. Logistics Management -the integrated supply chain management (18th edition 2008)by David J closs, Donald J bowers, Pearson Prentice Hall Publishers.
4. Logistics Management(Latest edition) by Sople.V.V, Pearson publication

**Learning Methods (\*):**

- Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets, Role playing,etc.,

**Focus of Course:** Entrepreneurship  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/ Content URL:** NPTEL

Course Designer: **Mr. S. Nagarajan**  
HoD, Dept. of M.Com(IB),STC

  
BOS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To understand the basic concepts of transportations	K4
CO2	To compile the various transport management in multimodal transportation	K5
CO3	Develop successful programs for achieving the optimum cost in international transport management	K6
CO4	Analyze the interdisciplinary approaches in International Transportation Management	K4

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	S	M	M	S	M
CO2	L	M	S	L	M	M	M	S	S
CO3	L	L	L	L	S	M	M	M	M
CO4	M	L	M	S	S	M	S	S	M

S – Strong; L – Low; M – Medium



Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEB1	International Capital and Money Markets	Elective	Application	55	5	-	4
<b>Preamble:</b> To enable the students to learn the concept of international capital and money markets							
<b>Prerequisite:</b> New Course							
Unit	Course contents			Hours	e-Resources/ e-Content		
I	International Money Markets: -Money Market Instruments - Comparison of New York, Indian Money, Interest Rates in Money Markets-Institutions in international Money Market. <b>Self-Study:</b> Institutions in international Money Markets.			12	e-PG Pathshala		
II	International Capital Markets: Capital Market Instruments- International Equity Markets Issuance of international Equity shares in primary and secondary markets- International stock exchanges-New York , London, Tokyo, and Hong kong – Depository Receipts. <b>Self-Study:</b> Depository Receipts.			12	e-PG Pathshala		
III	Exchanges International Bond Market: Types-Issuance of Bonds-Bond Issue Drill –Bench Mark Drill - Euro Currency Market:- Euro Dollar- Euro Deposit and Loans, International Stock Index - Rating Agencies. <b>Self-Study:</b> International Rating Agencies.			12	e-PG Pathshala		
IV	International Development Associations: International Finance Corporation – World Bank- Multinational Banking and operations. <b>Self-Study:</b> World Bank			12	e-PG Pathshala		
V	Case studies (Case studies only from text and reference books)			12	e-PG Pathshala		
<b>Total</b>				60			
<b>Text Book:</b> 1. International Finance (latest edition,2013) by P. R. Bhatt, Anmol Publication							



**Reference Books**

1. International Finance (3rd edition, 2003) by Maurice D. Levi, Tata MC Graw Hill publishers
2. International Financial Management (4th Revised edition, 2007) by V. K. Bhalla, Anmol Publication
3. International Financial Management (Revised edition, 1999) by P.K.Jain, Macmillan India Ltd
4. International Financial Management (4th Edition, 1996) by Alan C. Shapiro-Prentice Hall India Private Limited
5. Indian Financial System- (3rd Edition, 2005) By H R Machiraju Publisher: Vikas Publishing House.
6. An Introduction to International Capital Markets (2nd Edition, 2007) Mr. Andrew A. Chisholm Published by John Wiley & Sons.

**Learning Methods (\*):**

- Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing, etc.,

**Focus of Course:** Entrepreneurship (Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:** NPTEL

Course Designer: **Dr. S. Nagarajan**  
Programme coordinator, Dept. of M.Com(IB), STC

*(Signature)*  
BoS Chairman

**Course Outcomes (COs): On successful completion of this course the students will be able to:**

COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the capital and money market functions	K2
CO2	Identify the skill sets required for dealing the money and capital market instruments	K4
CO3	Examine the investment and sourcing opportunities in money and capital markets	K4
CO4	Determine the role of international financial institutions	K5

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	S	M	M	S	M
CO2	L	M	S	L	M	M	M	S	S
CO3	L	L	L	L	S	M	M	M	M
CO4	M	L	M	S	S	M	M	S	M


S – Strong; L – Low; M – Medium

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEB0	Human Resource Accounting	Core	Application	55	5		4

**Preamble:** To enable the students to learn the concept of human resource management

**Prerequisite:** human resource management

Unit	Course contents	Hours	e-Resources/ e-Content
I	Meaning & Definition of HRA – Importance - Development of the Concept – History of Score Card - HRA for Managers & HR Professionals - Investment in Human Resources – Quality of Work Force and Organisations’ Performance -Modern Market Investment Theory- Basic terminologies Self-study: Basic terminologies	12	e-PG Pathshala
II	Human Resource Planning – Human Capital Investment Human Capital & Productivity - Human Resource Accounting – Measurement of Human Value addition into Money Value – Objectives of Human Resources Accounting – Approaches to Human Resource Accounting. Self-study: objectives of human resource accounting	12	e-PG Pathshala
III	Investment Approach – Investment in Human Resources - HR Value – Concepts, Methods & Mechanisms - Recruiting and Training Costs – Depreciation –Rates of Return – Organization Behavior Vs Turnover – Non-Value Adds in the Management of Human Resources, Measures and Prevention - Organization Climate Approach – Improvement Determination of Changes in Human Resource Variables – Increased Costs, Cost Reduction and Future Performance. Self-study: Cost reduction and future performance	12	e-PG Pathshala
IV	HR Accounting – Design, Preparation & Implementation - Accounting and Management Control - Management Control Structure and Process - Design of HR Accounting Process & Procedures for each of the HR Sub-system including Recruitment, induction, Performance Appraisal and Training - Classification of Costs in HR Accounting – Behavioral Aspects of Management Control – Social Control. Self-study: Social control	12	e-PG Pathshala
V	HR Auditing and Accounting – Fundamentals and functions- HRA Software - HRA Oriented Reporting Processes Including P & L Accounts & Balance Sheet - Experiences and Extrapolations on HRA. Self-study: HR Auditing	12	e-PG Pathshala
	<b>TOTAL</b>	<b>60</b>	
<b>Text Book:</b>			
I. ACCOUNTING FOR HUMAN RESOURCES , Rakesh Chandra Katiyar , UK Publishing			

<b>Reference books</b> M. Saeed, D.K. Kulshreshtha , HUMAN RESOURCE ACCOUNTING, Anmol Publications. D. Prabakara Rao, HUMAN RESOURCE ACCOUNTING, Inter India Publications	
<b>Learning Methods (*):</b> • Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing,etc.,	
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)	
<b>e-Resource/e-Content URL:</b> • NPTEL: <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a>	
Course Designer: <b>Dr. S. Nagarajan</b> Programme coordinator, Dept. ofM.Com(IB),STC	 BOS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of human resource accounting	K2
CO2	Identify the skill sets required in human resource development	K4
CO3	Examine the various functions of HRA	K3
CO4	Determine the various areas of human resource accounting in the organisation	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	L	L	M	M	M	M
CO2	M	S	S	M	S	M	S	M	M
CO3	S	M	M	M	L	M	M	M	M
CO4	M	S	S	M	M	S	S	M	M

S – Strong; L – Low; M – Medium

**LIST OF INTER DISCIPLINARY CORE COURSES (IDC)**

**SEMESTER – II**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MSW2I10	Foundations of Counselling	IDC	Application (D)	22	3	--	2

**Preamble:** This course aims to enrich their knowledge about Counseling history and basis of counseling and therapeutic relations, assessment, testing and diagnostic processes Group counseling and counseling in various fields and settings.

**Pre-requisites:** Basic understanding about the counselling

**Syllabus:**

Unit	Course Contents	Hours
I	<b>Basics of counselling:</b> Principles and goals; Need and scope for counselling; Ethical issues	5
II	<b>Role of counsellor:</b> Counsellor and counselee characteristics facilitating counselling; Expectations from counsellor; External conditions influencing counselling	5
III	<b>Positive psychology oriented counselling:</b> Enhancing happiness and pleasure; Engagement and meaning making; Identifying and developing character strength and virtues	5
IV	<b>Special areas of counselling:</b> Counselling for children with emotional disturbance and learning disability; Drug addiction; Marital counselling.	5
V	<b>Other areas of counselling:</b> Occupational counselling; Counselling for patients with Terminal disease /chronic illness-HIV/AIDS, cancer patients and for their caretakers.	5

**Text Book:**

- Narayana rao S,(2008), **Counseling Psychology**, Second Edition, New Delhi, TATA McGrawhill Publishing Co Ltd.

**Reference:**

- Gelso, Charles J. & Fretz, Bruce R.1995 **Counseling Psychology**, Bangalore, Prism Book Pvt. Ltd.
- Dave, Indu, 1991 **The Basic Essentials of Counseling**, New Delhi, Sterling Publishers
- Gururani, 2005 **Guidance & Counseling: Educational, Vocational & Career Planning**, New Delhi, Akansha Publishing House.
- Leigh, A. 1998 **Referral and Termination Issues for Counselors**, New Delhi, Sage Publications
- Patterson, Lewis E. 1981 **The Counseling Process**, New York, Tata McGraw Hill Publishing Company Ltd.
- Prahanthem, B.J., 1988 **Therapeutic Counseling**, Vellore,Christian Counseling Centre.

7. Sharma, Ram Nath, 2001 <b>Counseling and Guidance</b> , Surjeeth Publications, New Delhi.	
8. Woofe, R & Dryden, W. <b>Handbook of Counseling Psychology</b> , New Delhi.	
<b>Focus of Course:</b> Skill Development	
<b>Course Designer :</b> Dr G. Anbuselvi Assistant Professor, Dept. of MSW, STC	<b>Dr.G.Anbuselvi</b> BOS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>CO Number</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	The students can enrich their knowledge about Counselling history and basics of counselling.	K1
CO2	Enriching their knowledge about therapeutic relations and Assessment	K2
CO3	Enriching and applying Therapeutic Intervention in Social Work Fields	K3
CO4	Analyzing the need of counselling in various setting.	K4
CO5	Explore the students to practice counselling for persons with various disorders	K4

#### Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	M	S	M	M	L	L
CO2	S	S	M	M	S	S	S	S	L	S
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S	M	S
CO5	S	S	M	S	S	S	S	S	S	S

S- Strong; L- Low; M-Medium



**SEMESTER – II**

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MEN2I10	<b>Business Communication</b>	<b>IDC</b>	<b>22</b>	<b>5</b>	<b>-</b>	<b>2</b>
<b>Preamble:</b> To equip students to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication						
<b>Prerequisite:</b> A basic knowledge on LSRW skills						

Units	Course contents	Hours
I	Introduction: Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers	5
II	Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter - office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.	5
III	Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.	5
IV	Vocabulary: Words often confused Words often misspelt, Common errors in English.	5
V	Oral Presentation: Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.	5

**Text Books:**

1. Bovee, and Thill, Business Communication Essentials, Pearson Education
2. Shirley Taylor, Communication for Business, Pearson Education
3. Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education

**Reference Books:**

1. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education
2. Dona Young, Foundations of Business Communication: An Integratfye Approach, McGraw Hill Education
3. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, Business Communication: Connecting in a Digital World (SIE), McGraw Hill Education

**Teaching Pedagogy (\*):** Lecture, Group Discussion, Assignment and Seminar

**Focus of Course:** Employability (Employability/Skill Development)

Course Designer: **C.Senthilkumar**

**Christina**

Assistant Professor, Dept. of English, STC

**Dr. Vennila Nancy**

**BoS Chairman**

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Use persuasive and professional language in speech and writing.	K1
CO2	Conduct effective business research and communicating the process and findings in a range of business documents and oral presentations	K2
CO3	Embed ethical considerations in all communication modes	K3
CO4	High level team work and analysis of team process	K4
CO5	Demonstrate advanced interpersonal communication, business etiquette and relationship building skills	K5

#### Mapping the Programme Outcomes

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	S	S	M	L	S	S	S
CO2	L	M	S	S	S	M	L	S	S	S
CO3	L	M	S	S	S	M	L	S	S	S
CO4	L	M	S	S	S	M	L	S	S	S
CO5	L	M	S	S	S	M	L	S	S	S

S – Strong; L – Low; M – Medium






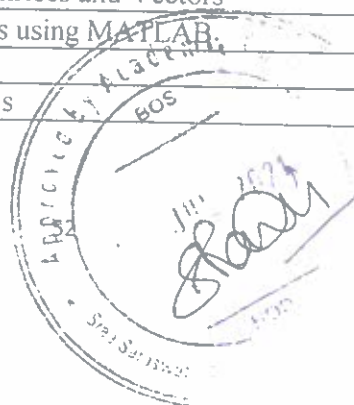
**SEMESTER – II**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MMA2110	Basics of MATLAB	IDC	Concept (B)	20	10	-	2
<b>Preamble:</b> This course aims at facilitating the student to learn the basic concepts of MATLAB.							
<b>Prerequisites:</b> Computer and Mathematics basics at PG Level							

**Syllabus:**

Unit	Course Contents	Hours	Practical
I	<b>Introduction - Basics of MATLAB:</b> MATLAB Windows-Online help- File types - General commands. Interactive Computation:	4	2
II	Matrices and Vectors - Matrix and Array operations – Command line Functions - Using Built-in Functions and On-line Help.	4	2
III	<b>Applications -</b> Linear Algebra - Curve fitting and Interpolation - Data analysis and Statistics	4	2
IV	<b>Programming in MATLAB:</b> simple graphs.	4	2
V	<b>Programming in MATLAB Graphics:</b> Basic 2D plots-3D plots	4	2
<b>Total</b>		20	10
<b>Text Book(s):</b> 1. Rudra Pratap. Getting Started with MATLAB – A Quick Introduction for Scientists and Engineers, Oxford University Press, 2003.			
<b>Reference Book(s):</b> 1. Rudra Pratap, Matlab-7, Oxford university press, New Delhi , 2006.			
<b>Learning Methods (*):</b> • Assignment/ /Quiz etc.,			
<b>Focus of Course :</b> Skill Development			
<b>Course Designer:</b> Ms. R. Chitra devi, Assistant Professor, Dept. of PG Mathematics, STC		 <b>Dr. R. Senthil Amutha</b> BoS Chairman	

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the basics of MATLAB	K2
CO2	Evaluate the concepts of Matrices and Vectors	K5
CO3	Simplify statistical problems using MATLAB.	K4
CO4	Construct Basic graphs	K5
CO5	Construct 2D and 3D plots	K5





### Mapping the Programme Outcomes

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	S	S	M	L	S	S	S
CO2	L	M	S	S	S	M	L	S	S	S
CO3	L	M	S	S	S	M	L	S	S	S
CO4	L	M	S	S	S	M	L	S	S	S
CO5	L	M	S	S	S	M	L	S	S	S

*S – Strong; L – Low; M – Medium*

**SEMESTER – II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MCM2I10	Trading in Share market	IDC	Concept B	25	5	-	2

**Preamble :** To equip the students with knowledge on share market and learn how to invest

**Prerequisite:** Basic knowledge in Share trading and Business

**Syllabus:**

Unit	Course contents	Hours
I	<b>Introduction-</b> Meaning -Nature and scope of investment – Importance of investment – Factors influencing investment – Investment media.	6
II	<b>Stock exchange in India</b> – meaning – Functions – New issue market – BSE – NSE	6
III	Equity market-Types of shares – Debentures – Bond	6
IV	Introduction to share trading- Online Vs Offline share trading- Opening of Demat A/c -Factors influencing the price of shares.	6
V	Intraday trading – Basics and strategies – How to make profit in share market.	6
	<b>Total</b>	<b>30</b>

**Text Book(s):**

1. Dr.V. Radha, Dr.R. Parameshwaran, Dr.VR. Neduchezhiyan- Investment Management - Prasanna Publications, 2015

**Reference Book(s):**

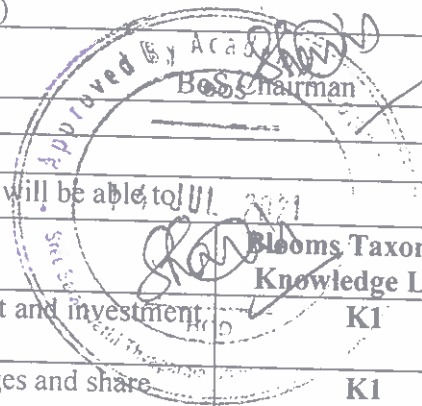
1. Preethi Singh -Investment Management - Himalaya Publications, 17<sup>th</sup> revised edition, 2010
2. Punithavathi Pandiyan -Portfolio Management– Vikas Publications House (Pvt) Ltd, 2nd Edition 2013.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Entrepreneurship  
(Employability/Entrepreneurship/Skill Development)

Course Designer: Dr.P.Gomathi  
Associate Professor, Dept. of M.Com, STC



**Course Outcomes (COs)**

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

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the basic concept of Investment and investment media	K1
CO2	Able to know the working of stock exchanges and share market	K1
CO3	Able to distinguish the capital market instruments	K2
CO4	Ability to plan an investment in shares	K3
CO5	Organise the intra trading to make profit	K3

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

*S – Strong; L – Low; M – Medium*



**SEMESTER – II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MIB2110	Travel and Tourism Management	IDC	Application	25	5	-	2
<b>Preamble:</b> This course aims at facilitating the student to impart knowledge on basis of tourism studies and overview of tourism industry, various organizations.							
<b>Prerequisite:</b> Marketing related subjects							

**Syllabus:**

Unit	Course contents	Hours
I	<b>An Introduction to Travel and Tourism:</b> Concepts, Definitions & Historical development of Tourism. <b>Types of Tourist:</b> Tourist, traveler, excursionist. <b>Types of Travel Motivators:</b> Physical Motivators, Interpersonal Motivators, Cultural Motivators, Status and Prestige Motivators <b>Forms of tourism:</b> Inbound, Domestic, International. <b>Tourism System:</b> Nature, Characteristics, Scope and components of tourism industry.	6
II	<b>Tourism Products and Services:</b> Type of tour packages, Types of Tourism Products. <b>Tourist Destinations:</b> Features, attraction, promotion, Amenities, accessibility. Impact of tourism	6
III	<b>Marketing in Travel and Tourism:</b> Marketing by public / private sector, strategies . marketing mix	6
IV	Interdisciplinary approach in tourism: Tourism Perspectives, tourism area lifecycle (TALC). <b>Tourism Organizations:</b> World Tourism Organization, Indian Tourism Organizations	6
V	<b>Emerging Areas of Tourism:</b> recent trends, types of alternate tourism, sustainable tourism: principle and code of conduct	6
<b>Total</b>		<b>30</b>

**Text Book(s):**

Service marketing. S.M.JHA, Himalaya publishers.

**Reference Book(s):**

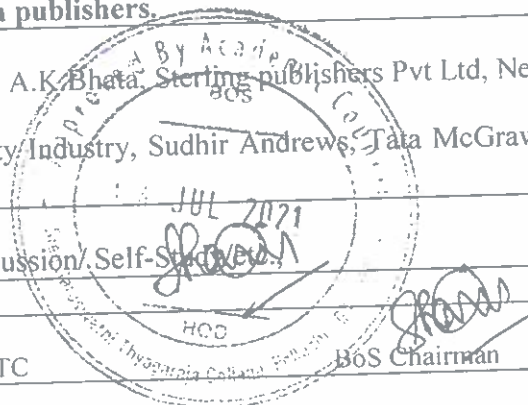
1. International tourism management, by A.K. Bhatia, Sterling publishers Pvt Ltd, New Delhi
2. Introduction to tourism and hospitality Industry, Sudhir Andrews, Tata McGraw Hills Education private Ltd, New Delhi.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study

**Focus of Course:** Skill Development

Course Designer: **Dr. S. Shobana**,  
Associate Professor, Dept. of M.Com(IB), STC

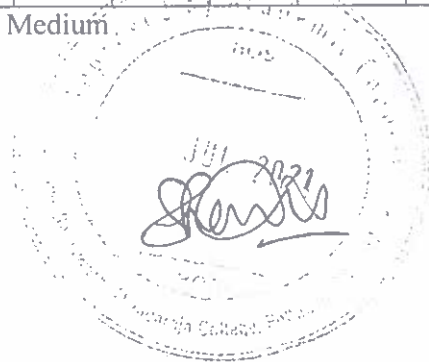


<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>CO's</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	To understand the basic concepts, forms and system in tourism sector	K4
CO2	To compile the tour packages and tourism products	K5
CO3	Develop successful programs for developing the tourism services	K6
CO4	Analyze the interdisciplinary approaches in tourism	K4
CO5	To identify the emerging trends in tourism sector	K5

#### Mapping with Program Outcomes

<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
CO1	S	S	M	S	S	M	M	S	M	M
CO2	L	M	S	L	M	M	S	S	S	M
CO3	L	L	L	L	S	M	M	M	M	M
CO4	M	L	M	S	S	M	S	S	M	M
CO5	L	S	L	M	S	M	M	M	M	M

S – Strong; L – Low; M – Medium



**SEMESTER – II**  
**PG APPLIED PSYCHOLOGY – 2021 - 2022**

Course Code	Course Name	Course Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MPY2110	Health Psychology	PART IV IDC I	27	3	-	2

**Preamble:** To know the effects of stress and the way of effective coping and know upon various health related behaviours; moreover to inculcate psychological aspects into healthy life style model.

**Prerequisite:** Basics of biology at School Level

**Syllabus:**

Unit	Course contents	Hours
I	<b>Health – An Introduction:</b> Definition – Mind Body Relationship – Biopsychosocial Model. Vital Systems of the Body – Nervous System – Cardiovascular System – Immune System.	6
II	<b>Health Related Behaviours:</b> Exercise – Accident Prevention – Developing Healthy Diet – Weight Control and Obesity – Eating Disorders and Sleep	6
III	<b>Health Compromising Behaviours:</b> Alcoholism and Problem Drinking – Origins – Treatment – Drinking and Driving – Preventive Approaches – Smoking – History – Interventions to Reduce Smoking – Smoking Prevention Programmes.	6
IV	<b>Basics of Stress:</b> Stressor – Person Environment Fit; Stressful Events – Sources of Chronic Stress; Sources of Resilience – Coping Style – Specific Coping Strategies	6
V	<b>Basics of Pain:</b> Elusive Nature of Pain – Measuring Pain – Physiology of Pain – Neurochemical Basis of Pain – Acute Pain and Chronic Pain – Pain and Personality – Pain Control Techniques	6
<b>Total</b>		<b>30</b>

**Text Book(s):**

Taylor, S.E. (2012). Health Psychology (8<sup>th</sup> Edition). NY: The McGraw Hill Companies.

**Reference Book(s)**

Khaton, N. (2012). Health Psychology (5<sup>th</sup> Edition). New Delhi: Dorling Kindersley (India) Pvt. Ltd.

Brannon, L., & Feist, J. (2017). Introduction to Health Psychology (1<sup>st</sup> Edition). New Delhi: Akash Press.

Marks, D.F., & Murray, M. (2011). Health Psychology – Theory Research and Practice (3<sup>rd</sup> edition). New Delhi: SAGE Publications India Pvt Ltd.

Misra, G., (1999). Psychological Perspectives on Health and Stress. New Delhi: Concept Publishers.

Focus of Course: Employability

**e-Resource/e-Content URL:**

- Youtube Videos: <https://www.youtube.com/watch?v=MBVqkddgV7o>

Course Designer:

Ms N Selvarani, *N. Selvarani*  
Assistant Professor, Dept. of Psychology, STC

Mr AshwanthKanna V  
BOS Chairman

**Course Outcomes (COs)**

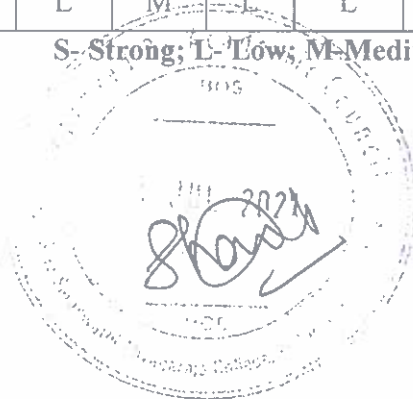
On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Define the basics of mind body relation and physiological functioning	K1
CO2	Outline the various health promoting behaviours in an individual	K2
CO3	Identify various health compromising behaviours in an individual	K3
CO4	Identify the stressors in everyday life and effective coping strategies	K4
CO5	Examine the management of pain and components of chronic illness	K5

**Mapping with Programme Outcomes & Programme Specific Outcomes**

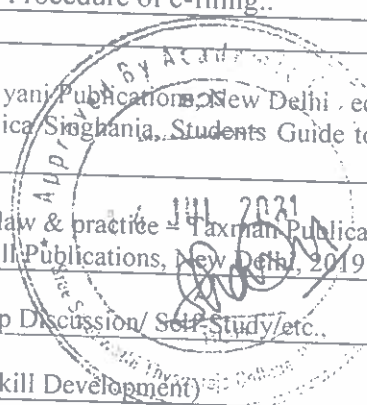
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	M	L	L	L	L	L	L
CO2	L	L	L	M	L	L	L	L	M	L
CO3	L	L	L	M	M	L	L	L	M	M
CO4	L	L	L	M	L	L	L	L	S	M
CO5	L	L	L	M	L	L	L	L	M	L


S- Strong; L- Low; M- Medium



**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB3C10	Direct Taxes	Core	Application	55	5	-	4
<b>Preamble :</b> This course aims at facilitating the student to apply Direct Tax laws							
<b>Prerequisite:</b> Basic Direct tax knowledge at UG level							
Unit	Course contents	Ins.Hours	e-Resources/ e-Content				
I	Income Tax Act-Definition-Income-Agricultural Income-Assessee - Previous year- Assessment year- Residential status-Scope of Total Income-Capital and Revenue-Receipts and Expenditure- Exempted Incomes.	12	You tube videos				
II	Computation of Income from Salaries and Income from House property	12	You tube Video				
III	Computation of Profits and Gains of Business or profession - Calculation of Capital gain	12	You tube Video				
IV	Computation of Income from other sources - Set-Off and Carry Forward of Losses - Deduction from Gross Total Income - Assessment of Individuals	12	You tube Video				
V	Income Tax Authorities - Procedure for Assessment - Collection of Tax - Procedure of e-filing..	12	You tube Video				
	<b>Total</b>	<b>60</b>					
<b>Text Books:</b>							
1.Gaur&Narang -Income tax - Kalyani Publications, New Delhi, edition 2021.							
2.Dr.Vinod.K.Singhania, Dr. Monica Singhania, Students Guide to Income Tax, Taxman Publications Pvt 56 <sup>th</sup> Edition, New Delhi, 2019.							
<b>Books for reference:</b>							
1. Dr.VinodSinghania -Direct tax, law & practice - Taxman Publications, 39 <sup>th</sup> edition, 2019							
2. N. Hariharan, Tata Mc, Graw Hill Publications, New Delhi, 2019							
<b>Learning Methods (*):</b>							
□ Assignment/Seminar/Quiz/Group Discussion/ Self Study/etc..							
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)							
<b>e-Resource/e-Content URL:</b>							
□ Vidya-MitraPortal: <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a>							
□ e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>							
Course Designer: <b>Dr. S.Shanthakumari</b>							
Asst. Professor, Dept. of M.Com(IB), STC							
<b>(Question paper: Covers 80% Problem and 20% Theory</b>							



  
 BOS Chairman



**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to apply and assess the Individual's Salary Income	K3
CO2	Analyse and apply Direct tax relating to income from house property , business and profession	K3
CO3	Assess the capital gains, income from other sources and setoff and carry forward of losses.	K3
CO4	Assess and determine the taxable Income and compute tax liability.	K5
CO5	Assess the income from company , applying the knowledge on transfer pricing and developing the knowledge on E filing of returns	K5


**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	L	M	S	S	S
CO2	M	M	M	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium



Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB3C20	Global Financial Management	Core	Application	45	5	-	4
<b>Preamble:</b> To enable the students to learn the concept of International Financial Management							
<b>Prerequisite:</b> Financial Management							
Unit	Course contents					Hours	e-Resources/ e-Content
I	<b>Financial Management in a Global Context:</b> Introduction, basic finance functions, the Emerging Challenges, Nature and Scope of International Financial Management- Objectives of the firm- Duties and responsibilities of global financial managers, Firm Recent Changes in Global Financial Markets <b>Self-study:</b> Recent Changes in Global Financial Markets					10	e-PG Pathshala
II	<b>Short-Term Financial Management in a Multinational Corporation:</b> Introduction, Short-term borrowing and Investment, Instruments and Interest rates-International Cash Management-International receivable management- Methods of financing current assets.					10	e-PG Pathshala
III	<b>Long-Term borrowing in the Global Capital Markets:</b> Introduction, The major Market Segments, Medium and long term instruments-International Financing Decision. <b>Capital Structure:</b> Cost of Capital and Capital Structure. Dividend policy: forms of dividend- Model: International Capital Asset Pricing Model <b>Self-study:</b> International Financing Decision					10	e-PG Pathshala
IV	<b>The Nature and Measurement of Exposure and Risk:</b> Introduction- different types of risk in cross border investments – Risk handling techniques. International Portfolio Investment <b>Exposure Management:</b> Introduction: classification of foreign exchange risk exposures-transaction, translation and economic exposure- Techniques in exposures management. Corporate Exposure Management Policy. <b>Self-study:</b> translation exposure.					10	e-PG Pathshala
V	<b>International Project Appraisal:</b> Project Appraisal in the International Context- Multinational Capital Budgeting. International Project Appraisal Methods: NPV and APV framework- International joint ventures, Project financing and International venture capital, International tax management.					10	e-PG Pathshala
<b>Total</b>						<b>50</b>	
<b>Text Book:</b> <b>1 International Financial Management:</b> by Prakash G Apte, (7 <sup>TH</sup> Edition, 2015), Tata McGraw-Hill Publishing Company Ltd., Newdelhi.							

<b>Reference books:</b> <b>1. International Financial Management (Revised edition, 2010)</b> by P. K. Jain, Macmillan India ltd <b>2. Foreign exchange and risk Management (15<sup>TH</sup> Edition, 2015)</b> by C. Jeevanandam, sultan chand & sons <b>3. International Finance (5<sup>th</sup> Edition, 2009)</b> by Maurice D. Levi, Tata MC Graw – Hill publishers <b>4. International Financial Management (11<sup>th</sup> Edition, 2012)</b> by V. K. Bhalla, Anmol Publication, Delhi. <b>5. International Financial Management (2<sup>nd</sup> Edition, 2002)</b> by H.R. Machiraju, Himalaya Publication, New Delhi. <b>6. International Financial Management</b> , SharanVyuptakesh, , PHI Learning <b>7. Fundamentals of International Financial Management</b> S. Kevin, PHI Learning, 2009
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/ Case-Study/Self-Study Component/case lets
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL: NPTEL</b> Reference : <a href="http://164.100.133.129:81/econtent/Uploads/International_Financial_Management.pdf">http://164.100.133.129:81/econtent/Uploads/International_Financial_Management.pdf</a>
Course Designer: <b>Dr.S.Shanthakumari</b> Asst. Professor, Dept. of M.Com(IB)
 BOS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	understand and evaluate the application of financial concepts	K2
CO2	Identify the skill sets required for International Financial Management	K4
CO3	Examine the various functions of International financial operations	K4
CO4	Determine the role of Finance Managers to attain the common goal of the organization in an profitable way	K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M

S- Strong; L- Low; M-Medium

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB1C30	Computerized Accounting with GST Practical - I	Core 4	Practical C	-	-	60	4

**Preamble :** The course aims to make the students to Work in Tally

**Prerequisite:** Tally knowledge at Under Graduate level

Programme	Course contents	Ins.Hours	e-Resources/ e-Content
1	Company creation with GST configuration	6	Youtube videos
2	Creation of different Ledgers, Voucher Entry	6	Youtube videos
3	Creation of Inventory details	6	Youtube videos
4	Maintain Bill wise Details	6	Youtube videos
5	Prepare Trial Balance, Profit & Loss A/C and Balance Sheet (With minimum of any 5 adjustments)	6	Youtube videos
6	Prepare Cash flow and Fund flow statement	6	Youtube videos
7	Input tax credit under GST	6	Youtube videos
8	Output tax credit under GST	6	Youtube videos
9	GST consolidated Report	6	Youtube videos
10.	Forex Transactions	6	Youtube videos
	<b>Total</b>	<b>60</b>	

**Text Book(s):**

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course:** Skill Development  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**  You tube

Course Designer: **Dr.S.Shanthkumari**  
Asst. Professor, Dept. of M.Com, STC

  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Prepare vouchers for a firm	K2
CO2	Develop the ability to prepare invoice bill using VAT	K3
CO3	Develop knowledge on inventory creation and bill wise pending	K3
CO4	Develop the ability in the preparation of report.	K3

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	L	S	M	M	M	S	S	S
CO2	M	S	L	S	M	M	S	M	M	S
CO3	M	S	L	S	M	S	M	M	S	S
CO4	S	M	S	S	M	M	S	L	M	M

S - Strong; L - Low; M - Medium

Course Code	Course Name	Cat ego ry	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB2C40	Marketing Management	Core	Application	45	5	-	4
<p><b>Preamble:</b> This course creates a solid foundation in marketing on global environment. The course blends marketing theory and practice to provide global perspective on corporate marketing and the brand management function.</p>							
<p><b>Prerequisite:</b> Basic marketing and brand concepts</p>							
Unit	Course contents			Hours	e-Resources/ e-Content		
I	<p><b>Marketing:</b> Meaning - <b>International marketing:</b> National and International Marketing– Merits and demerits in International marketing. Driving and restraining forces of global Marketing - Market segmentation. Export marketing – Meaning – An overview of export marketing – differences between export marketing and domestic marketing – salient features and basic functions of export marketing – export barriers – Tariff and non-tariff – Export market analysis – Feasibility of market entry –Sources of market information – Assessing sale prospects.</p> <p><b>Self-Study:</b> Driving and restraining forces of global Marketing.</p>			10	e-PG Pathshala		
II	<p><b>Managing Marketing:</b> Defining customer value and satisfaction – Consumer behavior in the International context. Planning for International Marketing: Marketing research and Information system-Dimensions of assessing global market--Market entry strategies. Green Marketing</p>			10	e-PG Pathshala		
III	<p><b>Product Decision:</b> product strategies- New Product Development- International Product Life styles- product planning, <b>Pricing Strategies:</b> determinants and types of pricing in marketing</p>			10	NPTEL Video Lectures		
IV	<p><b>Promotion strategies:</b> Advertisement and sales promotion. <b>Distribution Strategies:</b> Channels of distribution. <b>Packaging decisions:</b> Function and criteria.</p>			10	Vidya-Mitra Portal		
V	<p><b>International Brands:</b> Pre-requisites and process; Country-of-origin effects and global branding; Intellectual Property Rights, WIPO. <b>Self-study :</b> Effects of global branding</p>			10	NPTEL Video Lectures		
	<b>Total</b>			<b>50</b>			

**Text Books:**  
**1. International Marketing** (5th Edition, 2008) by SakOnkvist & John J. Shaw, Prentice Hall India Ltd., New Delhi.  
**2. Strategic Brand Management** (3rd Edition, 2015), Kevin Lane Keller, Prentice Hall India Ltd., New Delhi.

**Reference Books:**  
**1. Principles of Marketing** (15th Edition, 2016) by Philip Kotler & Gray Armstrong, 7th Edition, Prentice Hall India Ltd, New Delhi.  
**2. Global Marketing Management** (20th Edition, 2002) by Keegan, Prentice Hall India Publications, New Delhi.  
**3. International Marketing Management** (1st Edition, 2007) by Varshney and Bhattacharya, Sultan Chand and Sons, New Delhi.  
**4. International Marketing** (13th Edition, 2010) by Philip R. Careora, Tata McGraw – Hill Publications, Noida, UP, India.  
**5. International Marketing** (4th edition, 2010) by P.K. Vasudeva, EXCEL book, New Delhi.

**Learning Methods (\*):**  
 • Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/etc.,

**Focus of Course:** Employability

**e-Resource/e-Content URL:**

• **e-PG Pathshala:** (Commerce: P.07, M.33) NPTEL: <https://onlinecourses.nptel.ac.in>

Course Designer: **Dr. S. Shanthakumari**  
 Asst. Professor, Dept. of M.Com(IB), STC

*[Signature]*  
 BOS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of Marketing	K2
CO2	Identify the skill sets required in Marketing	K4
CO3	Examine the various functions of International Marketing	K4
CO4	Determine the various marketing areas	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	L	L	M	M	M	M
CO2	M	S	S	M	S	M	S	M	M
CO3	S	M	M	M	L	M	M	M	M
CO4	M	S	S	M	M	S	S	M	M

S – Strong; L – Low; M – Medium




Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEC1	Supply Chain Management	Elective	Application	55	5	-	4
<b>Preamble:</b> To enable the students to learn the concept of Supply chain Management							
<b>Prerequisite:</b> Logistics Management							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Supply Chain Management: Definition - Flows in Supply Chain - Focus on SCM Fundamentals of SCM – Performance Measures of SCM-Supply chain macro processes in a firm. <b>Self-study:</b> Fundamentals of SCM	12	e-PG Pathshala
II	Demand Management in supply chain: Demand planning and forecasting, Types of demand, forecasting-Characteristics of forecasts, Forecasting methods, Basic approaches to demand forecasting, Time serious forecasting methods, Winder model, Moving average, Measures of forecast errors. <b>Self-study:</b> Measures of forecast errors	12	e-PG Pathshala
III	Sourcing –In housing vs Outsource -Increase in the supply chain surplus-Key Issues in SCM – Make or Buy Decision – Outsourcing – 3Party Logistics (3PL) – 4Party Logistics (4PL) – 7Party Logistics (7PL) <b>Self-study:</b> Out Sourcing– 7PL	12	Lectures/ e-PG Pathshala
IV	Managing Supply Chain as a Network - Benchmarking the SCM-forms of bench marketing– significance of benchmarking activities-Setting Benchmarking Priorities in SCM. <b>Self-study:</b> Benchmarking the supply chain.	12	videos/ e-PG Pathshala
V	Information technology for SCM- IT Application in SCM. Co-ordination in supply chain management. Bullwhip effect – Evils of bullwhip effect/Impact of Bullwhip effect, Obstacles to co-ordination in a supply chain and Incentives obstracles. <b>Self-study:</b> IT Application in SCM.	12	e-PG Pathshala
<b>Total</b>		<b>60</b>	

**Text Books:**

1. Logistics and Supply Chain Management (Cases and Concepts) by G.Raghuram and N. Rangaraj – Macmillan publishers
2. Logistics and Supply Chain Management (1st Edition,2001) by Martin Chirstopher, Pitman Publishing, Financial times publication
3. Logistics and Supply chain management (Edition 2014) by Dr.L.Natarajan, Margham publications, Chennai
- 1.Designing and managing the supply chain (concepts, strategies and case studies) by David Simchi, Philip kaminsky, Ditch Simchi, Ravi Shankar (3rd edition) - Tata McGraw – Hill publishers

**Learning Methods (\*):** Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing, etc.,

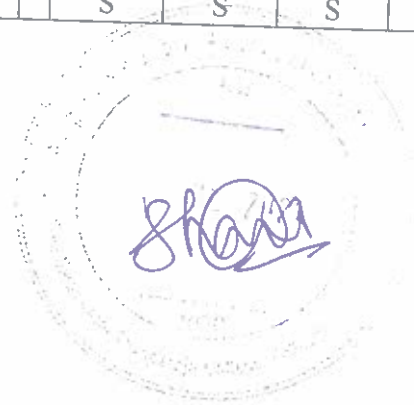
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <ul style="list-style-type: none"> <li><b>e-PG Pathshala :</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=438">http://epgp.inflibnet.ac.in/ahl.php?csrno=438</a>  <b>Paper No and Title:</b> P11.International Business Environment  <b>Module Number and Title :</b>MI .Globalization  <b>Module Tag:</b>BSE_P11_M1</li> </ul>
Course Designer: <b>Dr. S. Nagarajan</b> Programme coordinator, Dept. Of M.Com(IB) STC
 B.S. Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of supply chain management	K2
CO2	Identify the skill sets required for Multinational Companies especially supply chain management operations	K4
CO3	Examine the various functions of supply chain management	K4
CO4	Determine the role of logistic and supply chain management to attain the common goal of the organization in an innovative ways	K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M

S- Strong; L- Low; M-Medium





Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGED1	International Marketing of Hospital and Health Services	Elective	Application	55	5	-	4
Preamble: To know the concept of international marketing of hospital and Health Service							
Pre-requisite: Marketing Management							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications-customer focused services- Service quality- SERV QUAL model. <b>Self study:</b> SERV QUAL Model	12	e-PG Pathshala
II	Hospital services: Selecting Health Care Professionals-Emerging trends in Medicare Marketing Medicare – Thrust areas for Medicare services-India’s role in International health services. <b>Self study:</b> India’s role in International health services	12	e-PG Pathshala
III	Marketing Mix for Hospitals: Product Mix- Promotion Mix- Price Mix- Place Mix Strategic Marketing for Hospitals. <b>Self- study:</b> Place Mix	12	Lectures/ e-PG Pathshala
IV	Online Health Services: Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction. <b>Self-study:</b> On-line Marketing	12	videos/ e-PG Pathshala
V	Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies-exporting of hospital services from India	12	e-PG Pathshala
<b>Total</b>		<b>60</b>	

**Text Book**

Marketing Health Services (1st edition January 2004) by Richard .K. Thomas, Health Administration Press;

**Reference Books:-**

1. Service marketing (7th edition 2014) by S.M. Jha, Himalaya publishing house
2. Changing Trends in Health & Nutrition (New edition, 2008) by Sujata, K.Dass, Ishapublishing house
3. Teaching Today’s Health (8th edition, 2008) by David A. AnsRaugh & Gene Ezell
4. Marketing for Health services (New edition, 1991) by Rod Sheaff (A framework for communications, evaluation & Total Quality Management)
5. Services Management (1st edition, 2007) by Ushadevi.N., Barkavi.V.R, Chand & Company, NewDelhi.

<b>Learning Methods (*):</b> <ul style="list-style-type: none"> <li>Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing,etc.,</li> </ul>
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <ul style="list-style-type: none"> <li>e-PG Pathshala :<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=438">http://epgp.inflibnet.ac.in/ahl.php?csrno=438</a></li> </ul> <b>Paper No and Title:</b> P11.International Business Environment <b>Module Number and Title :</b> MI .Globalization <b>Module Tag:</b> BSE P11 M1
Course Designer: <b>Dr. S. Nagarajan</b> Programme coordinator, Dept.of M.Com(IB) STC

*Shanmuga*  
BOS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of services marketing	K2
CO2	Identify the skill sets required for marketing of hospital services	K4
CO3	Examine the various functions of International hospital management	K4
CO4	Determine the role of Health Care Managers to attain the common goal of the organization in an innovative way	K6

#### Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M

S- Strong; L- Low; M-Medium

*Shanmuga*  
BOS Chairman

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGED0	INDUSTRIAL RELATION	Elective	Application	55	5	-	4

**Preamble:** To enable the students to learn the concept of human resource management

**Prerequisite:** Human resource management

Unit	Course contents	Hours	e-Resources/ e-Content
I	Introduction - Concept and Determinants of Industrial Relations - Industrial Relations in India Managing IR Changes - IR and Productivity - Technology and IR -Effective Communication Systems and IR Management - Indian Culture & IR. <b>Self Study : Indian culture and IR</b>	12	e-PG Pathshala
II	Trade Unions - Purpose, Functions and Structure of Trade Unions - Trade Union Legislation Multiplicity of Trade Unions - Conflict Resolutions - Industrial Relations - Welfare and Productivity - Social Responsibility of Trade Unions - IR Management and Management of Trade Unions. <b>Self Study :social responsibility of trade union</b>	12	e-PG Pathshala
III	Employee Counseling - Types - Methods - Problems - Consultative Bodies (Bipartite, Tripartite) - IR Strategies - Workers Development and Participation	12	e-PG Pathshala
IV	Discipline and Grievance Redressal Machinery - Purposes and Procedures of Disciplinary Action - Grievance Redressal Procedures - Conciliation - Arbitration and Adjudication Collective Bargaining - The Bargaining Process - Strengths and Skills. <b>Self Study : Bargaining skills</b>		e-PG Pathshala
V	Labor Administration - ILO, ILC and Indian Constitutional Provisions in Relation to Labor Administration - Central Machinery of Labor Administration - Labor Administration at the State, District and Local Levels - Contemporary Trends and Future of Industrial Relations in India. <b>Self Study :Future of IR in India</b>	12	e-PG Pathshala
<b>TOTAL</b>		<b>60</b>	
<b>Text Book:</b>			
1. run Monappa, INDUSTRIAL RELATIONS, Tata Mc Graw Hill, New Delhi			
<b>Reference books</b>			
Prmod Verma,. MANAGEMENT OF INDUSTRIAL RELATIONS – READING AND CASES, Oxford University Press, New Delhi			

<b>Learning Methods (*):</b> <ul style="list-style-type: none"> <li>Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing, etc.,</li> </ul>
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <ul style="list-style-type: none"> <li>NPTEL: <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a></li> </ul>
Course Designer: <b>Dr. S. Nagarajan</b> Programme coordinator, Dept. of M.Com(IB), STC

  
 BoS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the application of industrial relations	K2
CO2	Identify the skill sets required in human resource managers towards IR	K4
CO3	Examine the conflicts resolutions in IR	K3
CO4	Determine the various areas of Redressal procedures	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	L	L		M	M	M	M
CO2	M	S	S	M	S		M	S	M	M
CO3	S	M	M	M	L		M	M	M	M
CO4	M	S	S	M	M		S	M	M	M

S- Strong; L- Low; M-Medium

**LIST OF INTER DISCIPLINARY CORE COURSES (IDC)**

**SEMESTER – III**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MSW3120	NGO Management	IDC	Concept	22	3	--	2

**Preamble:**

- To acquire specific knowledge on project and NGO management.
- To understand the Project management Dimensions, Planning and its implementation of projects.
- To enhance skills and techniques of project evaluation / Resource Mobilization.
- To understand the basic concepts and principles involved in managing NGOs.
- To understand the Human resource management in NGO's.
- To enhance knowledge on project proposal writing and maintenance of the accounts in NGO's.

**Pre-requisites:** Basic understanding about the NGO

**Syllabus:**

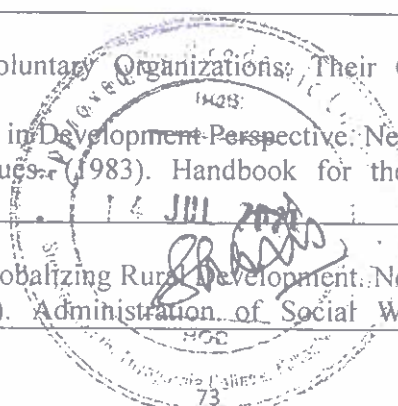
Unit	Course Contents	Hours
I	<b>FOUNDATIONS OF NGOS:</b> NGO's: Meaning, Definition, Concepts, Types, Functions, Vision, Mission and Goals in NGOs - Role of NGO's in Community Development.	5
II	<b>LEGAL FRAME WORK FOR ESTABLISHING NGOS:</b> Legal - rational structure of Non-profits: Trusts and Societies with Special reference to Trust and Society Registration Acts.	5
III	<b>HUMAN RESOURCE MANAGEMENT IN NGOS AND CSR ACTIVITIES:</b> Leadership in the NGOs Context – Practice of Human resources Management in NGO's - Staffing, recruiting, induction and training- CSR Activities: Definition, concepts and need - Concentration areas of CSR - Role of social workers in CSR.	5
IV	<b>PROJECT MANAGEMENT:</b> Concept, Meaning, Definition and Types of projects – Project Cycle Management - Project Proposal Writing- Participatory Rural Appraisal (PRA).	5
V	<b>RESOURCE MOBILIZATION:</b> Resource Mobilization: Methods and Techniques of Fund Raising - International, National and Local Levels.	5



**Text Books:**

1. Clark John. (1991). Voluntary Organizations: Their Contribution to Development. London: Earth Scan.
2. Jain R.B. (1995). NGO's in Development Perspective. New Delhi: Vivek Prakashan
3. Sakararan and Rodrigues (1983). Handbook for the Management of Voluntary Organization. Madras: Alfa

**References:**

1. Behera M. C. (2006). Globalizing Rural Development. New Delhi: Sage.
2. Chowdhry Paul. (1973). Administration of Social Welfare Programmes in India.



<p>Bombay: Somaia.</p> <p>3. Emmanuel. S. Fernando. (1999). Prospect from Problems. Mumbai: St. Francis Xavier's Church.</p> <p>4. Ginsbery Leon. H. (2001). Social Work Evaluation – Principles and Methods. Singapore: Allyn and Bacon.</p> <p>5. Jack Rothman, John John E. Tropman. (2001). Strategies of Community Intervention. Illinois: P.E. Peacock.</p> <p>6. Joel S.G.R Bhoose. (2003). NGO's and Rural Development Theory and Practice. New Delhi: Concept.</p> <p>7. Julie Fisher. (2003). Non-Governments – NGO's and the Political Development of the Third World. New Delhi: Rawat</p>
<p><b>Focus of Course: NGO Visits, Skill Development</b></p>
<p><b>Course Designer :</b> Dr.K.Parthasarathy  <b>Dr.G.Anbuselvi</b>  Assistant Professor, Dept. of MSW, STC  Chairman</p>  

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>CO Number</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	Become familiar with the history of development cooperation and humanitarian aid, learn about current international trends and challenges	K1
CO2	Understand the role and challenges of NGOs vis-à-vis the development concerns of the community	K2
CO3	Gain insight into key criteria for successful human resource management.	K3
CO4	Learn the basics of project management: How to make a needs assessment, how to design and plan a project, and how to integrate monitoring into the project plan	K4
CO5	Enable you to develop your management, analytical and leadership skills so that you develop a rounded set of competencies that will enable students to flourish at the highest levels in global NGOs.	K5

**Mapping the Programme Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	M	S	M
CO2	S	S	S	M	S	S	S	S	S	S
CO3	M	S	M	S	S	S	S	S	S	M
CO4	S	S	M	M	S	S	S	S	M	S
CO5	S	S	M	M	M	S	S	M	M	S

S- Strong; L- Low; M-Medium

**SEMESTER – III**

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MEN3I20	Basic English for Competitive Examinations	IDC	22	5	-	2
<b>Preamble:</b> To enable the students in getting through the competitive examinations.						
<b>Prerequisite:</b> Basic knowledge on grammar.						

**Syllabus:**

Units	Course contents	Hours
I	Parts of speech - Voices Narration - Degrees of comparison	5
II	Concord (subject verb agreement) Articles - Synonyms - Antonyms	5
III	Tenses - Common errors - Idioms and phrases	5
IV	Kinds of sentence (transformation) Classification of sentences ( <b>simple, complex, compound</b> ) Rearrange the sentences - Improvement of sentences	5
V	Cloze test, comprehension - Precise writing, report writing, letter writing - Hints development	5
	Total	25

**Text Book:** Basic English for Competitive Examinations, Department of English, Sree Saraswathi Thyagaraja College, Pollachi, 2017.

**Reference Books:**

Facets of English Grammar, R.N.Shukla & N.M.Nigam, Macmillan, 2009

English For Competitive Examinations, R.P.Bhatnagar & Rajul Bhargava, Macmillan, 2007.

**Teaching Pedagogy (\*):** Lecture, Group Discussion, Assignment and Seminar

**Focus of Course:** Employability (Employability/Skill Development)

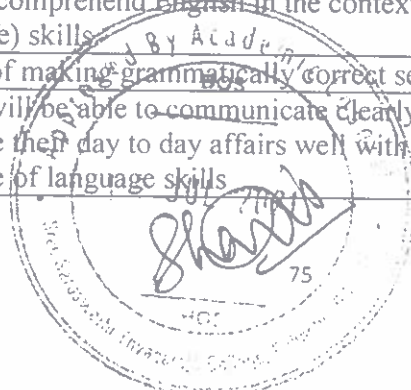
Course Designer: **C.Senthilkumar**

**Dr. Vennila**

Nancy Christina *For Beetal*  
Assistant Professor, Dept. of English, STC  
Chairman

**BoS**

<b>Course Outcome:</b>		
On successful completion of the course the students will be able to:		
CO Number	Course Outcome(CO) Statement	Bloom's Taxonomy Knowledge level
CO1	Read and comprehend English in the context of acquisition of soft (life) skills.	K1
CO2	The skill of making grammatically correct sentences.	K2
CO3	Students will be able to communicate clearly, effectively and handle their day to day affairs well with their knowledge of language skills.	K3



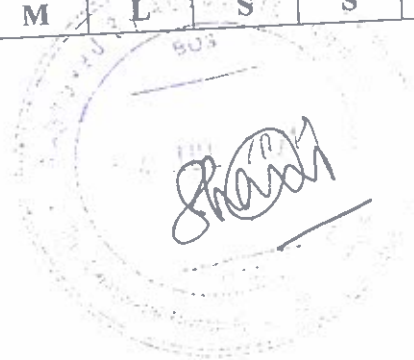


<b>CO4</b>	Reflect originally on the application of soft skills and express in writing their views.	K4
<b>CO5</b>	To think and write creatively and critically and will be able to interpret any piece of writing	K5

**Mapping the Programme Outcomes**

Cos/POs	PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	L	M	S	S	S		M	L	S	S	S
<b>CO2</b>	L	M	S	S	S		M	L	S	S	S
<b>CO3</b>	L	M	S	S	S		M	L	S	S	S
<b>CO4</b>	L	M	S	S	S		M	L	S	S	S
<b>CO5</b>	L	M	S	S	S		M	L	S	S	S

*S – Strong; L – Low; M – Medium*





**SEMESTER – III**

Course Code	Course Name	Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MMA3I20	Quantitative Aptitude And Verbal Reasoning	IDC - 2	20	10	--	2
<b>Preamble:</b> This course aims at facilitating the student to learn inculcate the managerial and problem solving skills among the students.						
<b>Prerequisites:</b> Mathematics basics at Secondary level						

**Syllabus:**

Unit	Course Contents	Hours
I	Analogy Coding and Decoding Direction sense Test Series Completion	6
II	Logical Reasoning Logical Venn diagram Data sufficiency	6
III	Problems on Numbers Ratio & Proportion Problems on Ages Problems on Averages	6
IV	Percentages Time & Work Time & Distance Train problems	6
V	Simple Interest Compound Interest Allegation and Mixtures	6
	<b>Total</b>	<b>30</b>

**Text Book(s):**  
“Quantitative Aptitude for Competitive Examinations by Department of Mathematics”. Sree Saraswathi Thyagaraja College, Pollachi, 2016.

**Reference Book(s):**

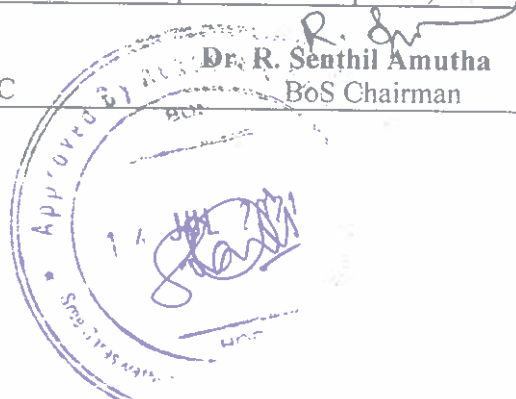
1. A Modern Approach to Verbal and Non-Verbal Reasoning – Dr.R.S. Aggarwal, S.Chand and company, 2011 edition, New Delhi (For units I & II only).
2. Quantitative Aptitude for Competitive Exams- R.S.Aggarwal, S.Chand and Company,2012 Edition, New Delhi (For units III, IV, V).
3. Quantitative Aptitude for Competitive Exams – Abijit Guha, Tata McGrawHill3<sup>rd</sup> Edition
4. Reasoning Verbal and Non Verbal – B.S.Sijwali – Arihant Publications 2007.

**Learning Methods (\*):**  
• Assignment/Seminar/Quiz/Group Discussion etc.,

**Focus of Course:** Employability (Employability/Entrepreneurship/Skill Development)

Course Designer: Ms.R.Chitra Devi,  
Assistant Professor, Dept. of PG Mathematics ,STC

Dr. R. Senthil Amutha  
BoS Chairman



<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>CO Number</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>
CO1	Evaluate problems on verbal reasoning and logical reasoning .	K5
CO2	Appraise aptitude problems on ages, averages, numbers and ratio & proportion.	K5
CO3	Solve problems on interest and alligation and mixtures.	K5

**Mapping the Programme Outcomes**

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	S	M	M	S	S	S
CO2	M	M	S	S	S	M	M	S	S	S
CO3	M	M	S	S	S	M	M	S	S	S

S- Strong; L- Low; M-Medium



**SEMESTER – III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MCM3120	Entrepreneurial Development	IDC	Concept B	30	-	-	2

**Preamble :** To equip the students with the knowledge on entrepreneurship and to develop the students into entrepreneurs

**Prerequisite:** Basic knowledge in business

**Syllabus:**

Unit	Course contents	Hours
I	Entrepreneurship Development-Stages in the entrepreneurial process- Barriers to entrepreneurship	6
II	Business plan – Preparation of Business plan - contents of business plan-Significance.	6
III	Institutions supporting Entrepreneurs: Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. Business Incubation, Business Clusters	6
IV	Family business in India - Advantages and disadvantages - Making family business more effective.	6
V	E-Business: Domain Name, Website, E-Commerce, Hosting, Building Traffic Networking: Starting & Managing a Network	6
	<b>Total</b>	<b>30</b>

**Text Book(s):**

Dr.S.S.Khanka “Entrepreneurial Development” fourth Edition, S.Chand & company PVT.LTD, New Delhi

**Reference Book(s):**

- a. C.B.Gupta and N.P. Srinivasan “ Entrepreneurial Development” Sixth Edition ,Sultan Chand & Sons, New Delhi

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Entrepreneurship

(Employability/Entrepreneurship/Skill Development)

Course Designer: Dr.M.Rajapriya

Dr.I.Siddiq

Associate Professor, Dept. of M.Com, STC

BoS Chairman

**Course Outcomes (COs)** JUL 2021

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms
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		Taxonomy Knowledge Level
CO1	Understand the concept of Entrepreneurship	K1
CO2	Able to Analyze and prepare Business plans.	K2
CO3	Able to Identify the Institutions supporting entrepreneurs	K3
CO4	Knowledge enhancement to develop their own family business	K5
CO5	Knowledge in E Business	K6

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	S	S	M	M

S – Strong; L – Low; M – Medium

**SEMESTER – III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MIB3120	Brand Management	IDC	Concept B	30	-	-	2

**Preamble :** To equip the students with the knowledge on entrepreneurship and to develop the students into entrepreneurs

**Prerequisite:** Basic knowledge in business

Unit	Course contents	Hours
I	Concepts: Brand, brand equity, brand value, brand awareness and Brand loyalty, Brand identity system –Managing multiple brand identities – Brand identity planning model	6
II	Creating brand personality – drivers of brand personality – measuring brand personality using brand personality scale (BPS), Creating equity through personality	6
III	Measuring brand equity Measures – The Brand Equity Ten (loyalty measures, perceived quality and leadership measures, associations/differentiation measures, awareness measures and market behavior measures	6
IV	Brand building on the web, brand-building web sites (e-branding), Branding through social media.	6
V	Global branding strategies – global brand planning process, creating cross-country synergy – Fortune companies	6
	<b>Total</b>	<b>30</b>

**Text Book(s):**

1. Aaker, Building strong brands, The Free Press

**Reference Book(s):**

1. Keller, Strategic brand management, Prentice-Hall

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Employment

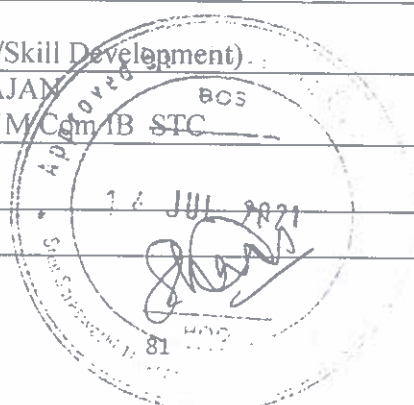
(Employability/Entrepreneurship/Skill Development)

Course Designer: Dr.S.NAGARAJAN

Programme coordinator, Dept. of M.Com IB STC

  
BoS Chairman

Course Outcomes (COs)



On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of brand and brand management	K1
CO2	Able to Analyze branding process.	K2
CO3	Able to Identify appropriate branding methods	K3
CO4	Knowledge enhancement to develop their own branding	K5
CO5	Knowledge in branding through web	K6

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

*S – Strong; L – Low; M – Medium*



**Focus of Course: Skill Development**

**e-Resource/e-Content URL:**

- Youtube Videos: <https://www.youtube.com/watch?v=9FBxfd7DL3E>

**Course Designer:**

**Ms N Selvarani,**

*N. Selvarani*  
Assistant Professor, Dept. of Psychology, STC

**Mr AshwanthKanna**

BOS Chairman

**Course Outcomes (COs)**

**On successful completion of this course the students will be able to:**

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Define the meaning and measurement of happiness	K1
CO2	List out the positive emotions and the importance of resilience	K2
CO3	Identify various measures of self-regulation and self-control	K3
CO4	Identify the implications of wisdom, religion and virtue	K4
CO5	Examine the conceptual explanation for life above zero	K5

**Mapping with Programme Outcomes & Programme Specific Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	M	L	L	L	L	L	M
CO2	L	L	L	M	L	L	L	L	L	M
CO3	L	L	L	M	L	L	L	L	L	M
CO4	L	L	L	M	L	L	L	L	L	M
CO5	L	L	L	M	L	L	L	L	L	M

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



Course Code	Course Name	Course Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MPY3I20	Positive Psychology	PART IV IDC II	27	3	-	2

**Preamble:** To help students realize the importance of positive emotions in life and to help them understand how positive approach could help them psychologically; also, to help them realize the power of forgiveness and gratitude in life.

**Prerequisite:** Basics of psychology at UG I year level

**Syllabus:**

Unit	Course Contents	Hours	e-Resources/ e-Content
I	<b>Positive Psychology – An Introduction:</b> Positive Psychology – Assumptions, Goals and Definitions; Life above zero; culture and meaning of good life;	6	PPT
II	<b>Measure of Happiness:</b> Happiness – Traditions: Hedonic and Eudaimonic; Subjective Wellbeing: measurement -Life Satisfaction – Positive Affect, negative affect and happiness; global measures; comparing two traditions of happiness	6	PPT
III	<b>Positive Emotions:</b> Focus on Theory: Broaden and Build Theory; Positive Emotions and Health Resources: Physical, Psychological and Social resources; <b>Resilience:</b> Resilience – Definition – Developmental perspectives, clinical perspectives. Sources of Resilience – children – adult – successful ageing	6	PPT
IV	<b>Happiness and facets of Life:</b> happiness across life span; gender and happiness: gender differences – paradox of gender; marriage and happiness: benefits of marriage – selection effects – gender differences in benefits of marriage; Other facets of Life: Physical and mental Health – work – intelligence;	6	PPT
V	<b>Close Relationships and Well-being:</b> Close relationships – characteristics – friendship and romantic love; varieties of love: passionate and companionate love; triangular theory of love.	6	PPT
<b>Total</b>		30	

**Text Book:**

- Baumgardner, S.R., & Crothers, M.K. (2009). Positive Psychology (1<sup>st</sup> Edition). New Delhi: Dorling Kindersley (India) Pvt. Ltd.

**Reference Book(s):**

1. Hefferon, K., & Boniwell, I. (2011). Positive Psychology - Theory, Research and Application (1<sup>st</sup> Edition). London: OUP & McGraw-Hill Education.
2. Compton, W.C., & Hoffman, E. (2013). Positive Psychology – The Science of Happiness and Flourishing (2<sup>nd</sup> Edition). USA: Wadsworth Cengage Learning.
3. Cleave, B.G. (2012). Positive Psychology – A Practical Guide. London: Faber and Faber Publishers.
4. Snyder, R.S. (2007). Positive Psychology: The Scientific and Practical Exploration of Human Strength. New Delhi: SAGE Publications :Ltd.



Course Code	Course Name	Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB3C50	Internship Training	Core				2
<b>Preamble:</b> To enable the students to learn the profile of Industry and EXIM operations						
<b>Prerequisite:</b> UG Internship						
<b>Course Outcomes (COs) :</b> On successful completion of this course the students will be able to:						
COs	Course Outcome (CO) Statement					Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the functions of various departments					K2
CO2	Identify the skill sets required in each departments					K4
CO3	Examine the process of export and import in the organization					K4
CO4	Determine the role of export managers in entire International Business Process					K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M

S- Strong; L- Low; M-Medium

**SEMESTER III**

**INTERNSHIP TRAINING**

**CREDITS: 2**

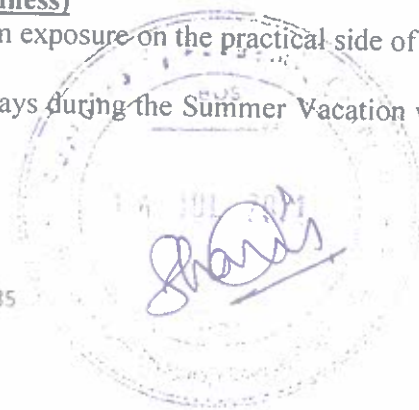
**Course Code: 21MIB3C50**

Internship training is essential to expose the students to the real life work situation and to strengthen the conceptual knowledge gained in the classroom. Practical training should be arranged during the summer vacation after the Second semester. The training shall be in a Banking, financial institutions Industrial enterprises, Travel and Tourism, Hospitality services, Hospital, Logistics and shipping, consultancy organizations etc engaged in International Business operations. The candidate should submit a report at the end of the study. It is compulsory. The viva-voce exam will be conducted during III semester. Internship carries 50 Marks. The Marks will be converted as GRADE.

**GUIDELINES FOR THE INTERNSHIP PROGRAMME – M.Com (International Business)**

**LEARNING OBJECTIVE:** To give optimum exposure on the practical side of Commerce and Industry.

1. Duration of the internship training is 30 days during the Summer Vacation which falls at the end of the 2<sup>nd</sup> Semester.



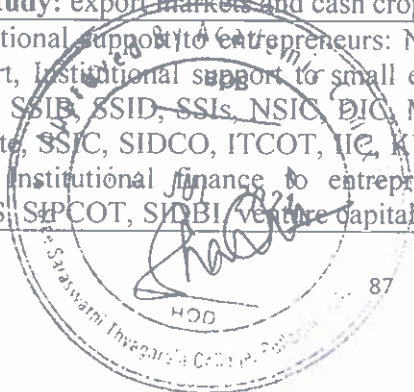
2. The departments concerned will prepare on exhaustive panel of Institutions. Industries and practitioners.
3. The individual student has to identify the institution / industry / practitioners of their choice and inform the same to the HOD / Staff-in-charge. -
4. The students hereafter will be called as Trainees should maintain a work diary in which the daily work done should be entered and the same should be attested by the section in-charge.
5. The departments should prepare an outline of the job to be done, sections in which they have to be attached both in the office as well as in the field.
6. The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached.
7. The trainees have to obtain a certificate on successful completion of the internship from the chief executive of the organization.
8. Monitoring and inspection by staff on a regular basis.
9. Schedule of visit to be made by the staff is to be prepared by the Programme coordinator / Staff-in-charge.
10. Report writing manual and format should be prepared by the respective departments.
11. All model forms are to be attached wherever it is necessary.
12. Expected outcome of the internship training is given separately.




**SEMESTER IV**

Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB4C10	<b>Innovation and Entrepreneurship</b>	Core	Concept	60	15	-	4
<b>Preamble:</b> To enable the students to learn the concept of entrepreneurship							
<b>Prerequisite:</b> New Course							

Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>Evolving conceptual Perspectives of Entrepreneurship:</b> Narrow definitions of entrepreneurship, self-managed or employed, knowledge and learning personality drivers, size of business, creating jobs and turnover, the types of organizations, the myths of entrepreneurship, and individual propensity to entrepreneurship. <b>Self-study:</b> Developing an enterprise culture	15	e-PG Pathshala
II	<b>Innovation and its Management:</b> The nature and role of market based innovation- Innovation and creativity, the alternative categories of innovation, continuous innovations, dynamically continuous innovations, Technology push, market pull, developing an appropriate innovation stance, the key innovation process steps. <b>Self-study:</b> Technology and step changes	15	e-PG Pathshala
III	<b>Personal Enterprise Environment:</b> Female entrepreneurship – typologies, hidden entrepreneurial activity, facts and figures, perceived barriers, policy issues, young entrepreneurship, Grey entrepreneurs, readiness for self-employment, self-perceived effective capacity. <b>Supporting enterprising people-</b> public sector support, Employer support. <b>Self-study:</b> Ethnic minority entrepreneurship	15	Lectures/ e-PG Pathshala
IV	<b>The social, public and not-for-profit – Multicultural entrepreneurship:</b> Corporate Social Responsibility (CSR), drivers of CSR, CSR as an innovative response, the prevalence of entrepreneurship in different countries, culture and attitudes to entrepreneurship, risk and failure, Aid or business support, political change and infrastructure development, low-and-high displacement companies. <b>Self-study:</b> export markets and cash crops	15	videos/e-PG Pathshala
V	<b>Institutional support to entrepreneurs:</b> Need for institutional support, Institutional support to small entrepreneurs, NSIC, SIDO, SSIB, SSID, SSI, NSIC, DIC, MSME Development Institute, SSIC, SIDCO, ITCOT, IIC, KVIC and commercial bank. <b>Institutional finance to entrepreneurs:</b> SFC, TIIC, SIDCS, SIPCOT, SIDBI, venture capital, NBFC.	15	e-PG Pathshala



Self-study :SIDBI		
<b>Total</b>	75	
<b>Text Books:</b> 1. Enterprise: Entrepreneurship and Innovation, (First printed in India 2011) by Robin Lowe and Sue Marriott, Published by Elsevier Ltd., New Delhi. 2. Entrepreneurial Development (6th edition, 2006) by C.B. Gupta and N.P. Srinivasan, Sultan & Chand Sons.		
<b>Reference Books:</b> 1. Fundamentals of Entrepreneurship and Small Business (1st edition, 2007) by Renu Arora, Kalyani publishers. 2. Entrepreneurial Development Business (1st edition, 2008) by S.S.Khanka, Sultan & Chand Sons. 3. Entrepreneurial Development Business (1st edition 2005) by P. Saravanel, Sultan & Chand Sons. 4. Entrepreneurship Development, Ramachandran, 1st Edition Publisher: Tata McGraw-Hill. 5. Entrepreneurship Development and Management, Dr A K Singh, Publisher: 6. Starting a Successful Business -A Step by Step guide, (1999) Rajan Chhibba, Penguin Books India (P) Ltd.		
<b>Learning Methods (*):</b> • Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing, etc.,		
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)		
<b>e-Resource/e-Content URL:</b> NPTEL		
Course Designer: <b>Dr. S. Nagarajan</b> Programme coordinator, Dept. of M.Com (IB) STC Chairman		 BOS

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the concept of entrepreneurship	K2
CO2	Identify the skill sets required for new entrepreneurs	K4
CO3	Examine the various opportunities and financial assistance available for entrepreneurs	K4
CO4	Determine the role of government and financial agencies facilitating young entrepreneurs	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M

Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIB4C20	Global Strategic Management	Core	Concept	60	15	-	4
<b>Preamble:</b> To enable the students to learn the strategic operations of MNC's .							
<b>Prerequisite:</b> New Course							

Unit	Course contents	Hours	e-Resources/ e-Content
i	<b>Strategic management:</b> Meaning, Elements, Different level of strategy, Dimensions of strategic decisions, critical success factors. <b>Corporate strategic Plans:</b> Mission & Vision of the firm, hierarchical levels of planning – Strategic planning, process – merits and limitations – organizational structure and strategy. <b>Self-study:</b> organizational structure and strategy.	15	e-PG Pathshala
II	<b>Competitive dynamics:</b> Experience curve – BCG approach – Porters approach – Importance of scanning environment – SWOT analysis – <b>Business Strategy:</b> internal and external analysis- <b>Strategy and technology:</b> Technology management – In-House development of technology – Acquisition and absorption of technology <b>Self-study:</b> In-House development of technology	15	e-PG Pathshala
III	<b>Diversification:</b> Mergers and acquisition – Turnaround management – Implementation of strategy – Evaluation and control of strategy – Strategies for globalization – Compulsion for Indian companies to go global – Thrust products for export - Concern for quality. <b>Self-study:</b> Compulsion for Indian companies to go global	15	Lectures/ e-PG Pathshala
IV	<b>BPO/KPO:</b> A perception study of Indian BPO Sector – HRD issues to all centers-Effective communication in KPO- BPO/KPO: The key issues/prospects involved in BPO/KPO sector-Women empowerment: Role of BPO sector. <b>Self-Study:</b> Prospects involved in BPO/KPO sector	15	videos/ e-PG Pathshala
V	<b>Case Studies from prescribed Text books</b>	15	e-PG Pathshala
<b>Total</b>		<b>75</b>	
<b>Text Books:</b>			
1. <b>Strategic Management</b> (Rev edition, 2007) by Ronflavel & John Williams, Prentice Hall			
2. <b>Business Policy and Strategic Management, Text and Cases</b> (2 <sup>nd</sup> Edition, 2014) by Rao Subba.P, Himalayam Publishing House, New Delhi.			
<b>Reference Books</b>			
1. <b>Business Policy and Strategic management Text &amp; Cases</b> (2 <sup>nd</sup> edition, 2014) by Rao Subba.P. Himalaya Publishing House, New Delhi.			
2. <b>Strategic planning &amp; management</b> (10 <sup>th</sup> edition, 2006) by P.K.Ghosh, Sultan chand &			

sons, NewDelhi

3. **Strategic management** (9<sup>th</sup> edition, 2013) by Charles W.H.Hill / Gareth R.Jones, Cengage Learning Publishers, New Delhi.

4. **Global Strategic management** (3<sup>rd</sup> edition, 2007) by Philippe /Lasserre , Palgrave Macmillan Publishers.

5. **Essentials of strategic management** (4<sup>th</sup> edition, 2007) by J David Hunger and Thomas L. WheelestPrentice Hall Publishers.

6. **BPO/KPO Management: An industry perspective** – (1<sup>st</sup> edition,2008) by R.Gopal&Pradip mandrake ,Excel publication.

**Learning Methods (\*):**

- Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/caslets Role playing, etc.,

**Focus of Course:** Entrepreneurship  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**  
NPTEL

Course Designer: **Dr. S. Nagarajan**  
Programme coordinator, Dept.of M.Com(IB) STC

*[Signature]*  
BoS Chairman

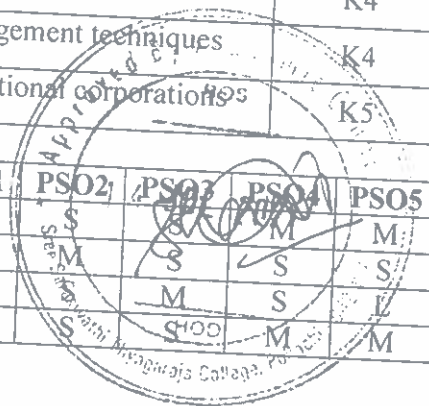
**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the strategic management concepts	K2
CO2	Identify the skill sets required in strategic decision making	K4
CO3	Examine the various innovative strategic Management techniques	K4
CO4	Determine the strategic management in multinational corporations	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	S	M
CO2	M	S	M	M	S	S	S	S	S	S
CO3	S	M	S	S	M	M	S	S	S	L
CO4	S	S	S	M	S	S	S	M	S	M





**SEMESTER: IV**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM4C11	Customs Duty and Goods and services Tax	Core	Concept	60	15	-	4
<b>Preamble :</b> To understand the fundamentals of GST and its application in the business							
<b>Prerequisite:</b> Basics of GST at UG level							
Unit	Course contents	Ins.Hours	e-Resources/ e-Content				
I	GST –Concept and genesis, Overview of GST Acts: Definition – Service, IGST, SGST, Import of goods and services, Alcohol for human consumption, Petroleum products and tobacco – Goods and service Tax council –Goods and services Tax network – Rate of GST – GST in India	15	You tube videos				
II	Definitions – Aggregate turnover, Business, Capital Goods, Casual taxable person, Composite supply, Consideration, Electronic cash ledger, Electronic credit ledger, Fixed establishment, Goods, Government, Input, Input service, Input service distributor, Input tax, Input tax credit, Inward supply, Place of business, Reverse charge, Turnover in state, Mixed supply, Output tax, Outward supply, services, supply – Officers of CGST, SGST – Appointment – Power- Levy and exemption from tax	15					
III	Time and value of supply – Time of supply of goods- Time of supply of services-Input Tax Credit-Appointment of credit & blocked credits- Recovery of input tax credit. Registration – amendment -Cancellation	15					
IV	Payment of tax, Interest, penalty & other amendment-Tax deduction at source- Utilizing Input tax credit – Refund of tax – Accounts and records – Collection of Tax at Source – -Return-Annual Return-final return -Assessment – Provisional assessment	12					
V	Customs duty – Important Definitions: Exported goods – Imported goods – Goods – Taxable event – Classification of goods – Valuation of goods – Levy and exemption- E filing of CGST	15					
	<b>Total</b>	<b>75</b>					
<b>Text Book(s):</b> 1. CA PrithamMahure, Goods and Services Tax (GST in-India), E-Book, 4 <sup>th</sup> edition, 2016							
<b>Reference Book(s):</b> 1. Pathik Shah, Hand Book on Service tax and Goods and Service Tax (Finance Act 2016) 2. S.S. Gupta, GST- Law and practice, Taxman Publications, New Delhi, 2017 3. MonishaBhalla, Commercial GST- Law and practice, Taxman publications, New Delhi, 2017.							
<b>Learning Methods (*):</b> □ Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,							
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)							

**e-Resource/e-Content URL:**

- Vidya-MitraPortal: <http://vidyamidra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: **Dr.P.Gomathi**  
Associate Professor, Dept. of M.Com, STC

*P. Gomathi*

*[Signature]*  
e-OS Member

**Course Outcomes (COs)**

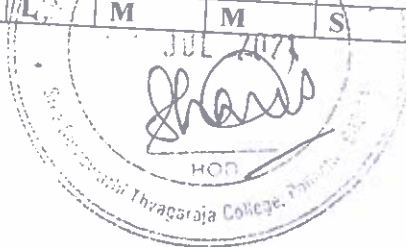
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to classify different type of products under GST with their rate	K2
CO2	Interpret different type of definition under GST	K2
CO3	Apply the Goods and services at different time period	K3
CO4	Estimate the payment of tax and filing of return	K5
CO5	Estimate the different type of goods its levy and its exemption	K6

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L - Low; M – Medium





Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical(P)	Credit
21MIB4EA0	Airline Marketing and strategic Airline alliance	Elective	Application	60	15	-	4

**Preamble:** This course aims to provide the students with a good knowledge on Airline marketing and strategic airline alliances.

**Prerequisite:** International Logistics Management, Logistics Operation, Multimodal transportation

Unit	Course contents	Hours	e-Resources/ e-Content
I	Introduction of Airline Business and Marketing Strategies, Marketing Strategy: PESTLE analysis: political factors – economic factors – social factors – technological factors – environmental factors. Market segmentation of airline industry, glossary of aviation and airline marketing.	15	e-PG Pathshala
II	Product Analysis- product in airline industry - product analysis and its application to the Airline Industry – fleet and schedules – related product features – customer service – related product features – controlling product quality – Distribution Of Product And Brand Relationship-Distribution channel strategies .	15	NPTEL Video Lectures
III	Promotion Marketing in Airline industry: Effective promotional strategies in airline industry –Marketing communication techniques – Selling in the air freight market . Airline Alliances : Need, Types of Alliances between Airlines, Major Airline Alliances.	15	NPTEL Video Lectures/ e-PG pathshala
IV	Airline Planning Decisions: Fleet Planning, Route Planning, Schedule Development, Pricing Decisions, Revenue Management. Online marketing in airline industry - web based marketing programmes in airline - emerging trends and challenges to marketers in airlines.	15	ICAO(International Civil Aviation Organisation)
V	Case studies : Trends in airline industry, success and failure of airline companies , Alliance malfunction in airline industry, Online marketing	15	NPTEL Video Lectures
<b>Total</b>		<b>75</b>	

**Text Books:**

1. **Marketing Management** ,reprint 2009 by Philip Kotler & Pearson Prentice Hall,
2. **Airline Marketing and Management** (6<sup>th</sup> Edition 2007) by Stephen Shaw . Ashgateshgate Pub Co .

**Reference Book(s):**

- Airport Marketing –David Jarach –Ashgate Publishing Limited
- Aviation Safety Programs- A Management Hand Book-Richard H. WoodJeppesen Sanderson Inc.
- Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
- Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.
- Marketing Management – RAJAN SAXENA –Tata McGraw Hill
- International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.
- Barnhart, C., F. Lu, and R. Sheno. "Integrated Airline Scheduling". In Operations Research in the Air Industry.
- Wells.A. Airport Planning and Management, 4th Edition McGraw- Hill, London 2000.
- Strategic Airport Planning –Robert E.Caves& Geoffrey D.Gosling-Elsevier Science Ltd

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/etc.,

**Focus of Course: Skill Development**

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

Airline Planning Decisions:

<https://www.icao.int/MID/Documents/2017/Aviation%20Data%20and%20Analysis%20Seminar/PPT4%20-%20Fleet%20Planning.pdf>

Course Designer: Dr.S.Nagarajan  
Programme Co-ordinator, Dept. of M.Com(IB),STC

  
BOS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to classify different types of marketing segments in air cargo management	K2
CO2	Interpret different types of airline products and services	K4
CO3	Apply the promotional techniques in airline marketing	K3
CO4	Determine the airline planning decisions in airline marketing	K5
CO5	Implement the results of case studies in airline marketing	K4

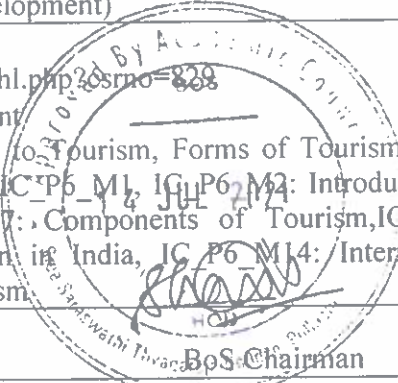
**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	L	M	S	S	S	S	S
CO2	M	M	S	S	M	S	S	S	M	M
CO3	S	S	M	S	L	S	S	S	M	M
CO4	S	M	S	M	M	S	S	S	M	M
CO5	M	S	M	S	S	M	M	S	L	S

S – Strong; L – Low; M – Medium

Course Code	Course Name	Type	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEE1	International Travel, Tourism and Hospitality Management	Core	Application	60	15	-	4
<b>Preamble:</b> To teach the students about the service sector especially travel, tourism and hospitality industry							
<b>Prerequisite:</b> Basics of Services Marketing							

Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>UNIT I: Service marketing:</b> Definition, marketing mix in service - Nature and components of tourism industry - Elements of tourism - Geographical components - Geographical resources for tourism – General patterns of world tourism - Tourist marketing mix- the tourist products – Users-Behavior of Users- Special Features of Tourism Marketing – Market Research in tourism - Recent Scenario in World Tourism Industry <b>Self study:</b> Recent Scenario in World Tourism Industry	15	PPT/ YouTube Videos/ e-PG Pathshala
II	<b>UNIT II : Hospitality Products and services</b> – Hotel and Lodging: Types of hotels – Other lodgings. Types of food service facilities - commercial food facilities – hotel restaurants – independent restaurants – institutional food facilities. <b>Self Study:</b> Emergence of Hotel Restaurant	15	PPT/ YouTube Videos/ e-PG Pathshala
III	<b>UNIT III :</b> <b>Hotel organization</b> – Introduction - large Independent hotel structure – Revenue Divisions / Departments – Accommodations – front office – uniformed services – housekeeping – laundry – engineering – Health club and recreation – food and beverage – room service – bars – banquets - kitchens – kitchen stewarding – non Revenue Departments – Finance accounts – human resources- sales and marketing – minor Revenue departments – small hotel structure. <b>Self Study:-</b> Small Hotel Structure	15	PPT/ Lectures/ You Tube
IV	<b>Travel Agency and Tour Operations-</b> Definition, how to set up travel agency: Market research, sources of funding, Comparative study of various types of Organization proprietorship, partnership, Private limited and limited , Govt. rules for getting approval , IATA rules, regulation for	15	PPT/ videos/ e-PG Pathshala

	accreditation, Documentation, Office automation, Practical exercise in setting up a Travel Agency Information Technology in Tourism – Modern Media Techniques – Networking – Internet and Tourism Industry – Computer Technology– computers in Airlines. <b>Self Study:</b> Office Automation		
V	<b>Future trends</b> – Introduction – Neo tourism – Responsible Tourism-new initiatives in tourism – Future trends in hospitality – transformation of hospitality industry –surge of hotel technology –Hotels and Resort by 2055 – future dining trends – specialization – hygiene, sanitation and safety. Future travel trends – Introduction – space travel – sea travel – air travel. The future Guest – Introduction – Profile of Gen-Y and Gen Z. <b>Self study:</b> Hygiene, Sanitation and Safety	15	PPT/ You Tube/ e- PG Pathshala
<b>Total</b>		75	
<b>Text Book(s):</b>			
1. <b>Introduction to Tourism &amp; Hospitality Industry</b> by Sudhir Andrews, Tata McGraw Hill Education Private Limited, New Delhi.			
2. <b>Services Marketing</b> by Dr.S.M.Jha, Himalaya Publishing House, Delhi.			
<b>Reference Book(s):</b>			
1. <b>International Tourism Management</b> by A.K. Bhata, Sterling publishers Pvt. Ltd., New Delhi.			
2. <b>Green Hospitality Management and Eco Hotels</b> by Raju Roy, Anmol Publications Pvt.Ltd., New Delhi.			
3. <b>Tourism, Principles, Practices</b> by Charles R. Goeldner& Brent Ritchie, J.R. (Latest edition), Philosophies, John Wiley and Sons, New Jersey.			
4. <b>Marketing for Hospitality and Tourism</b> by Philip Kotler, John Bowen and James Makens , Pearson publishing house			
<b>Learning Methods (*):</b>			
<ul style="list-style-type: none"> <li>Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing,etc.,</li> </ul>			
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)			
<b>e-Resource/e-Content URL:</b>			
<ul style="list-style-type: none"> <li><b>e-PG Pathshala</b> : <a href="http://epgp.inflibnet.ac.in/ahl.php?srno=828">http://epgp.inflibnet.ac.in/ahl.php?srno=828</a></li> <li><b>Paper No and Title:</b> P6.Tourism Management Module Number and Title :MI .Introduction to Tourism, Forms of Tourism, Components of Tourism, Hospitality Industry, Module Tag: IC_P6_M1, IG_P6_M2: Introduction to Tourism, IC_P6_M3: Forms of Tourism, IC_P6_M7: Components of Tourism,IC_P6_M10:Travel Agency, IC_P6_M13: Tourism organization in India, IC_P6_M14: International Tourism Organizations, IC_P6_M20: Trends in Tourism.</li> </ul>			
Course Designer: <b>Mr. S. Nagarajan</b> HoD, Dept. of M.Com(IB), STC			
			

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
COs	Course Outcome (CO) Statement	Blooms Knowledge Level Taxonomy
CO1	understand and evaluate the application of IT in Business	K2
CO2	Identify the skill sets required for IT Industry	K4
CO3	Examine the various functions of IT Manager	K4
CO4	Determine the role of IT Managers to attain the common goal of the organization in an innovative way	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M

S- Strong; L- Low; M-Medium



**ELECTIVE – III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MIBGEE0	Labour legislation	Elective	Application	60	15		4
<b>Preamble:</b> To enable the students to learn the concept of the labour legislation of India							
<b>Prerequisite:</b> Fundamentals of labour legislations							

Unit	Course contents	Hou rs	e-Resources/ e-Content
I	Introduction to the Historical Dimensions of Labor & Employee Legislation in India - Labor Protection & Welfare - Social Security & Social Justice - System of Economic Governance Principles of Labour Legislation – Labour and the Constitution <b>SELF STUDY :Social justice</b>	15	e-PG Pathshala
II	Factories Act 1948 – Maternity Act 1961 - Contract Labour Act 1970 – The Shops and Establishment Act 1947 – The Trade Union Act 1926 – The Industrial Disputes Act 1947.	15	e-PG Pathshala
III	Payment of Wages Act 1936 – Payment of Bonus Act 1965 – Payment of Gratuity Act 1972.	15	e-PG Pathshala
IV	The Role of Human Capital – Organized and Unorganized Labour – Unorganised Labour Act Workmen’s Compensation Act – The Employees Pension Scheme.	15	e-PG Pathshala
V	Quality of Life of Workers - Governance of Enterprises – Views on the Role of Labor Legislation - Gender Dimensions of Labor Laws – Pros and Cons of Legal System <b>self-study :pros and cons of legal system</b>	15	e-PG Pathshala
<b>TOTAL</b>		75	
<b>Text Book:</b> I. P.L. Malik, INDUSTRIAL LAW, Eastern Book Company, New Delhi, 2011			
<b>Reference books</b> C.S. Venkata Ratnam, GLOBALIZATION AND LABOUR-MANAGEMENT RELATIONS DYNAMICS OF CHANGE, Response Books, 2001 Biswajeet Pattanayak, HUMAN RESOURCE MANAGEMENT, PHI Learning, New Delhi Vipin Gupta Et al , CREATING PERFORMING ORGANIZATIONS: INTERNATIONAL PERSPECTIVES FOR INDIAN MANAGEMENT, Response Books			

**Learning Methods (\*):**

- Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study Component/case lets Role playing, etc.,

**Focus of Course:** Employability  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

- NPTEL: <https://onlinecourses.nptel.ac.in>

Course Designer: **Dr. S. Nagarajan**  
Programme coordinator, Dept. of M.Com(IB), STC

*Shanmugan*  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand and evaluate the labour legislations in India	K2
CO2	Identify the various labour legislation laws and its applications	K4
CO3	Examine the importance of labour legislation	K3
CO4	Determine the various areas of labour legislation	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	L	L		M	M	M	M
CO2	M	S	S	M	S		M	S	M	M
CO3	S	M	M	M	M		M	M	M	M
CO4	M	S	S	M	M		S	S	M	M





**SEMESTER IV  
PROJECT WORK AND VIVA VOCE**

**Hours per week: 6**

**CREDITS: 4**

**Course Code: 21MIB4C50**

Project work, which is compulsory, carries 100 marks .A student must select a topic for project work in the first week of the Third semester .Project Viva will be conducted during IV Semester. 7 Hours lab will be allotted for Project work for selecting topics, review collection, data collection through web, analysis and preparing the report.

**LEARNING OBJECTIVE:**

The primary objective of the project is to provide an opportunity to our students to make an intensive study of practical aspects of international business activities to sharpen their conceptual, analytical and problem solving skills.

**Project Period**

The students are required to do the project during their fourth semester and to submit on or before 31 March Every year.

**Project Guide**

The institution may assign the students to each staff known as project guide to act as a facilitator and mentor .The project guide may

1. Help the student identify a project that can be completed within the duration.
2. Provide assistance in data collection.
3. Review periodically the progress of the student
4. Offer necessary help in the preparation of project report

**Area of the Project**

The research project shall be in Banking, Financial institutions Industrial enterprises, Travel and Tourism, Hospitality services, Human resource Management,, Marketing Management, Hospitals, Logistics and shipping, consultancy organizations etc. engaged in the International Business operations.

**Evaluation:**

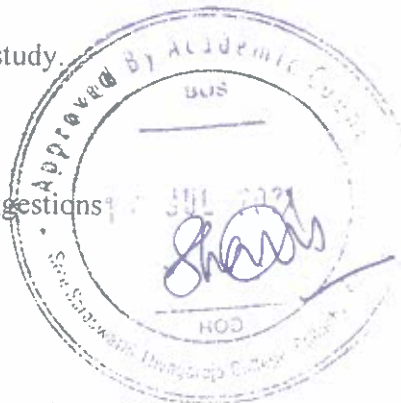
The project guide and the external shall evaluate the performance of the student.

Format for project report

- Title page
- Acknowledgement/Preface
- Table of contents
- List of Table and charts
- Abbreviations
- Chapter I: Introduction and design of the study.
- Chapter II: Review of Literature
- Chapter III: Profile of the study Area
- Chapter IV: Analysis and Interpretations
- Chapter V: Findings, Conclusion and Suggestions
- References
- Appendix
- Questionnaire/ Annual Reports

**Typing Instruction**

**Paper:** 8 ½ \* 11 inches in size. Only one side of the sheet should be typed





**Margin:** The left side margin should not be less than 1<sup>1/2</sup> inches (or 40mm) the right, top and Bottom Margin one inch (or 25mm)

**Font:** Times New Roman, subject matter -12 font size in running format, Heading and Section headings should be capitalized – 14 font size.

**Headings and Titles:**

- Heading and Section headings should be **capitalized and centered– 14 font size with Bold**
- Subdivision headings should be typed from **the left hand margin sentence case -12 font size with Bold**
- Paragraphs should be indented seven space for pica type and nine for elite type

**Tables, Graphs and Diagrams:**

- The table number (eg, TABLE 1.5) typed in capitals, should be separated from the text by two or three spaces.
- If an explanatory note to a time is necessary, an asterisk should be used.
- The note should be placed immediately below the table.

**Line Spacing:**

The text of the thesis should be 1.5 line spacing

Pagination: Pages of the text are numbered continuously in Arabic numerals.

**Foot note**

Footnote citation is indicated by placing an index number i.e. a superscript or numeral. The superscript numeral must appear at the top of the line both in the text and in a footnote. Footnote are single spaced, with double spacing between two consecutive citations. Footnote are numbered consecutively within each chapter or throughout the entire report.

**Basic Format:** Author's name, title of the work, Place of publication: Publisher's name, year, Page no,(s). Note of punctuations. Page number to be preceded by "p" if single or "pp".if two or more pages. Title to be underlined

**For eg**

Drucker<sup>1</sup> lays great stress on the concept of self-control. Control, according to him means "the ability to direct one-self and on's work".on the basis of the objective<sup>1</sup>

**Bibliography**

The format for bibliographical listing for books, reports, articles are same for footnote also.

Books and articles can be arranged either chronological order or year wise.

**For citing Books**

Mann, R.S Social Change and Social Research, New Delhi: Concept Publishing Company, 1988, .27

**Publication of Government and Public Organisation**

Government of India, India 1986: A Reference Annual, New Delhi: Publication Division, 1987, p.127

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<sup>1</sup>Drucker "Achievement through Human Engineering", Indian Management, 28, No.8, July, 1988, pp.14-16.

### Quoting from Secondary Sources

Gand, William. S., "Foreign Aid: What it is; how it works; why we provide it", Department of State Bulletin, 59, No.1537, 1958, quoted in Todaro, Michael p, Economic Development in the Third world, New York, Longman, 1981, p.40.

### Citing Journal

GoelRanjan, "Achievement through Human Engineering", Indian Management, 28, No.8, July, 1988, pp.14-16.

### Citing Thesis or Dissertation

Pandey, Subrata, A study of organizational and Individual Characteristics in R & D Organizations, unpublished Ph. D Thesis, Bangalore: Indian Institute of Science, 1986.

### For Citing Seminar Paper

Krishnaswami O.R., "Towards Excellence in Cooperative Management" (Paper Presented at a Seminar on "Excellence in Management, Cooperative Training College, Bangalore, July 1989)

## SCHEDULE

### II Semester

1. December - Identification of problem
2. January - Selection of topic
3. February - Collection of Review of Literatures

### III Semester

4. June - Finalization of Questionnaire
5. July - Data collection
6. Aug - Analysis and preparation of project report
7. Sep - First draft correction

### IV Semester

8. Dec - Second draft correction
9. Jan - Third draft correct
10. Feb - Review Presentation
11. Mar - Submission of Project



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy

		<b>Knowledge Level</b>
<b>CO1</b>	Understand and Selection of the problem	K2
<b>CO2</b>	Formulate the Hypothesis and Objectives	K2
<b>CO3</b>	Develop the literature review based on the research problem	K3
<b>CO4</b>	The analysis pertaining to collected data	K4
<b>CO5</b>	Evaluating and conclude the Project report	K5

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	S	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium





**EXAMINATIONS SYSTEM UNDER AUTONOMY**

**1. OBE ASSESSMENT COMPONENT MATRIX**

**Theory**

Course Category Assessment Components	PG			PG
	Concept	Application	Analysis	IDC
<b>Component -1</b> CIA - Test	30	30	30	50
<b>Component -2</b> UG - Attendance / PG - Seminar	5	5	5	-
<b>Component -3</b> Assignments	5	5	5	-
<b>Component -4</b> Skill Based Task	10*	10*	10*	-
<b>Total Marks</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>

**Note:**

- \* - Skill based task - 1 task
- \* - Skill based tasks - 2 tasks for UG, - 3 tasks for PG

**Practical**

Course Category Assessment Components	UG/PG		Skill Based
	<b>Component -1</b> CIA - Test	30	
<b>Component -2</b> Lab Performance	5	2.5	5
<b>Component -3</b> Observation	5	2.5	5
<b>Component -4</b> Skill Based Task	10*	5*	5*
<b>Total Marks</b>	<b>50</b>	<b>25</b>	<b>30</b>

**Note:**

- \* - Skill based task - 1 task
- \* - Skill based tasks - 2 tasks for UG, - 3 tasks for PG

**Project & Internship**

Course Category Assessment Components	Project	Summer Internship	Project
<b>Component -1</b> Review I	15	25	30
<b>Component -2</b> Review II	15	25	30
<b>Component -3</b> Report Submission	10	-	20
<b>Component -4</b> Model Viva voce	10	-	20
<b>Total Marks</b>	<b>50</b>	<b>50</b>	<b>100</b>

**Internship & Field Work for Psychology/Social Work**

Course Category	Internship
Assessment Components	



<b>Component -1</b> Attendance	10
<b>Component -2</b> Work Diary/IC	10
<b>Component -3</b> Report/Record	10
<b>Component -4</b> Prof. Knowledge& Initiatives/ Viva voce	20
<b>Total Marks</b>	<b>50</b>

**SKILL BASED TASKS FOR THEORY / PRACTICAL COURSES:**

- FLOWCHARTS
- MINIATURES
- DEMONSTRATION
- SNAP TALK
- VIVA VOCE
- CLASS PRESENTATION [ORAL/POSTER]
- BUSINESS PLAN
- GROUP DISCUSSION
- SIMULATION EXERCISE
- CASE STUDY
- GAMES
- PUZZLES
- MODELS
- PAPER PRESENTATION
- ARTICLE REVIEW
- DEBATE
- SEMINAR
- REPORTS
- PORTFOLIOS
- QUESTIONNAIRE
- PUBLICATION
- SURVEY
- MINI PROJECT [INDIVIDUAL / GROUP]
- USP COMPONENT [UNIQUE TO THE COURSE]

**2. Mark Preparation Format**

Sl.No.	Name	Reg.No.	Rubrics Evaluation				Total
			Component 1	Component 2	Component 3	Component 4	

**3. Pattern of Examinations:** The college follows semester pattern. Each academic year consists of two semesters and each semester ends with the End Semester Examinations. A student should have a minimum of 75% attendance out of 90 working days to become eligible to sit for the examinations.

**4. Internal Examinations:** The questions for every examination shall have equal representation from the units of syllabus covered. The question paper pattern and coverage of syllabus for each of the internal (CIA) tests for UG programs are as follows:

**Internal Assessment Test**

- i. First Internal Assessment Test**  
Syllabus : First Two Units



Working Days : On completion of 30 working days, approximately  
 Duration : Two Hours  
 Max. Marks : 50

**ii. Second Internal Assessment Test**

Syllabus : Third and Fourth Units  
 Working Days : On completion of 65 working days, approximately  
 Duration : Two Hours  
 Max. Marks : 50

**iii. Model Examinations**

Syllabus : All Five Units  
 Working Days : On completion of 85 working days, approximately  
 Duration : Three Hours  
 Max. Marks : 100 (or) 75

**PG: CIA TEST - I & II**

**[FOR 2 UNITS - 2 HOURS - 50 MARKS]**

**[FOR CORE/ELECTIVE/ALLIED/SKILL BASED COURSES]**

**SECTION A**

[05 MULTIPLE CHOICE QUESTIONS]

[ALL 5 FROM K1 LEVEL]:

**MARKS**

**05 x 01 = 05**

(MINIMUM TWO QUESTION SHALL BE ASKED FROM EACH UNIT)

**SECTION B**

[250 WORDS - OPEN CHOICE TYPE - 3 OUT OF 5 QUESTIONS]

[1 QUESTION FROM K1 LEVEL]

[2 QUESTIONS FROM K2 LEVEL]

[1 QUESTION FROM K3 LEVEL]

[1 QUESTION FROM K4 LEVEL]:

**MARKS**

**03 x 05 = 15**

(MINIMUM TWO QUESTION SHALL BE ASKED FROM EACH UNIT)

**SECTION C**

[500 WORDS - EITHER OR TYPE - 3 QUESTIONS]

[ALL 3 ARE FROM K2, K3 & K4 LEVEL RESPECTIVELY]:

**MARKS**

**03 x 10 = 30**

(MINIMUM TWO QUESTION SHALL BE ASKED FROM EACH UNIT)

**PG: CYCLE TEST - I & II**

**[FOR 2 UNITS - 2 HOURS - 50 MARKS]**

**[FOR IDC - GENERAL INTELLIGENCE AND REASONING]**

**SECTION A**

[50 MULTIPLE CHOICE QUESTIONS]

[ALL 50 FROM K1 LEVEL]:

**MARKS**

**50 x 01 = 50**

(MINIMUM TWENTY TWO QUESTIONS SHALL BE ASKED FROM EACH UNIT)

**Model & Semester Examinations Assessment - PG for 100 marks**

Bloom's Category Level	Sections	Marks	Description
------------------------	----------	-------	-------------

*Shankar*

Observation	2.5	2.5
Skill Based Task	5	5
<b>Total Marks</b>		<b>25</b>

InternalsSetup : *Practical - 30 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	3
CIA Test - II	50	3
Model Examination	100	9
Lab Performance	5	5
Observation	5	5
Skill Based Task	5	5
<b>Total Marks</b>		<b>30</b>

InternalsSetup : *Project - 50 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review - I	15	15
Review - II	15	15
Report Submission	10	10
Model Viva-voce	10	10
<b>Total Marks</b>		<b>50</b>

InternalsSetup : *Summer Internship - 50 marks*

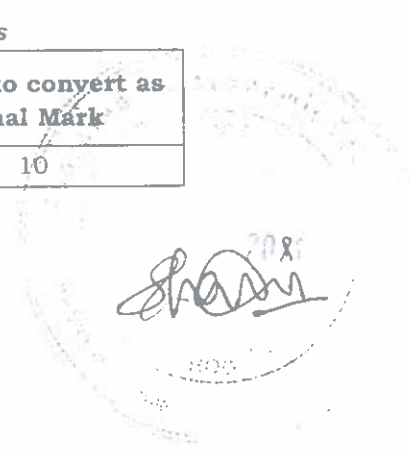
Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review - I	25	25
Review - II	25	25
<b>Total Marks</b>		<b>50</b>

InternalsSetup : *Project- 100 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review - I	30	30
Review - II	30	30
Report Submission	20	20
Model Viva-voce	20	20
<b>Total Marks</b>		<b>100</b>

InternalsSetup : *Internship and Field Work - 50 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Work diary/IC	10	10



Report/Record	10	10
Professional Knowledge & Initiatives / Viva-voce	20	20
Attendance	10	10
<b>Total Marks</b>		<b>50</b>

**External Examinations:**

The external examinations for theory courses will be conducted for 50% marks for all UG and PG degree programs, (In case of Total mark is 75, External will be 45 marks). The external theory examinations will be conducted only after the completion of 90 working days in each semester.

Normally, the external practical examinations will be conducted before the commencement of theory examinations. Under exceptional conditions these examinations may be conducted after theory examinations are over. The external evaluation will be for 50% (In case of Total mark is 75, External will be 45 marks) of each practical course.

The **External Assessment marks for Practical Examinations** are based on the following criteria. The assessment is for 50 % marks of each practical course.

Programmes (2*20)	40
(Algorithm 10 marks, Key and execution 10 marks)	
Record	10
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment marks for Skill Based Practical Examinations** are based on the following criteria. The assessment is for 45 marks of each practical course.

Programmes (2*20)	40
(Algorithm 08 marks, Key and execution 12 marks)	
Record	05
	-----
<b>Total</b>	<b>45</b>
	-----

The **External Assessment marks for Non Major Elective Practical Examinations** are based on the following criteria. The assessment is for 50 marks.

Programmes (2*21)	42
(Algorithm 7 marks, Key and execution 14 marks)	
Record	8
	----
<b>Total</b>	<b>50</b>
	----

The **External Assessment marks for Project and Summer Internship [Inclusive of Psychology & Social Work ]** are based on the following criteria. The assessment is for 50 marks.

a) Evaluation	30
b) Viva	20
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment marks for Project** are based on the following criteria. The assessment is for 100 marks.

a) Evaluation	60
---------------	----





b)Viva	40
	-----
<b>Total</b>	<b>100</b>
	-----

The external viva voce examinations for project works also will be conducted after completion of theory examinations. The external assessment is for 100 % marks of the project work.

The **External Assessment mark for project evaluation / summer internship [50 marks]** is based on the following criteria.

a)Assessment	30
b)Viva	20
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment mark for project evaluation / summer internship [100 marks]** is based on the following criteria.

a)Assessment	60
b)Viva	40
	-----
<b>Total</b>	<b>100</b>
	-----

**End Semester Examinations Question Paper Pattern - I**

Syllabus : All Five Units  
 Working Days : On completion of a minimum of 90 working days.  
 Duration : Three Hours  
 Max. Marks : 100

**Question Paper Pattern**

For the **End Semester External Theory Examinations for 100 marks** the question paper pattern shall be the same for all UG & PG programmes.

**Section - A (10 X 1 = 10 Marks)**

**Answer the following questions**

**Multiple Choice questions**

- 1 Unit I
- 2 Unit I
- 3 Unit II
- 4 Unit II
- 5 Unit III
- 6 Unit III
- 7 Unit IV
- 8 Unit IV
- 9 Unit V
- 10 Unit V



**Section - B (5 X 6 = 30 Marks)**

**Answer any 5 out of 7 of the following questions**  
**Answers should not exceed 250 words**

11. Unit – I/II/III/IV/V
12. Unit – I/II/III/IV/V
13. Unit – I/II/III/IV/V
14. Unit – I/II/III/IV/V
15. Unit – I/II/III/IV/V
16. Unit – I/II/III/IV/V
17. Unit – I/II/III/IV/V

**Section – C (5 X 12 = 60 Marks)**

**Answer either (a) or (b) from all questions**  
**Answers should not exceed 500 words**

18. a) Unit – I Or  
b) Unit – I
19. a) Unit II Or  
b) Unit II
20. a) Unit III Or  
b) Unit III
21. a) Unit IV Or  
b) Unit IV
22. a) Unit V Or  
b) Unit V

**End Semester Examinations Question Paper Pattern - II**

- Syllabus : All Five Units  
Working Days : On completion of a minimum of 90 working days.  
Duration : Three Hours  
Max. Marks : 75

**Question Paper Pattern**

For the **End Semester External Theory Examinations (for 75 marks)**, the question paper pattern shall be the same for all UG programmes [Skill Based Courses & NME].

**Section – A (10 X 1 = 10 Marks)**

**Answer the following questions**

**Multiple Choice questions**

- 1 Unit I
- 2 Unit I
- 3 Unit II
- 4 Unit II
- 5 Unit III
- 6 Unit III
- 7 Unit IV
- 8 Unit IV
- 9 Unit V



K1	Section A 10 Questions * 1 Marks	10				Multiple choice Questions
K1, K2, K3, K4	Section B 5 Questions (out of 7 questions)* 6 Marks (Open choice type)	30				Open choice types Questions (250 words)
		K1	K2	K3	K4	
K2, K3, K4	Sections C 5 Questions * 12 Marks (either or type)	60				Either or types Questions (500 words)
		K2	K3	K4		
		4	4	1		
<b>Total</b>		<b>100</b>				

**PG: MODEL & END SEMESTER EXAMINATIONS  
[FOR 5 UNITS - 3 HOURS - 100 MARKS]**

**[FOR CORE/ELECTIVE/ALLIED COURSES]**

**SECTION A**

[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROM K1 LEVEL]:

(Two each from all units)

**10x01= 10 MARKS**

**SECTION B**

[250 WORDS - OPEN CHOICE TYPE - 5 OUT OF 7 QUESTIONS]

[2 QUESTIONS FROM K1 LEVEL]

[2 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]

[1 QUESTION FROM K4 LEVEL]:

(Minimum One question shall be asked from each unit)

**05 x 06 = 30 MARKS**

**SECTION C**

[500 WORDS - EITHER OR TYPE - 5 QUESTIONS]

[2 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]

[1 QUESTION **COMPULSORY** FROM K4 LEVEL]:

(Two each from all units)

**05 x 12 = 60 MARKS**

**Assignments**

Each student is expected to submit at least two assignments per course. The assignment topics will be allocated by the course teacher. The students are expected to submit the first assignment before the commencement of first CIA and the second assignment before the commencement of second CIA.

**Scoring pattern for Assignments**

Punctual Submission : 2 Marks

Contents : 4 Marks

Originality/Presentation skill : 4 Marks

Maximum : 10 Marks x 2 Assignments = 20 marks

(Reduce these marks to a maximum of 5 i.e., (Marks obtained / 20) X 5)

**Attendance Mark**

Attendance Range      Marks

96 % and above - 5 Marks

91 % & up to 95 % - 4 Marks

86% & up to 90 % - 3 Marks

81% & up to 85 % - 2 Marks

From 75 % to 80% - 1 Mark

**Maximum** - 5 Marks



**Outcome Based Education Assessment Pattern (Internals)  
2021-22 batch onwards**

**InternalsSetup : Theory - 50 marks (PG)**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	7.5
CIA Test - II	50	7.5
Model Examination	100	15
Assignment	5	5
Attendance	5	5
Skill Based Task	5	10
<b>Total Marks</b>		<b>50</b>

**InternalsSetup : IDC - 50 marks (PG)**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	15
CIA Test - II	50	15
Model Examination	100	20
Assignment	-	-
Attendance	-	-
Skill Based Task	-	-
<b>Total Marks</b>		<b>50</b>

**InternalsSetup : Practical - 50 marks**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	7.5
CIA Test - II	50	7.5
Model Examination	100	15
Lab Performance	5	5
Observation	5	5
Skill Based Task	10	10
<b>Total Marks</b>		<b>50</b>

**InternalsSetup : Practical - 25 marks**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	3.5
CIA Test - II	50	3.5
Model Examination	100	8
Lab Performance	2.5	2.5



10 Unit V

**Section - B (5 X 5 = 25 Marks)**

**Answer any 5 out of 7 of the following questions**

**Answers should not exceed 250 words**

11. Unit - I/II/III/IV/V
12. Unit -I/II/III/IV/V
13. Unit - I/II/III/IV/V
14. Unit - I/II/III/IV/V
15. Unit - I/II/III/IV/V
16. Unit - I/II/III/IV/V
17. Unit - I/II/III/IV/V

**Section - C (5 X 8 = 40 Marks)**

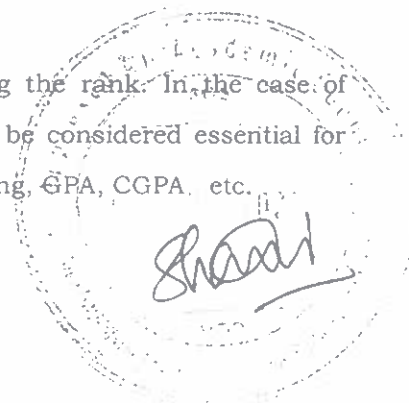
**Answer either (a) or (b) from all questions**

**Answers should not exceed 500 words**

16. a) Unit I Or  
b) Unit I
17. a) Unit II Or  
b) Unit II
18. a) Unit III Or  
b) Unit III
19. a) Unit IV Or  
b) Unit IV
20. a) Unit V Or  
b) Unit V

**Essential conditions for the Award of Degree / Diploma / Certificates:**

1. Pass in all components of the degree, i.e., Part-I, Part-II, Part-III, Part - IV and Part-V individually is essential for the award of degree.
2. First class with Distinction and above will be awarded for part III only. Ranking will be based on marks obtained in Part - III only.
3. GPA (Grade Point Average) will be calculated every semester separately. If a candidate has arrears in a course, then GPA for that particular course will not be calculated. The CGPA will be calculated for those candidates who have no arrears at all. The ranking also will be done for those candidates without arrears only.
4. The improvement marks will not be taken for calculating the rank. In the case of courses which lead to extra credits also, they will neither be considered essential for passing the degree nor will be included for computing ranking, GPA, CGPA, etc.



5. The grading will be awarded for the total marks of each course.
6. Fees shall be paid for all arrears courses compulsorily.
7. There is provision for re-totaling, Xerox copy and revaluation for UG and PG Programmes on payment of prescribed fees.

**Classification of Successful Candidates [Course-wise]**

RANGE OF MARKS (In percent)	GRADE POINTS	GRADE	DESCRIPTION
90 - 100	9.0 - 10.0	O	OUTSTANDING
80 - 89	8.0 - 8.9	D+	EXCELLENT
75 - 79	7.5 - 7.9	D	DISTINCTION
70 - 74	7.0 - 7.4	A+	VERY GOOD
60 - 69	6.0 - 6.9	A	GOOD
50 - 59	5.0 - 5.9	B	AVERAGE
40 - 49 #	4.0 - 4.9	C	SATISFACTORY
00 - 39	0.0	U	RE-APPEAR
ABSENT	0.0	U	ABSENT

Reappearance is necessary for those who score below 50% Marks in PG \*\*;

those who score below 40% Marks in UG\*;

# only applicable for UG programs

**Individual Courses**

$C_i$  = Credits earned for course "i" in any semester

$G_i$  = Grade Point obtained for course "i" in any semester

'n' refers to the semester in which such courses were credited.

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

$$\sum C_i$$

Sum of the multiplication of grade points by the credits of the courses

$$\text{GPA} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the credits of the courses in a semester

**Classification of Successful Candidates (Overall):**

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5 to 10.0	O+	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class

5.0 and above but below 5.5	B	Third Class
4.5 and above but below 5.0	C+ #	
4.0 and above but below 4.5	C #	
0.0 and above but below 4.0	U	Re-appear

“\*” The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major, Allied, Inter Departmental and Elective Course alone) are eligible.

“#” Only applicable to U.G. Programme

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum C_n G_n}{\sum C_n}$$

Sum of the multiplication of grade points by the credits of entire program  
 CGPA =  $\frac{\text{Sum of the multiplication of grade points by the credits of entire program}}{\text{Sum of the credits of the Courses of the entire Program}}$

In order to get through the examination, each student has to earn the minimum marks prescribed in the internal (wherever applicable) and external examinations in each of the theory course, practical course and project viva.

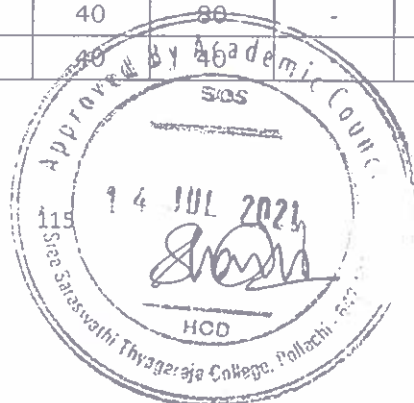
Normally, the ratio between internal and external marks is 50:50. There is no passing minimum for internal component. The following are the minimum percentage and marks for passing of each course, at UG and PG levels for external and aggregate is as follows:

S.No	Program	Passing Minimum in Percent	
		External (50)	Aggregate (100)
1	UG Degree	40% (20)	40% (40)
2	PG Degree	50% (25)	50% (50)

However, the passing minimum marks may vary depending up on the maximum marks of each course. The passing minimum at different levels of marks is given in the following table:

S.No	UG & PG Maximum Marks			Passing minimum for UG			Passing minimum for PG		
	Int.	Ext.	Total	Int.	Ext.	Agg. 40%	Int.	Ext.	Agg. 50%
1	50	50	100	-	20	40	-	25	50
2	30	45	75	-	18	30	-	-	-
3	50	-	50	20	-	20	25	-	25
4	25	25	50	-	10	20	-	13	13
5	-	50	50	-	20	20	-	25	25
6	100	100	200	-	40	80	-	50	100
7	-	100	100	-	-	-	-	50	50

**Reappearance**



The students having arrears shall appear in the subsequent semester (external) examinations compulsorily. The candidates may be allowed to write the examination in the same syllabus for 3 years only. Thereafter, the candidates shall be permitted to write the examination in the revised / current syllabus depending on various administrative factors. There is no re-examination for internals.

**Criteria for Ranking of Students:**

1. Marks secured in core, elective and Inter Disciplinary Course (Part III) courses will be considered for PG Programs and marks secured in Core, Elective, Inter Departmental and Allied Courses (Part-III) will be considered for UG programs, for ranking of students.
2. Candidate must have passed all courses prescribed chosen / opted in the first attempt itself.
3. Improvement marks will not be considered for ranking but will be considered for classification.

**External Examination Grievances Committee:**

Those students who have grievances in connection with examinations may represent their grievances, in writing, to the chairman of examination grievance committee in the prescribed Performa. The Principal will be chairman of this committee.







**SREE SARASWATHI THYAGARAJA COLLEGE (AUTONOMOUS)  
THIPPAMPATTI, POLLACHI - 642 107**

**Student Grievance Form**  
**(Forms Available at Utility Stores)**

Date:

Place:

**From**

Register No : .....

Name : .....

Class : .....

SreeSaraswathiThyagarajaCollege,  
Pollachi – 642 107

**To**

The Principal / Examination-in-charge,  
SreeSaraswathiThyagarajaCollege,  
Pollachi – 642 107

**Through:**

1. Head of the Department,  
Department of .....,  
SreeSaraswathiThyagaraja College,  
Pollachi – 642 107
2. Dean of the Department  
Faculty of .....,  
SreeSaraswathiThyagaraja College,  
Pollachi – 642 107

**Respected Sir / Madam,**

Sub: ..... - reg.

**NATURE OF GRIEVANCE**

.....  
.....  
.....

Thanking you,

Yours

Truly,  
Signature

**Forwarded by:**

**HOD with comments / recommendation**

.....  
**2. Dean with comments / recommendation**

.....  
**3. Signature and Directions of the Principal**

.....  
**4. Controller of Examinations:**

