

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(IB)
Programme for the students admitted during 2022-2023

Curriculum Framework under Choice Based Credit System (CBCS) and
Syllabus for Outcome Based Education (OBE) in
MASTER OF COMMERCE (INTERNATIONAL BUSINESS)
Degree Programme
for the students admitted from the academic year 2022 – 23 and onwards

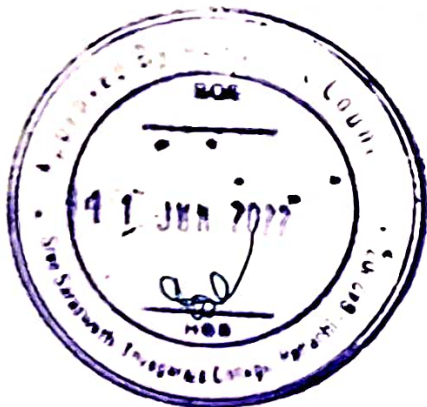


SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, NAAC Re-Accredited with 'A' Grade, ISO 21001:2018 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 (PEOs)

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 transfer the knowledge, skills and expertise to the community.

PEO2: Involve in lifelong learning to adapt to educational needs in a changing world for maintaining competency and 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: Integrating critical thinking, analytical decision making to become a globally competent entrepreneur in the field of Commerce and International business

PROGRAMME OUTCOMES (POs)

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

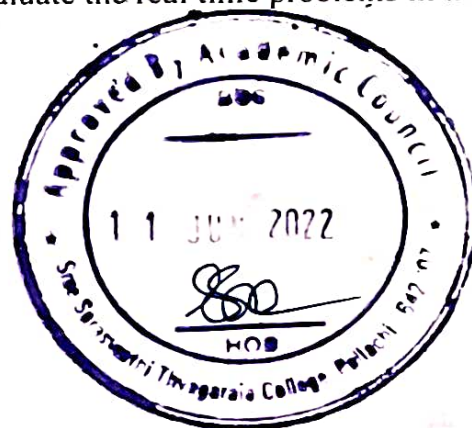
PO1: Demonstrate professionally with social, cultural and ethical responsibility as an individual as well as in multifaceted teams with positive attitude

PO2: Analyse rational thinking in the core functional areas of business and the ability to take decisions with a holistic perspective.

PO3: Apply the knowledge gained during the course of the program to solve the real time problems in imports and exports

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

PO5: Apply critical and analytical research skills to evaluate the real time problems in the 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 upgradation.

PSO2: Learners will be able to prove their proficiency with the ability to engage in export trade

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 international 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 Objective:

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



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 2022-23 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.

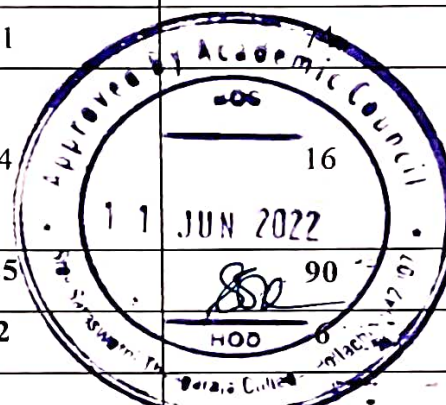
Outcome Based Education:

“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	21	
	Elective A. Finance B. Marketing C. Logistics D. International HR	4	16
Total		25	90
Interdepartmental courses		2	
Extra Credit Courses			
Massive open online courses		2	4
Total		29	100

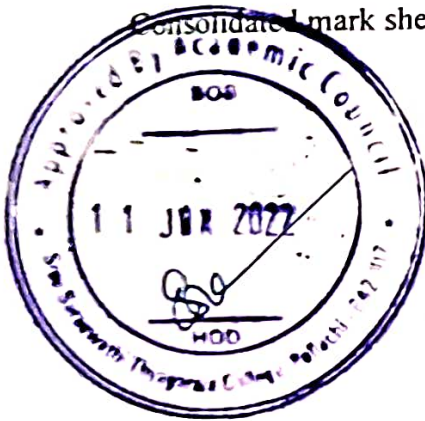


Part – III Courses: A set of courses that includes Core courses (Theory & Practical), Electives, Inter Departmental Course, Mini Project, Internship and Main Project in the major field of study.

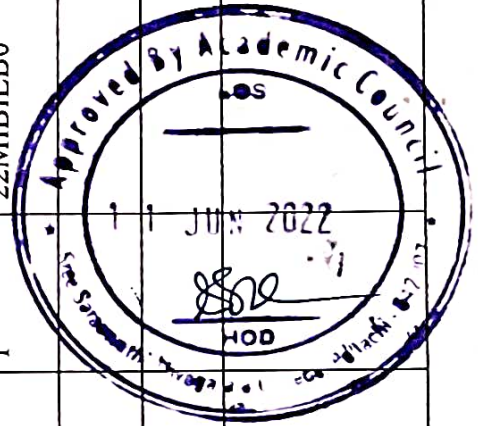
Inter Departmental Courses (IDC): A set of IDC Courses are offered by PG Departments such as Social work, English, Mathematics, Commerce and Commerce with International Business during II and III Semesters. The students can choose the IDC courses of their choice from the list of IDC Courses offered by 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 Course era, etc. These courses are to be completed by the students of M.Com (International Business) Programme admitted in 2021 -2022 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/ Course Era/etc.on receipt of MOOCs completion certificate and it shall incorporate the

Personal date mark sheet of the student as extra credit courses.



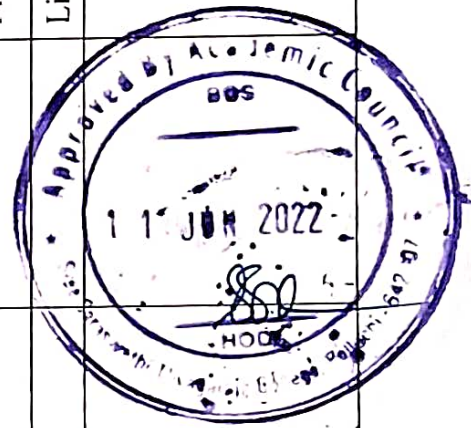
Part	Type	Core	Course Code	Name of the Course	Periods/Week			CIA	ESE	Total	Credits
					L	P	T				
III				SEMESTER - I							
	Theory	Core - 1	22MIB1C10	India's Foreign Trade	3	-	1	50	50	100	3
	Theory	Core - 2	22MIB1C20	Global Business Environment	3	-	1	50	50	100	4
	Theory	Core - 3	22MCM1C10	Management Concept and Organizational Behavior	3	-	1	50	50	100	4
	Theory	Core - 4	22MCM1C20	Marketing Management	3	-	1	50	50	100	4
	Practical	Core - 5	22MIB1C30	Practical-I Computer Application in international Business	-	5	-	50	50	100	3
	Project	Core - 6	22MIB1C40	Mini Projects	-	-	2	50	-	50	2
	Theory	Elective I	22MCM1EA0	A1. Financial services	5	-	-	50	50	100	4
	Theory	I	22MCM1EB0	B1. Services marketing							
	Theory	I	22MIB1EA0	C1. Logistics Operations							
	Theory	I	22MIB1EB0	D1. International Human Resources Management							
				Placement		2					
				Library		1					
			Total for semester - I		30		350	300	650	24	

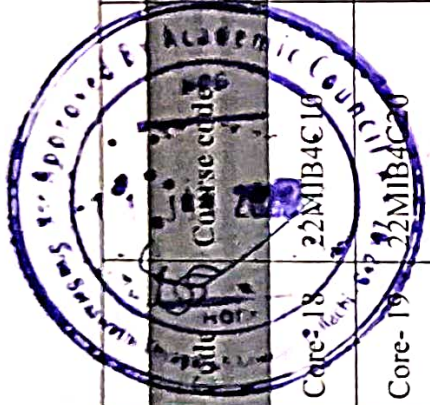




Part	Type	Course	SEMESTER - II	Methods/Week			C/A	ESE	Total	Credits	
				L	P	T					
III	Theory	22MIB2C10	Foreign Trade Procedure and Documentation	4	-	1	50	50	100	4	
	Theory	22MIB2C20	Accounting for Managers	3	-	1	50	50	100	3	
	Theory	22MCM2C10	Customs Duty & Goods and Service Tax	3	-	1	50	50	100	3	
	Theory	22MCM2C20	Business Research Methods	3	-	-	50	50	100	3	
	Practical	22MIB2C30	Practical II Tally with GST and FOREX Transactions	-	5	-	50	50	100	3	
	Practical	22CTP2C20	Professional Skills	-	2	-	50	-	50	2	
	Theory	22MCM2EA0	A2. Security Analysis and Portfolio Management								
	Theory	22MCM2EB0	B2.Brand Management								
	Theory	22MIB2EA0	C2.Multimodal Transportation Management	5	-	-	50	50	100	4	
	Theory	22MIB2EB0	D2.Cross Cultural Communication and Management								
				NPTEL	-	-	2	-	-		*2
		Theory	22MIB2I10	*IDC : I -Travel and Tourism Management	2	-	-	50	-		3**
Total for semester - II				30	-	-	400	300	650	22+2*+3**	

Part	Type	Code	Course code	SEMESTER – III	Periods/ week			CIA	ESE	Total	Credits
					L	P	T				
III	Theory	Core -13	22MIB3C10	Operation Research for Business Managers	3	-	1	50	50	100	4
	Theory	Core - 14	22MIB3C20	Foreign Exchange Management	4	-	2	50	50	100	4
	Theory	Core - 15	22MIB3C30	EXIM Finance	4	-	1	50	50	100	4
	Practical	Core - 16	22MIB3C40	Practical III Export Documentation and MS Excel	5	-	-	50	50	100	4
	Project	Core - 17	22MIB3C50	Internship Training	-	-	-	-	50	50	3
			22MCM3EA0	A3. International Financial Management							
	Theory	Elective - III	22MCM3EB0 22MIB3EA0 22MIB3EB0	B3. Marketing Research C3. Shipping and Port Management D3. Global Leadership	5	-	-	50	50	100	4
				NPTEL	-	-	2	-	-	-	2*
	Theory		22MIB3I20	*IDC : 2 –Personal Financial Management	2			50	-	50	3**
				Placement	2			-	-	-	-
				Library	1			-	-	-	-
				Total for Semester – III				30+2*	300	600	23+2* 3**





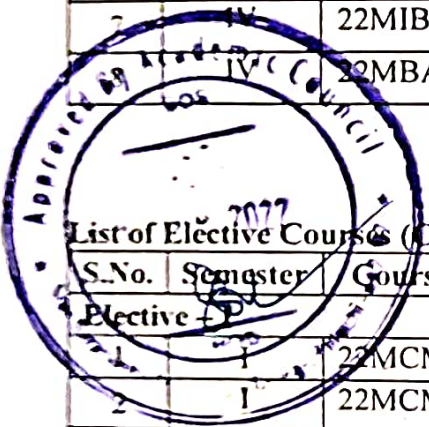
Part	Type	SEMESTER – IV	Periods/week				CIA	ESE	Total	Credits
			L	P	T	T				
III	Theory	Innovation and Entrepreneurship	5	-	1	50	50	100	4	
	Theory	Strategic Management	5	-	1	50	50	100	4	
	Practical	Statistical Application in Social Science Research (SPSS)	5	-	1	50	50	100	5	
	Project	Project Viva voce (field study)		6	-	50	50	100	5	
	Theory	A4. Insurance and Risk Management								
		B4. International Marketing Management	5	-	-	50	50	100	3	
		C4. Supply Chain Management								
		D4 International HR Strategies								
		Library	1	-	-	-	-	-	-	
		Total for Semester – IV	30			250	250	500	21	
		IDC**	-			-	Grade		6**	

Common courses for M.Com/M.Com (IB)

S.No.	Semester	Course Code	Course Name
Common courses			
1	I	22MCM1C10	Management Concept and Organisational Behaviour
2	I	22MCM1C20	Marketing Management
3	II	22MCM2C10	Customs Duty & Goods and Service Tax
4	II	22MCM2C20	Business Research Methods
5	III	22MMA3C10	Operation Research for Business Managers
6	III	22MIB4C20	Strategic Management

Common courses for M.Com/M.Com (IB) /MBA

S.No	Semester	Course Code	Course Name
Common course			
1	I	22MCM1C10	Management Concepts and Organisation Behaviour
2	II	22MCM2EA0	Security Analysis and Portfolio Management
3	II	22MCM2EB0	Brand Management
4	III	22MCM3EA0	International Financial Management
5	IV	22MCM4EB0	International Marketing Management
6	IV	22MIB4EA0	Supply Chain Management
7	IV	22MIB4C20	Strategic Management
8	IV	22MBA4EB4	Insurance and Risk Management



List of Elective Courses (CBCS)

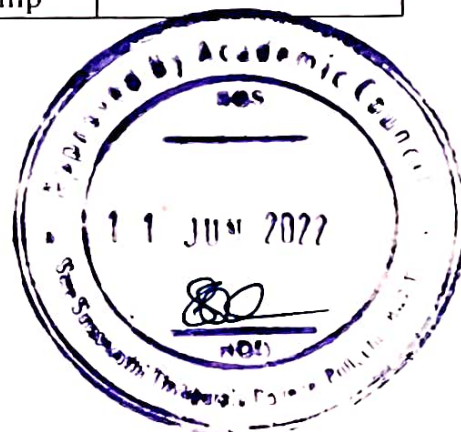
S.No.	Semester	Course Code	Course Name
Elective - I			
1	I	22MCM1EA0	Financial services
2	I	22MCM1EB0	Services Marketing
3	I	22MIB1EA0	Logistics Operations
4	I	22MIB1EB0	International Human Resources Management
Elective - II			
5	II	22MCM2EA0	Security Analysis and Portfolio Management
6	II	22MCM2EB0	Brand Management
7	II	22MIB2EA0	Multimodal Transportation Management
8	II	22MIB2EB0	Cross Cultural Communication and Management
Elective - III			
9	III	22MCM3EA0	International Financial Management
10	III	22MCM3EB0	Marketing Research
11	III	22MIB3EA0	Shipping and Port Management
12	III	22MIB1EB0	Global Leadership

Elective – IV

13	IV	22MBA4EB4	Insurance and Risk Management
14	IV	22MCM4EB0	International Marketing Management
15	IV	22MIB4EA0	Supply Chain Management
16	IV	22MIB4EB0	International HR Strategies

LIST OF INTER DISCIPLINARY CORE COURSES (IDC)

S.No.	Semester	Course Code	Course Name	Offering Department
1	II	22MSW2I10	Foundations of Counselling	MSW
2	III	22MSW3I20	NGO Management	
3	II	22MEN2I10	English for Media Studies	English
4	III	22MEN3I20	English for Competitive Examinations	
5	II	22MMA2I10	Basics of MAT Lab	Mathematics
6	III	22MMA3I20	Quantitative Aptitude and Verbal Reasoning	
7	II	22MCM2I10	Trading in Share Market	M.COM
	III	22MCM3I20	Entrepreneurial Development	
9	II	22MIB2I10	Travel and Tourism Management	M.Com(IB)
0	III	22MIB3I20	Personal Financial Management	
1	II	22MPY2I10	Psychology of Wellbeing	PSYCOLOGY
2	III	22MPY3I20	Personality Development	
3	II	22MCA2I10	Web Stack Development Tools and Techniques	MCA
4	III	22MCA3I20	Multimedia Development Tools and Techniques	
5	II	22MBA2I10	Design Thinking	MBA
6	III	22MBA3I20	Self-Awareness and Leadership	



SEMESTER-WISE SYLLABUS

SEMESTER: I

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB1C10	Core I	India's Foreign Trade	Entrepreneurship	50	10	-	3

Preamble: To enable the students to learn the International trade-related aspects of India and policy Implications.

Prerequisite: International Business, Export and Import Fundamentals

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Foreign Trade: Need and importance of International Trade – Recent Trends in World Trade – Leading players – India's Foreign Trade – Commodity composition and Destination – India's Export and Import position in World merchandise trade and services –Project Exports-Deemed Exports – India's Foreign Trade Policy (2015-2020)-Recent India's Foreign Trade Policy, India's Trade Agreements and tariffs Self-study: Recent Trends in World Trade	12	e-PGPathashala
II	Export promotions in India: 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. Self-study: Functions of Export Promotion Councils	12	e-PGPathashala
III	Globalization: Meaning and dimensions: Stages of globalization; Essential conditions for globalization, Globalization of Indian Business- impact of globalization in Indian business. MNCs: Introduction, features-emergence of MNCs- Growth and Development of MNCs, Classification of MNCs-Role of MNCs in developing countries- Drawbacks of MNCs. Self-study: stages of globalization	12	e-PGPathashala
IV	Foreign Investment: Meaning, Significance of 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- skill India- Make in India schemes Self-study: Pros and cons of FDI and FII	12	e-PGPathashala

V	Regional Integration: Reasons –Types- Emerging Economies - BRICS countries, SAARC, G20 - G8 - First world Nations - OECD (Organization for Economic Cooperation and Development)- OPEC - Common wealth Nations – EU, NAFTA–Bilateral Trade – AANZFTA (Asian Australian New Zealand free trade area) –ACFTA (Asian china free trade association) –CEFTA (Central European Free Trade Agreement) - MERCOSUR (Common Market of the South)- APEC (Asia Pacific Economic Cooperation) Self-study: SAARC	12	e-PGPathashala
	Total	60	

Text Book(s):

1. International Trade and Export Management – Francis cherunilam. 2015 and latest edition
2. Foreign Trade of India - Dr. Neeta Vaydande 2020

Reference Book(s):

1. Practical guide on foreign trade policy R Venkataramani, Advocate supreme court of India
2. International Trade policy, practices, procedures and Documentation by Dr.C.Jeevanandam, Sulthan& Chand Publication, New Delhi.
3. Global Marketing Management : Keegan 2018
4. Guide to Foreign Trade Policy 2015-2020 - A Comprehensive Commentary on New Foreign Trade Policy, 2015 by V.S.Datey (Taxman) (Author) Prasad Mahesh
5. India's Foreign Trade from Antiquity to Date (English, Hardcover, Prasad Mahesh)
 Publisher: Kalpaz Publications

Learning Methods (*):

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

Focus of Course: Employability

(Employability/Entrepreneurship/Skill Development)

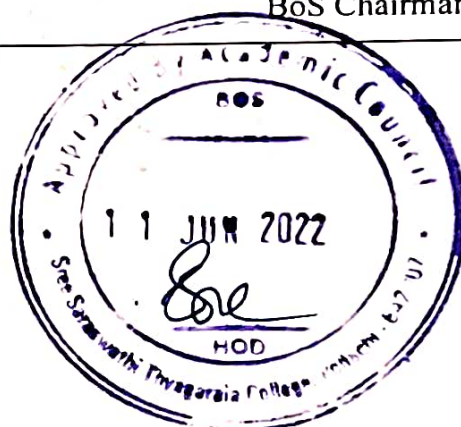
-Resource/e-Content URL: e-PG Pathshala : (Commerce : P.07, M.33)

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

Course Designer: Ms.Silpa Prabhakaran

Assistant Professor, Dept. of M.Com(IB), STC

BoS Chairman

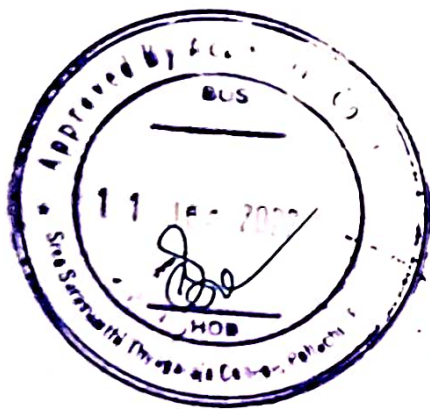


Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Describe the basic aspects of foreign trade	
CO2	Analyze the export business prospects by analyzing various institutions involved in export promotion	K3 K3
CO3	Explain the globalization and impact of MNCs in India	
CO4	Appraise foreign direct investment and institutional investment	K4
CO5	Demonstrate the role of international integration in India's exports	K5 K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4	PSO5
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	S	S	M	S	S	S	S	M	S

S – Strong; L – Low; M – Medium



SEMESTER: I

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB1C20	Core 2	Global Business Environment	Skill Development	50	10	-	4

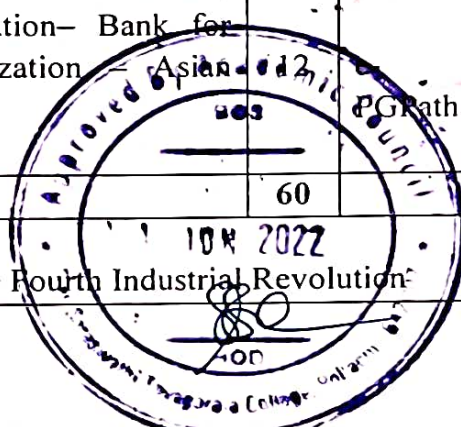
Preamble: The course aims to apply the business Environment Concepts at Global level

Prerequisite: Business Environment at UG Level

Unit	Course contents	Ins. hrs	e-Resources/ e-Content
I	International Environment - International Business- Meaning- Nature- Concept- Micro & Macro Environment- STEPIN: Social Environment- Technology Environment- Economical Environment- Political Environment- International Environment- Natural Environment Self- study: Natural Environment	12	e- PGPathashala
II	The national physical environment – Topography – Climate – The nature of Economic activity –Rostow’s view-Infrastructure – Transportation-Energy – communication – Urbanization – Tax structure- Inflation- Foreign investment. Self- study: Communication	12	e- PGPathashala
III	Legal environment – Basics for legal system – Jurisdictions International Legal disputes – International dispute resolution – Commercial law within countries –Impact on International law on Business -Human Rights Technological environment : Factors Governing Technological Environment -Management of Technology-Patents and Trademarks Self- study: Basics for legal system	12	e- PGPathashala
IV	World Resources: Importance and role in International Environment, Green energy and alternative energy International Business Negotiations: Introduction– Culture in Negotiation-Status Issue-Key to cross cultural Negotiations- European Negotiating style-Asian Negotiating Style-Latin American Negotiating style. Self- study: Culture in Negotiation	12	e- PGPathashala
V	International Institutions: World Bank – International Monetary Fund (IMF)–International Development Association– Bank for International settlement– World Trade Organization Development Bank Self- study: The World Bank		PGPathashala
	Total	60	

Text Book(s):

Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution



Paperback – 1 July 2019 - Mansi Kapoor

2. The Global Business Environment: Towards Sustainability? 5Th Edition by Janet Morrison, Red Globe Press - Janet Morrison February 2020

Reference Book(s):

- 1.Global Marketing Management (latest edition) by Kieferlee, Steve carter, Oxford University Press, 2021
- 2 International Business Environment (latest edition) by Sukumar Nandhini, The Mc graw-Hill Publications,
- 3 Global Marketing Management (8 edition April 25,2013) by Warren J.Keegam, Prentice Hall India Publishing, New Delhi,
- 4 International Marketing Text and cases-(14th edition,2015), Franchis cherunilam, Himalaya Publishing House, New Delhi, 2018

Learning Methods (*):

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

Focus of Course: Skill development

e-Resource/e-Content URL: Vidya-Mitra Portal e-PG Pathshala

Course Designer: Dr.S.Shanthakumari

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	Understand the complex business environment with international business perspectives	K2
CO2	Acquire the basic knowledge various national physical environment and its impact on international business.	K3
CO3	Acquire the impact of the legal environment and its application in international business to attain the business to attain the business prospective towards national building	K4
CO4	Develop the effective business negotiation in Asian and European and Latin American countries	K6
CO5	Acquire the basic knowledge in world institutions and regional agreement and use it for global business growth	K5

Mapping with Program Outcomes:

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

+ Strong; L – Low; M – Medium

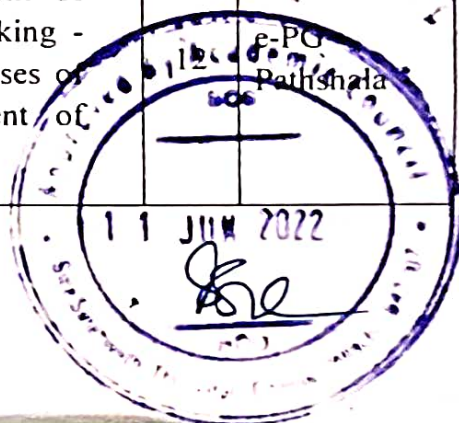
SEMESTER: I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM1C10	Core 3	Management Concepts and Organizational Behaviour	Employability	50	10	-	4

Preamble : The course aim is to equip the students with knowledge on management concepts and organization behavior to develop their skill, attitude, personality

Prerequisite: Principles of management at UG level

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Nature of Management - Social Responsibility Ties of Business - Manager and Environment Levels in Management - Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning -Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes. Self-study: Management by Objectives (MBO)	12	e-PG Pathshala
II	Organising - Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Co-ordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organisational design - Mechanistic Vs Adoptive Structures - Formal and Informal Organisation Self study: Formal and Informal Organisation	12	e-PG Pathshala
III	Perception and Learning - Personality and Individual Differences- Motivation and Job Performance - Values, Attitudes and Beliefs - Stress Management - Communication Types-Process - Barriers - Making Communication Effective.	12	e-PG Pathshala
IV	Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture - Organisational Change and Development.	12	e-PG Pathshala
V	Management Styles and approaches – Japanese Management Organisational Creativity and Innovation - Management of Innovation - Entrepreneurial Management – Bench marking - Best Management Practices across the world - Select cases of Domestic & International Corporations - Management of Diversity. Self study: Bench marking.	12	e-PG Pathshala



	Total	60
Text Book(s):		
1. Laurie Mulli : Management and Organisational Behaviour, Pearson, New Delhi-2018		
2. L.M.Prasad: Organisation Behaviour – Sultan and Sons – 2015		
Reference Book(s):		
1. K. Aswathappa: Human Resource Management – McGraw Hill Education Pvt Ltd – 2012		
2. Meenakshi Gupta: Principles of Management, PHI Learning, New Delhi-2009		
3. C.B. Memoria: Personal Management – Himalaya Publications, 30 th edition, 2014		
4. Subba Rao. P : Personnel and Human Resource Management, Himalaya Publishing House, New Delhi- 2014		
5. Rao VSP, Human Resource Management: Text and cases, 1 st edition, Excel Books, New Delhi-2010.		
6. Management & Organizational Behaviour MBA (O.U) I-Year I-Sem, As Per the Latest CBCS 2021-22 Syllabus, Latest 2022 Edition Paperback – 1 January 2022 by SIA (Author)		
7. Management And Organizational Behaviour MBA I-Year I-Sem As Per The Latest (R19) Syllabus Of JNTU-Hyderabad Latest 2022 Edition Author: SIA		
Learning Methods (*):		
<input type="checkbox"/> Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,		
Focus of Course: Employability (Employability/Entrepreneurship/Skill Development)		
e-Resource/e-Content URL:		
<input type="checkbox"/> Vidya-Mitra Portal: http://vidyamitra.inflibnet.ac.in/index.php/search		
<input type="checkbox"/> e-PG Pathshala: http://epgp.inflibnet.ac.in/ahl.php?csno=7		
Course Designer: Dr.B.Mythili Head & Associate 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	Application of OB knowledge in management practices	K3
CO2	Develop the personality traits and interpersonal skills	K3
CO3	Develop Positive attitude and adapt themselves to the environment	K6
CO4	Judge the conflicting situation and adapt to the environment	K5

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

S – Strong; L – Low; M – Medium

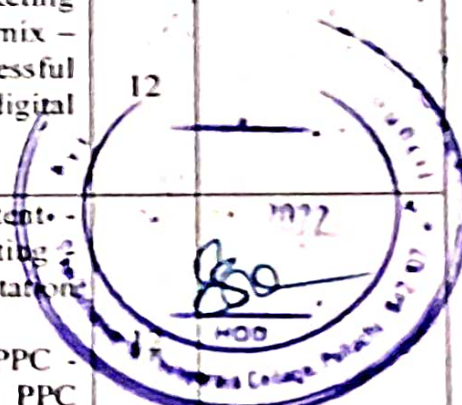
SEMESTER: I

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCMIC20	Core 4	Marketing Management	Employability	50	10	-	4

Preamble: The course aims to apply the marketing concepts and strategies in digital era.

Prerequisite: Principles of marketing at UG level

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Marketing and Marketing Management- Definition and Meaning – Scope – Nature and Importance – Problems – Functions - Difference between Sales Management and Marketing management - Concept of Marketing Management – Marketing organization structure. Self-Study - Difference between Sales Management and Marketing management	12	You tube/Videos e –PG pathshala
II	Consumer behavior - Factors influencing buying behavior- Consumer buying decision process-Theories of Consumer behavior - Economic theories, Psychological theories, Psycho-analytic theories, Socio-cultural theories - Marketing of consumer products: Classification – Characteristic - Marketing mix of consumer products Practical component – consumer survey Self-Study-Marketing of consumer products	12	e –PG pathshala
III	Recent trends in marketing: Online marketing – Ambush marketing – Guerilla marketing – Creative marketing – Referral marketing – Maxi marketing – rural marketing – Celebrity marketing – Green marketing – Telemarketing – Word of mouth marketing – SMS marketing Practical component- Marketing Models	12	e- PG pathshala
IV	Introduction to Digital Marketing: Digital Marketing Strategy – Role of Internet in the traditional Marketing mix – SPs of Digital Marketing – Six steps in drafting a successful digital marketing strategy – Various tactics in digital marketing and their corresponding outcomes. Practical component- Marketing Mix	12	
V	Social Media Marketing: Consumer Generated Content- Social Networks & online communities - Viral marketing - Virtual worlds - blogging- Online PR & Online Reputation Management. Pay-per-Click Advertising: PPC Model – History of PPC - Types of PPC Adverts - Planning and setting up a PPC Campaign - Pros & Cons of PPC Adverts Practical component- Blog creation- Case studies		
	Total	60	



Text Book(s):

1. Dr.C.B.Gupta & Dr.N.Rajan Nair -Marketing Management - Sultan Chand & Sons, New Delhi,2018

2. Rob Stokes, E – Marketing- The Essential Guide to Digital Marketing, Quick Education (Free e Book), 5th edition, 2018.

Reference Book(s):

1. Philip Kotler - Marketing Management, Prentice-Hall of India Pvt. Ltd., 14th Edn New Delhi, 2016
2. C.B. Memoria & Suri - Marketing Management, Kitab Mahal, Allahabad, 7th Edition, 2005
3. Richard Gay, Alen Charles worth, Rita Esent – Online Marketing, Oxford University Press, New Delhi, 2013, 1 Edition.
4. Debbraj Datta, Mahua Datta – Marketing Management – Vrindha Publishing – Delhi (2011)
5. Damian Ryan and Calvin Jones – Understanding Digital – Kogan Publishing – E Book 2000
6. Marketing Management (Paperback, Dr. Manjusha S. Kadam, Dr. Mahendra D. Ingole) I Manjusha S Kadam Dr Mahendra D Ingole Books, Edition: 2020
7. Marketing Management Text & Cases Paperback – 1 January 2018 by Nair Rajan Gup C.B. (Author)

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:

- Vidya-Mitra Portal: <http://vidyamitra.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

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 the Modern Marketing concepts and its application in Organization.	K2
CO2	Appraise and apply the consumer behavior by using various theories.	K5
CO3	Develop the modern marketing strategies to promote the product.	K3
CO4	Drafting the strategies to be adopted to promote a product through digital and in social media marketing	K5

Mapping with Program Outcomes:

COs	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

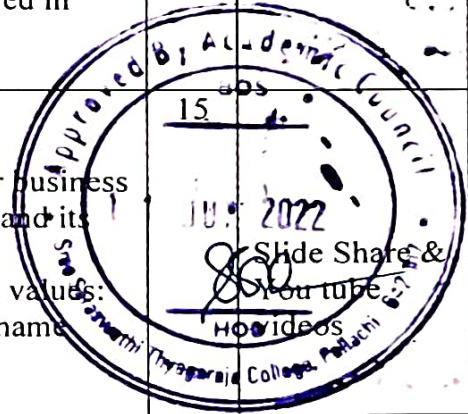
SEMESTER: I

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB1C30	Core 5	Practical –I Computer Application in International Business	Skill Development	-	-	75	3

Preamble : The course aims to make the students to Work in computer application in International business

Prerequisite: Computer application knowledge at UG level

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
1.	MS WORD 1. Type your curriculum vitae using templates/wizards in MS Word 2. Prepare a Bill of Exchange. 3. Prepare a Quotation to various suppliers in order to purchase Raw materials: use mail merge. 4. Prepare a Pay slip for MNC employee 5. Draw a product lifecycle	15	Slide Share & You tube videos
2.	MS EXCEL 1. Filtering , pivot table and chart, preparation of chart 2. Basic Mathematical functions: sum. Product, average and Division 3. Financial functions: Ratio analysis, Capital budgeting 4. Statistical analysis : Descriptive statistics, Correlation	15	Slide Share & You tube videos
3.	MS POWERPOINT 1. Create an advertisement using PowerPoint 2. Draw a diagram of different packing labels and symbols in MS Word and display it in the power point, 3. List down the countries in the European Union and also the currencies. 4. Presentation using Power point the procedures involved in exporting a product.	15	Slide Share & You tube videos
4.	MS ACCESS 1. Create G8 countries (SAARC) trade data in access. 2. Create a database of major MNC's in India and their business 3. Display the details of TOP 10 soft wares companies and its performance 4. Create a table with the following fields and insert the values: a. company name, b. proprietor c. address, d. suppliers name e. number of employees, f. GP percentage	15	Slide Share & You tube videos
5.	INTERNET 1. Browse and collect the country profile. View as slide show. 2. Collect the various organizations assisting India's foreign trade and prepare a report.	15	



	3. Collect and prepare the containers lists based on the commodity features. 4. Collect and prepare sailing routes and bunkering ports 5. Download the information regarding storage factor of different commodities. 6. Download the shipping space in any of the leading ports in India and download the information regarding ship repair and construction. 7. Download the information regarding the different types of marine risks. 8. Download the information regarding ship schedule at different ports: a. birth time b. sailing time c. arrival time and display it in Power point		Slide Share & You tube videos
	Total	75	

Text Book(s): <https://www.pdfdrive.com/mastering-vba-for-microsoft-office-2016-e167570957.html>

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

Focus of Course: Skill Development

e-Resource/e-Content URL: You tube,wallstreetmojo

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

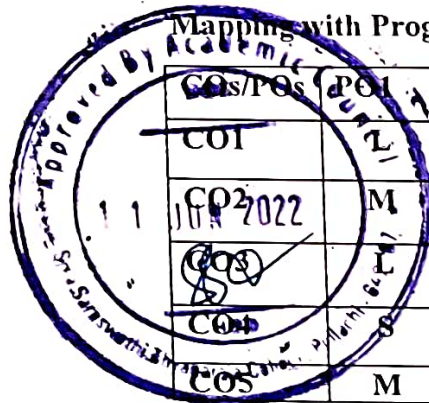
BoS Chairman

Course Outcomes (COs)

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

CO's	Course Outcome (CO) Statement	Bloom Taxonomy Knowledge Level
CO1	Prepare documents for a firm	K2
CO2	Develop knowledge to prepare a table for students marks	K3
CO3	Able to prepare advertisement slides using power point	K3
CO4	Develop knowledge to prepare a table for company data	K3
CO5	Develop the ability in the preparation of business report	K3

Mapping with Program Outcomes:



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

S – Strong; L – Low; M – Medium

SEMESTER: I

Mini project

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
IBBIC40	Core 6	Mini Project	Employability	-	-	75	2

Objective : The course aims to make the students to get practical exposure in International Business

Prerequisite: Basic aspects of exports and imports

OBJECTIVE : To give optimum exposure on the practical aspects of international business through export companies, MNCs, Banks and forex consultancy companies, logistics and shipping business operations which involved international business.

DELINES FOR THE MINI PROJECTS

Duration of the mini project is weekly one day (Saturday)

The departments concerned will prepare an exhaustive panel of Institutions, Industries and Practitioners.

The individual student has to identify the institution / industry / practitioners of their choice and inform the same to the HOD / Staff-in-charge.

The students should maintain a work diary in which the work done should be entered daily. The same should be attested by the section in-charge.

The departments should prepare an outline of the job to be done, sections in which the work has to be attached both in the office as well as in the field.

The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached.

The trainees have to obtain a certificate on successful completion of the mini project from the head of the department.

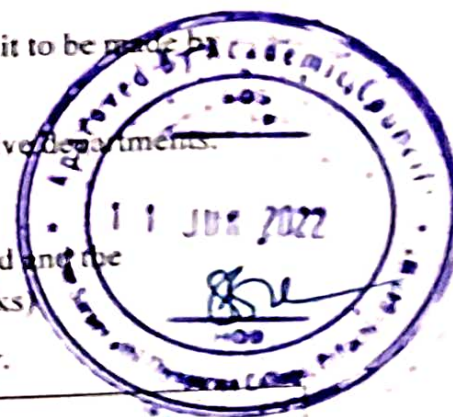
Monitoring and inspection by staff on a regular basis. Schedule of visit to be made by the staff is to be prepared by the HOD / Staff-in-charge.

Report writing manual and format should be prepared by the respective departments.

All model forms are to be attached wherever it is necessary.

Report evaluation: Internal Viva-Voce examination will be conducted and the maximum mark awarded is 50 (Industry Guide 20 marks, Viva Voce 30 marks)

The report should be submitted in the 1st Semester on or before 10th September.



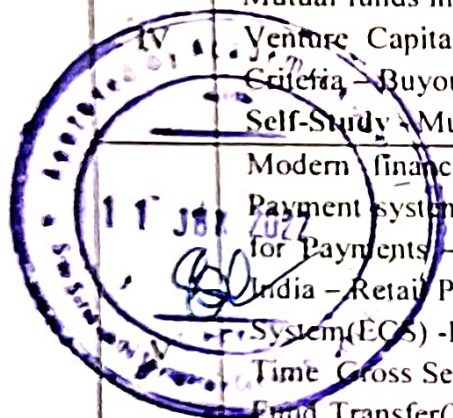
Course Outcomes (COs)

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 gain practical knowledge in international business	K3

SEMESTER: I

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM1EA0	Elective - I	A1 - Financial Services	Employability	50	10	-	4
<p>Preamble : The Course aims to understand the role of financial services in the area of Banking Non-Banking financial services and its recent developments</p> <p>Prerequisite: Basic knowledge on banking, other financial services at Undergraduate level</p>							
Unit	Course contents			Ins. Hrs	e-Resources/ e-Content		
I	Financial services – Meaning – Types - Fund based and Fee based financial services - Non- Banking Financial Companies – Functions. Prudential Norms for NBFCs – Financial inclusion- Meaning – Objectives – Approaches – Financial inclusion in India.			12	e-PG Pathshala		
II	Leasing - Types of Lease - Financial Evaluation of a Lease – Cross Border Leasing - Contents of a lease agreement – Micro finance and Consumer durables finance. Self-study: Consumer durables finance.			12	e-PG Pathshala		
III	Factoring – Meaning and Types – Bills Discounting - Credit rating – Rating Agencies - functions – Rating Methodology - Merchant Banking – activities in new issue market - Managing issue of shares and bonds – Registrar and Transfer Agent(RTA) Self-Study - Bills Discounting			12	You tube Videos		
IV	Mutual Funds – Mechanism – Types of schemes– Mutual funds industry in India – recent developments. Venture Capital – Features – Methods – Stages – Criteria – Buyouts-Private Equity-Crowd funding. Self-Study - Mutual Funds, Types of schemes			12	e-PG Pathshala		
	Modern financial services provided by banks: E-Payment systems - International standards & Codes for Payments – Payment and Settlement systems in India – Retail Payment System – Electronic Clearance System(ES) -Electronic Fund Transfer (EFT) – Real Time Cross Settlement (RTGS) – National Electronic Fund Transfer(NEFT) – Immediate Payment Services (IMPS) -Cheque Truncation System(CTS) - Plastic money and E money. Self-Study - Payment and Settlement systems in India			12	You tube Videos		



Total	60
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Text Book(s):
 S.Gurusamy, Financial Services, Tata McGraw Hill Education Private Ltd, New Delhi, 2nd Edition. 2016
 M.Y.Khan, Financial Services, 6th Edition, Tata McGraw Hill -2012.

Reference Book(s):
 Padmalatha Suresh & Justin Paul, Pearson Publications, 3rd Edition, 2015
 Gordon. Natarajan -Financial services, Himalaya Publishing House -2008
 S. Natarajan S. Parameshwaran – Indian Banking, Chand & Co. 2007
 H.R.Machiraju, Indian Financial System, Vikas Publishing House Pvt Ltd, 2006

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

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

Resource/e-Content URL:

YouTube
 Course Designer: **Dr. B.Mythili**
 Head and Associate Professor, Dept. of M.Com, STC BoS Chairman

Course Outcomes (COs)

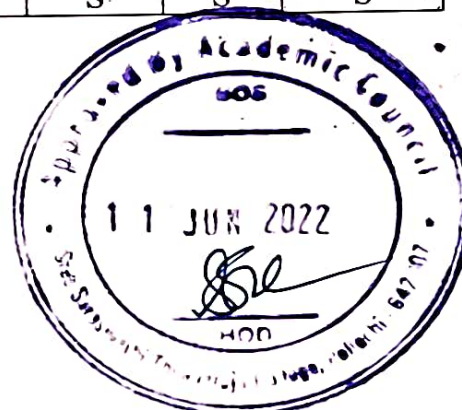
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply knowledge in various fund based and Fee based services	K3
CO2	Develop knowledge in leasing, Micro finance and Consumer durable finance	K3
CO3	Analyse and infer credit rating and its methodology	K4
CO4	Apprise the investor funds and accounts as transfer agents	K5
CO5	Able to appraise and distinguish different payment services	K5

Mapping with Program Outcomes:

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

– Strong; L – Low; M – Medium



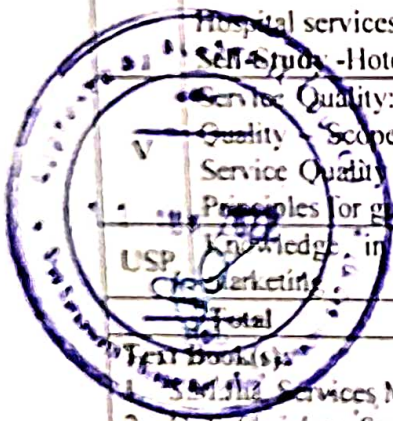
SEMESTER: 1

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22MCMIEB0	Elective - I	BI- Services Marketing	Employability	50	10	-	4

Preamble: The course aims understand marketing techniques adopted in various services Such as entertainment, Education, Tourism, Hotels and principles measuring Service Quality.

Prerequisite: Principles of Marketing at UG level

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Services:- Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services. Self-Study - Growth of the service sector	12	You tube Videos
II	Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business. Self-Study - Customer’s expectation in Service Marketing	12	e-PG Pathshala
III	Strategies of Services Marketing – 7ps of Marketing- Designing Suitable Product and Price Mix – Designing Service Promotion and Distribution Mix	12	
IV	Marketing of Services –Entertainment Marketing – Education Marketing – Communication Marketing – Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services. Self-Study -Hotel services	12	e-PG Pathshala
V	Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles for guiding and improving service quality.	12	
	USP Knowledge in various strategies relating to Services Marketing		
	Total	60	



- Text Book(s):**
- Services Marketing. Himalaya Publications, 6th revised edition 2003, Reprint 2016
 - Dr.S. Shajahan, Services Marketing. - Himalaya Publications, 1st edition 2001, Reprint 2015

Reference Book(s):

- P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala, Services Marketing, Himalaya Publications, Reprint 2008
- GovindApte, Services Marketing, Oxford University Press, New Delhi, 7th Edition, 2014
- Venugopal, Raghu V.N, Services Marketing, Himalaya Publishing House, New Delhi, 2015
- B.Balaji, Services marketing and Management, S. Chand and company, New Delhi.2009
- Services Marketing People Technology Strategy 9Th Edición by Jochen Wirtz , World

scientific, October 2021
 services Marketing 7Th Edition by Valarie A. Zeithaml Mary Jo Bitner Dwanye D. Gremler ,
 MC GRAW HILL INDIA
 books from same Author: Valarie A. Zeithaml Mary Jo Bitner Dwanye D. Gremler, June
 2018
 services Marketing - Integrating Customer Focus Across the Firm Paperback – 28 June 2018
 Valarie A. Zeithaml (Author), Mary Jo Bitner (Author)

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

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

Source/e-Content URL:
 Vidya-Mitra Portal :<http://vidyamitra.inflibnet.ac.in/index.php/search>
 PG Pathshala:<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

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

BoS Chairman

Course Outcomes (COs)

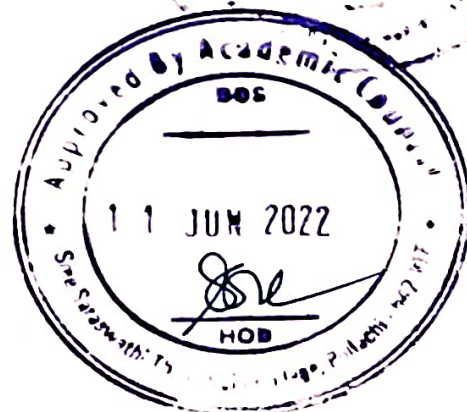
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Interpret the role of services and compare customer's expectation in service marketing	K2
CO2	Developing strategies adopted in services marketing to make suitable product mix and price mix.	K3
CO3	Appraise knowledge on Entertainment, Marketing, Education, Banking and Insurance services.	K5
CO4	Build knowledge on service quality measurement and tools for service quality.	K5

Mapping with Program Outcomes:

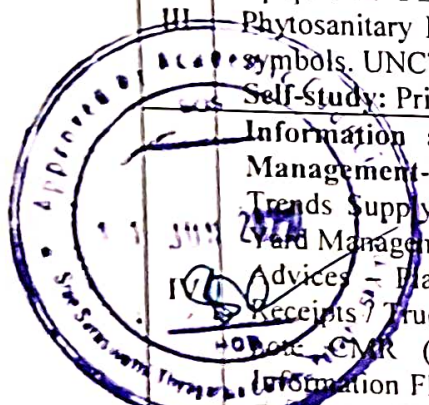
s/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
1	M	S	M	L	L	M	M	L	S	M
2	S	M	M	L	S	S	M	S	S	S
3	S	S	M	S	S	M	L	M	S	S
4	S	S	M	S	M	M	S	M	M	S

Strong; L – Low; M – Medium



SEMESTER: I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit	
22MIBIEA0	Elective-I	C1: LOGISTICS OPERATIONS	Entrepreneurs hip	50	10	-	4	
Preamble : The course aims to apply the Logistics management concepts in International Business Operations								
Prerequisite: logistics management								
Unit	Course contents						Ins. Hrs	e-Resources/ e-Content
I	Introduction: Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management– principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services. Self-study: Functions of logistics management						12	e-PG Pathshala
II	Elements of Logistics and Supply chain management – Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand forecasting – Impact of forecasts on Logistics and Supply chain management – Performance measurements Inventory Management- Role- purpose, types and functions, element of inventory cost-Techniques-Lean Management Concepts- pre-request of JIT system. Self-study: Pre-request of JIT system						12	e-PG Pathshala
III	Material handling: concept – objective – principles – equipment. PEST management. International Standards for Phytosanitary Measures No. 15 (ISPM 15), labeling-UN label symbols. UNCTAD: Shipping guidelines. Self-study: Principles of Material handling						12	You tube Videos
IV	Information and communication technology in Logistics Management- Logistics and Information Technology- Logistics Trends Supply chain and IT-Structure of Logistics processes- Yard Management System Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) - Consignment Receipts / CMR (EU & Canada) – Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals – Exceptional Loads (Project cargo). Self-study: Logistics Trends						12	e-PG Pathshala
V	Enterprise Resource Planning- Exploring the ERP Fundamentals-Functionality of ERP System- Pros and Cons- Commercial modalities of ERP-Allied Functions of ERP- Issues in ERP Outsourcing – ERPs Interventions in Small and Medium Enterprises- Significance of ERP Implementations- Analysing						12	You tube



the technology beyond ERP. Reverse logistics: definition and importance – application areas and activities involved – reverse logistics information System- Green Logistics. Self-study: Reverse Logistics Information System		Videos
Total	60	

Text Book(s):
D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003, 1st Edition, 2017
The Handbook of Logistics and Distribution Management: Understanding the Supply Chain perback – Import, 3 January 2022 by Alan Rushton (Author), Phil Croucher (Author)

Reference Books:
Logistics Management for International Business - Text and Cases (1st edition 2009) by .Sudaimuthu and S.Anthony Raj, PHI learning private limited, New Delhi.
Logistics and Supply Chain Management – Cases and Concept by G.Raguram and N.Rangaraj, Macmillan Publishers, London, United Kingdom.
Logistics Management-the integrated supply chain management (18th edition 2008) by David J loss, Donald J bowersox Pearson Prentice Hall Publishers.
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

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

Focus of Course: Employability

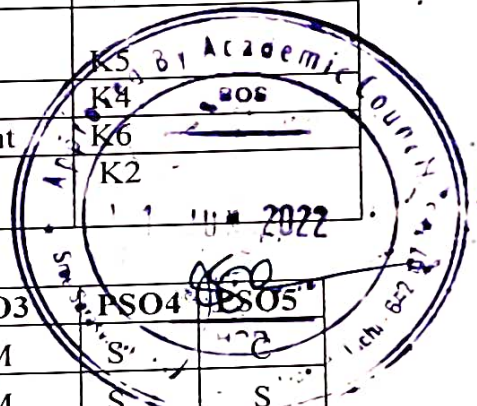
Resource/e-Content URL: youtube, NPTEL Courses

Course Designer: Ms.Silpa Prabhakaran
Assistant Professor, 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
O1	Understand the Marketing concepts and its application in Logistics management	K2
O2	Appraise and apply the inventory Management in Logistics management	K5
O3	Analyse the material handling aspects in logistics.	K4
O4	Drafting the usage of ICT to be adopted in logistics management	K6
O5	Understand the ERP concepts and its application in Logistics management	K2



Mapping with Program Outcomes:

Os/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
O1	S	S	M	S	S	C	S	M	S	C
O2	S	S	M	S	S	S	S	M	S	S
O3	S	M	S	M	S	S	M	S	M	S
O4	S	M	S	M	S	S	M	S	M	S
O5	S	S	M	S	S	C	S	M	S	C

- Strong; L – Low; M – Medium

SEMESTER: I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	C
22MIB1EB0	Elective I	D1: International Human Resource Management	Employability	60	15	-	

Preamble: To enable the students to learn the concept of International Human Resource

Prerequisite: Human Resource Management at UG level

Unit	Course contents	Ins.Hrs	e-Resource e-Content
I	Defining international HRM, Difference between domestic and International HRM, Types of International Employee-Barriers to Effective Global HRM- Role and responsibilities of International Human Resource Managers	15	You tube Videos
II	Recruiting and selecting staff for International assignments- Introduction, Issues in staff selection- Training and Development: The role of expatriate training, components of effective pre-departure training, developing staff through international assignments	15	e-PG Pathsha
III	Performance Management: Introduction, performance management of International employees, performance appraisal of International employees	15	e-PG Pathsha
IV	Compensation: Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity	15	e-PG Pathsha
V	International transfers (expatriation and repatriation)- industrial Relations in International Context - Managing people in International Context	15	e-PG Pathshal
Total		75	

Text Books:

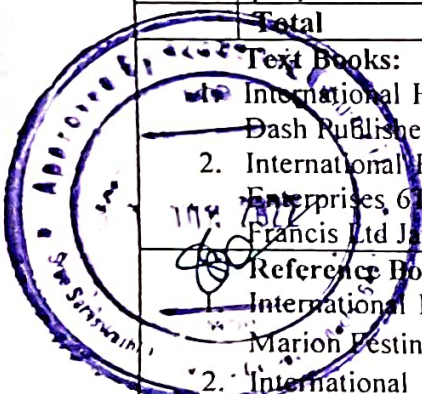
1. International Human Resource Management 3rd Edition - By K. Aswathappa, Sadhr Dash Published February 27, 2020

2. International Human Resource Management Policies And Practices For Multination Enterprises, 6th Edition - ibraiz tarique, dennis r. briscoe, randall s. schuler, Taylor & Francis Ltd January 2022

Reference Books:

1. International Human Resource Management, 5th Edition (2014) - Peter J. Dowling & Marion Festing, Cengage Learning, New Delhi.

2. International Human Resource Management, A Global Perspective practices and Strategies for competitive success (2007), 2nd Edition, by S.K. Bhatia & Dr. Abad Ahmad. Deep & Deep Publication, New Delhi.



3. International Human Resource Management (Paperback, Sadhna Dash, K Aswathappa), Publisher: McGraw Hill India, Edition: 3, 2020
4. International Human Resource Management 3Rd Edition by K Aswathappa and Sadhna Dash, McGraw Hill, April 2020
5. Stock Image International Human Resource Management 5Th Edition. by Tarique, T&F/Routledge, January 2020

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: e-pg pathshala

Course Designer: Dr.S.Shanthakumari

Programme Co-ordinator, Dept. of M.Com(IB), STC

BoS Chairman

Course Outcomes (COs)

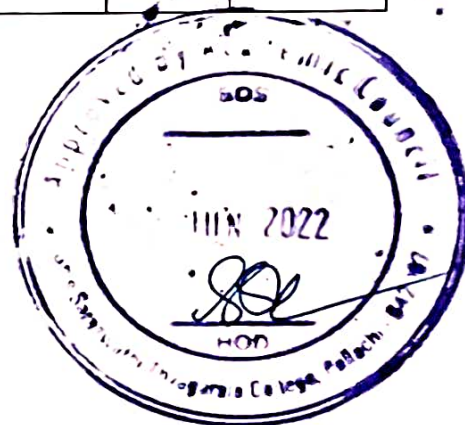
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Identify and Understand global HR aspects in international HR	K3
CO2	Functions within the context of a multinational environment	K3
CO3	Analyze the performance management in HR	K5
CO4	Analyse the various compensation methods based on performance	K4
CO5	Apply the concept of industrial relations in international context	K5

Mapping with Program Outcomes:

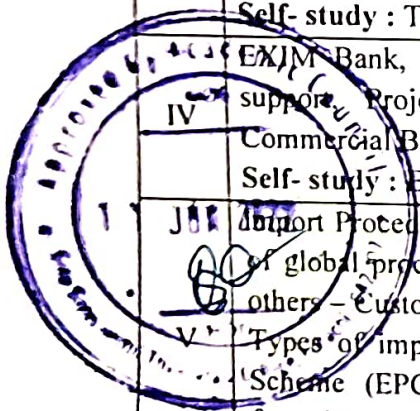
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	M	M	S	S	S	M
CO2	L	M	S	S	S	S	S	M	S	S
CO3	M	M	S	M	M	M	S	S	M	M
CO4	L	M	S	S	M	M	S	S	S	S
	M	S	M	M	S	S	M	S	M	M

S – Strong; L – Low; M – Medium



SEMESTER: II

Course code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit	
22MIB2C10	Core-7	Foreign Trade Procedure and Documentation	Employability	50	10	-	4	
Preamble: This course aims at facilitating the student to Understand the International Business Procedures and Documentation								
Prerequisite: Export Import related knowledge								
Unit	Course contents						Ins. Hrs	e-Resources/ e-Content
I	Starting an Export Organization: Starting an export firm – Selection of an export product – Market selection –Buyer selection - Registration procedure with Sales Tax, Central Exercise and various Boards and councils – Exim code number – Elements of export contract- Global rules as UCP 600 of ICC, INCOTERMS – Terms of payment and Letter of Credit – Payment settlement of exports and Imports Self- study :Registration of IEC						12	Website of DGFT
II	Export procedures: 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 Self- study :SWIFT						12	NPTELVideo Lectures/
III	Inspection: Quality control and pre-shipment inspection Export documents: Commercial documents- Regulatory documents, Transport Documents.– shipping terms – forex terms Self- study : Transport Documents						12	e-PGPathshala
IV	EXIM Bank, EXIM Bank rules and regulation for financial support, Project preparation for worldwide Organization- Commercial Bank – Export Credit Guarantee Corporation Self- study : ECGC						12	EXIM Tutor/ Ministry of Commerce
	Import Procedure and Documentation: Global sourcing – Types of global procurement – Tender – Negotiation – Contract and others – Customs regulations and import clearance formalities – Types of import licenses – Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme –Import formalities for EOUs and SEZs –CEZ - Import Risk Management. Self- study :Import Risk Management						12	Website of DGFT
	Total						60	



Text Book(s):

1. A Guide on Export Policy Procedure and Documentation - M. L. Mahajan, Snow white Publications, Mumbai

Reference Book(s):

1. Foreign Trade Policy & Handbook of Procedures 2021-22 by R K Jain, Centax Publication, April 2021
2. Customs Law & Foreign Trade Policy V.S. Datey, may 2022 24th Edition
3. R.K. Jain's Foreign Trade Policy & Handbook of Procedures – Incorporating the FTP 2015-2020 along-with Notifications, Circulars, Public Notices, Forms, FAQs on GST & Allied Acts, Rules & Schemes Paperback – 5 April 2021 by CENTAX Law Publications Pvt. Ltd. (Author)

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

Focus of Course: Employability

e-Resource/e-Content URL:

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

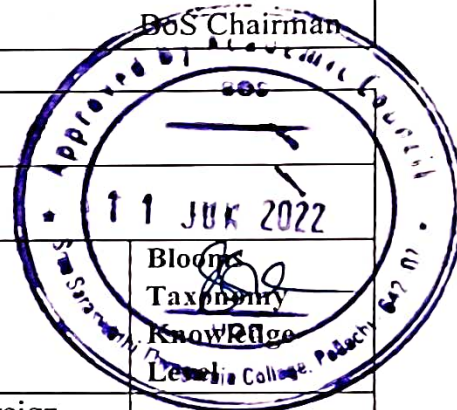
Course Designer: **Dr.S.Shanthakumari**

Programme Co-ordinator, Dept. of M.Com(IB), STC

Course Outcomes (COs)

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

CO's	Course Outcome (CO) Statement	
CO1	Make use of structure, procedures and documentation in foreign trade operations	K3
CO2	Analyze the export business process and procedure	K3
CO3	Explain the export documentation and inspection procedures	K4
CO4	Appraise role of various institutions involved in financing export	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	PSO5
CO1	S	M	S	L	S	M	M	S	M	S
CO2	M	S	S	S	S	M	S	S	S	M
CO3	S	M	L	L	S	M	M	M	M	S
CO4	L	M	S	M	S	M	S	S	M	L
CO5	L	M	S	M	S	M	M	M	M	L

S – Strong; L – Low; M – Medium

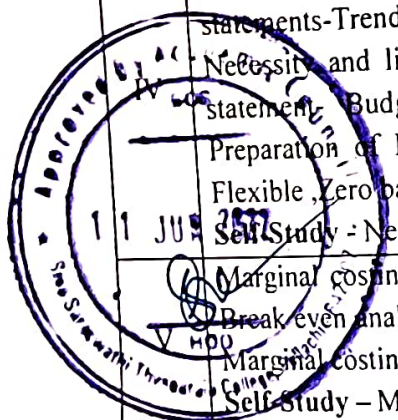
SEMESTER: II

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB3C20	Core - 8	Accounting for Managers	Employability	25	50	-	3

Preamble : To study the application of Accounting Decision making tools in the Business

Prerequisite: Basic Financial Accounting and Cost accounting at UG level

Course contents		Ins. Hrs	e-Resources e-Content
I	Introduction: Meaning, definition, Concepts and conventions, Types of accounting: Relationship between Management Accounting, Cost Accounting and Financial Accounting, Rules for double entry book keeping. Preparation Basic Accounting Records : Preparation of basic accounts - journal ,ledger and trial balance - position statements (P& L A/C and Balance Sheet) and adjustment Entries Self-Study: Rules for double entry book keeping	15	e-PG Pathshala
II	Financial Statement Analysis: Meaning – comparative statement analysis-International Financial Statement analysis-ratio analysis.(Theory and Problems) Self-Study: -International Financial Statement analysis	15	e-PG Pathshala
III	Basics of Costing:Costing as an aid to management; presentation of various costs in proper format; Types of cost – Preparation of cost sheet- Types and Methods of costing and Problems) Self -Study: Types and Methods of costing	15	e-PG Pathshala
	Management Accounting Meaning and Definition -Need and importance- Interpretation and criticism of financial statements-Trend percentages-Inter firm Comparison- Necessity and limitations-- cash flow statement- fund flow statement- Budget: Definition, Importance, Essentials and Preparation of Different Budgets: Production, Sales, Cash, Flexible, Zero base budgets Self-Study : Need and importance of management accounting	15	Vidya-Mitra portal
	Marginal costing - Fixed and Variable cost – contribution - Break even analysis - Profit Volume Ratio - Limiting factor - Marginal Costing and its applications. Self-Study – Marginal costing and its applications	15	Vidya-Mitra portal
	Total	75	



Text Book(s):

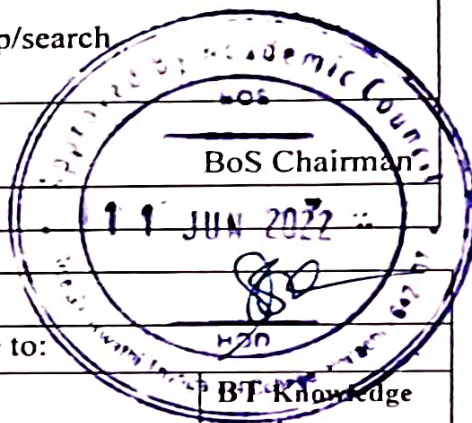
1. T S Reddy & A Murthy, Financial Accounting(Latest edition) - Margham Publications - Chennai
2. R.K.Sharma&Sasi K. Gupta, cost and Management Accounting Principles & Practices, Kalyani Publishers Ltd, Ludiana , 13th Revised Edition, 2014.

Reference Book(s):

1. Pillai R.S.N. Bagavathi, Sultan Chand & Sons Pvt Ltd, New Delhi, 2015
2. MY Khan and PK Jain, Management Accounting, Kalyani Publishers, Ludhiana, 6th Edition– 2014.
3. Dr.S.N.Maheshwari, CASHarad K. Maheshwari, Sultan Chand & sons, New Delhi, 2014
4. Bamber, Braun and Harrison, Pearson Prentice Hall, 2009
5. ACCOUNTING FOR MANAGERS (Paperback, DR. SAROJ VATS), Publisher: Red shine Publication, Edition: 2020 Edition

Learning Methods (*): Assignment/Seminar/Quiz/ /Self-Study/etc.,**Focus of Course:** Employability
(Employability/Entrepreneurship/Skill Development)**e-Resource/e-Content URL:**

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

Course Designer: Dr.K.Sathyaprasad
Associate Professor, Dept. of M.Com(IB), STC**(Question paper: Covers 70% Problems and 30% Theory)****Course Outcomes (COs)**

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

CO's	Course Outcome (CO) Statement	BT Knowledge Level
CO1	Understand the basic accounting concepts	K1
CO2	Analyze the financial position of the company by using financial statement and ratio analysis	K4
CO3	Apply basic cost accounting concepts	K3
CO4	Analyse the management accounting basic aspects in decision making and Able to appraise different types of budgets	K5
CO5	Apply the knowledge of marginal costing and break even point	K4

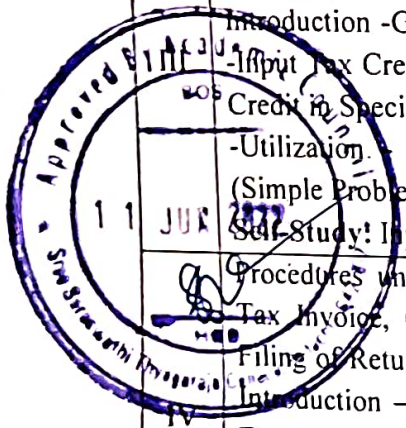
Mapping with Program Outcomes

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

S – Strong; L – Low; M – Medium

SEMESTER: II

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit	
22MCM2C10	Core 9	Customs Duty and Goods and services Tax	Employability	35	10	-	3	
Preamble : To understand the fundamentals of GST and its application in the business Prerequisite: Basics of GST at UG level								
Unit	Course contents						Ins. Hrs	e-Resources/ e-Content
I	GST in India. Basics of Goods and Services Tax: Introduction - GST Law – GST Levy -Features of GST -Taxes Subsumed under Goods and Services -Benefits of Goods and Services Tax -GST Rate Structure -Types of Supplies under GST in India. Self-Study: Taxes subsumed under GST						9	You tube videos
II	Levy and Collection of Cost:-Introduction - GST – Supply - Levy and Collection – concept of supply - Composite and Mixed Supplies - Composition Levy-Reverse Charge Mechanism - Place of Supply of Goods and Services:-Introduction-Importance -Time of Supply of Goods And Services:- Introduction -Importance of time of supply in GST -Rules for Determination of Time of Supply - Time of Supply of goods -Time of Supply of services. Self-Study: Importance of time of supply in GST						9	You tube videos
	Valuation of Supply of Goods and Services: Valuation of supply - Transaction value - Inclusion in value of supply -Elusive in value of supply -Valuation Rules. Input Tax Credit under GST: - Introduction -GST – Solution for Double Taxation and Cascading -Input Tax Credit – Salient Features of GST-Methods - Input Tax Credit in Special Circumstance Documents Required For Claiming -Utilization - Recovering Input Credit Distributed In Excess. (Simple Problems only) Self-Study: Input Tax Credit						9	You tube videos
	Procedures under GST-Introduction - Registration under GST - Tax Invoice, Credit and Debit Notes-Accounting and Records-Filing of Returns. Integrated Goods and Services Tax Act 2017 – Introduction – Scope – Levy and Collection – Powers to Grant Exemption – Determination of Nature of Supply – Inter State Supply – Intra State Supply – Place of Supply – Zero Rated Supply. Self-Study: Inter State Supply and Intra State Supply						9	You tube videos
V	Introduction to Customs Law: -Introduction -Objectives - Scope.						9	You tube



Customs Act 1962: Legal Structure – Definition - Prohibitions on Importation and Exportation of goods - Levy and Collection of Customs Duty -Taxable Event -Types of Customs Duty - Computation of Customs Duty Classification and Valuation of Goods Under Customs Law: Classification of Goods -Customs Valuation. Self-Study: Levy and Collection of Customs Duty		videos
Total	45	

Text Book(s):

1. CA Pritham Mahure, Goods and Services Tax (GST in India), E Book, 4th edition, 2016
2. S.S. Gupta, GST- Law and practice, Taxman Publications, New Delhi, 2017

Reference Book(s):

1. Pratik Shah, Hand Book on Service tax and Goods and Service Tax (Finance Act 2016)
2. Anisha Bhalla, Commercial GST- Law and practice, Taxman publications, New Delhi, 2017.

Learning Methods (*):

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

Focus of Course: Employability

Employability/Entrepreneurship/Skill Development)

Resource/e-Content URL:

Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>

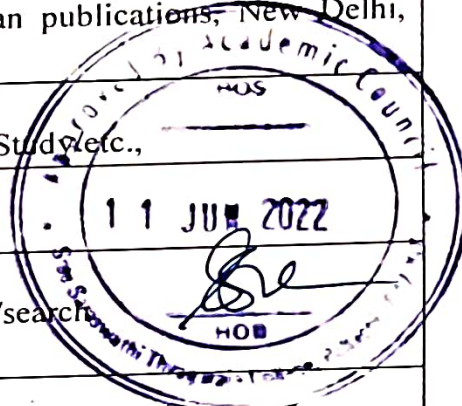
e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: **Dr.K.Kumaran**

Associate Professor, Dept. of M.Com, STC

BoS Member

Question paper: Covers 90% Theory and 10% Problems)



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 levy and collection under GST	K2
CO3	Apply the Goods and services at different valuation	K3
CO4	Estimate the different supply of goods under GST	K5
CO5	Estimate the different types of customs duty and valuation	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

– Strong; L – Low; M – Medium

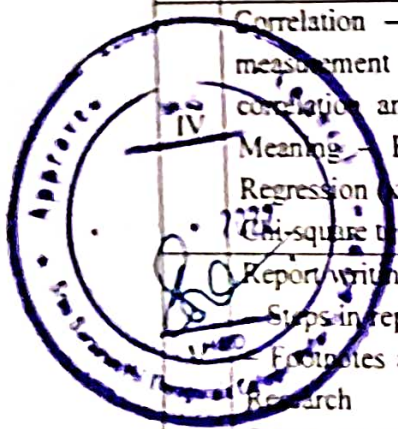
SEMESTER: II

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM20	Core 10	Business Research Methods	Skill Development	40	5		3

Preamble : The Course aims to understand the research concepts, methodology, identify the research problem and analysing the data with the help of statistical tools

Prerequisite: Basic Statistics

Unit	Course contents	Ins. Hrs	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 Self-Study: Criteria of good research	9	e-PG Pathshala
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 - Self-Study: Types of sampling.	9	e-PG Pathshala
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 Self-Study: Pilot study	9	e-PG Pathshala
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) .	9	e-PG Pathshala
	Report writing – Types – Planning – Principles – Significance Steps in report writing – layout of a report – Documentation – Footnotes and Bibliography – Computerization in Business Research Self-Study: Types of reports	9	Vidya-mithra portal
	USP: Preparation of Questionnaire		
	Total	45	

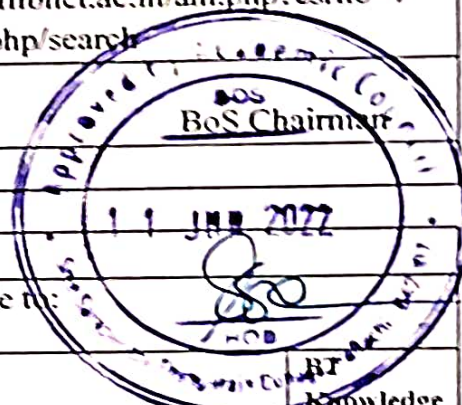


Text Book(s):

1. C.R.Kothari, Research Methodology Methods and Technique, New Age International 3rd edition Publications. Reprint 2014.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons Publications, 44th Edition 2014
3. O.R. Krishnasamy & Ranganathan, Research Methodology, Himalaya Publishers, New Delhi, 2014

Reference Book(s):

1. Saravanavel - Research Methodology, Kitab Mahal Publications, 16th edition, 2013
2. Bill Taylor, Gautham Singha, Tapozghoshal – Research Methodology, PHI Learning Pvt Ltd, 2014
3. Joseph Gibalde, MLA Handbook for writers of research paper ED 7th edition, Affiliated East West press, New Delhi-2009.
4. J.K.Sahdeva, Business Research Methodology, Himalaya Publishing House, Mumbai, Second Revised Edition, 2011
5. Donald R Cooper, Pamela S Schindler, JK Sharma, Business Research Methods, MC Graw Hill Education(India) Pvt Ltd., 11th Edition, 2016.

Learning Methods (*): Assignment/Seminar/Quiz/Group Discussion/Case-Study**Focus of Course:** Skill Development**e-Resource/e-Content URL:** e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?esrno=7>
 Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>**Course Designer:** Dr.B.Mythili
Head & Associate Professor, Dept. of M. Com**60% Theory and 40% Problem****Course Outcomes (COs)**

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

CO's	Course Outcome (CO) Statement	Knowledge Level
CO1	Understanding the concept of research, identification of research problem and Review of literature, research design, sampling and hypothesis	K2
CO2	Choosing the suitable methods of data collection and acquire knowledge on measurements and scaling techniques	K3
CO3	Analysing the collected data by applying statistical tools in research like parametric and non-parametric test	K4
CO4	Develop the report writing skills and its documentation by using computers in research	K6

Mapping with Program Outcomes

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

SEMESTER: III

Course Code	TYPE	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Cr
22MIBAC30	Core-11	Practical -II : Tally with GST and Forex Transactions	Practical	3	2	55	

Preamble: The course aims to make the students to Work in Tally with GST and Forex Transactions

Prerequisite: basic knowledge in Tally

Unit	Course contents	Ins.Hours	e-Resources e-Content
1	Fundamentals of accounting –introduction to Tally prime – Company Creation-Security Options -groups and ledgers creation-Voucher Entries-creation of stock details	12	Youtube vid
2	Bill wise entry- batch wise entry- cost center-export import ledger-	12	Youtube vid
3	Company trading profit and loss accounts- balance sheet-payroll configuration	12	Youtube vi
4	Activating GST in Tally-Create GST ledger - Create GST ledger for purchase and sales –create stock items in GST rates- purchase and sales transactions- intra state and interstate transactions- Input tax credit under GST- Output tax credit under GST- GST consolidated Report	12	Youtube vi
5	Creation of multiple currency -forex transactions- alter/delete forex transactions- forex gain or loss transaction	12	Youtube v
	Total	60	

Text (Books): Tally prime e-books

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.Shanthakumari

Programme Co-ordinator, Dept. of M.Com(IB), STC

BoS

Course Outcomes (COs)

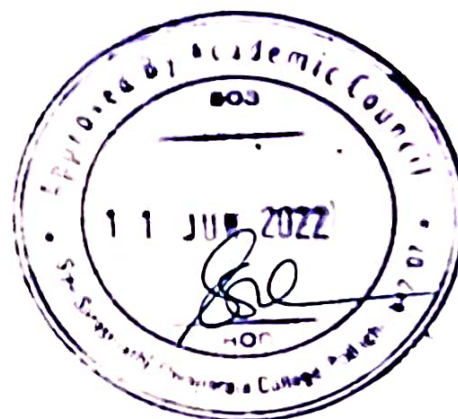
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Prepare basic accounting operations in business software	K2
CO2	Develop knowledge on inventory creation and bill wise data entry	K3
CO3	Develop financial statement of a firm	K3
CO4	Ability to calculate GST in Tally	K3
CO5	Able to develop forex transactions in Tally	K4

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
CO5	S	S	M	M	S	S	S	M	S	S

S – Strong; L – Low; M – Medium



**SCHEME OF SYLLABUS- VERBAL AND SOFT SKILL
SEMESTER – II**

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Cre
22CTP2C20	PROFESSIONAL SKILLS	Skill Based Course	15	-	-	3

Preamble: To improve the character skills and capabilities.
To build confidence and pattern of behaviors.

Prerequisite: Knowledge in group discussion, interview etiquette, public speaking and pronunciation

SYLLABUS- PROFESSIONAL SKILLS

Unit	Course contents	Ho
I	Communication Skills- Types of Communication- Verbal and Non-Verbal Communication Skill-Telephonic Conversations	
II	Presentation Skills & Public Speaking- Understand the components of Presentation skills - Understand Presentation construction and delivery methodology - Delivery Techniques & Visual Effects	
III	Speech Drills- Pronunciation Practices- Concord- Verbs and Tense Form- Cloze Test- Error Spotting	
IV	Group Discussion- Why GD? - Features of GD -Advantages and Disadvantages of GD- Do's and Don'ts of GD- Tips to Master Group Discussion - Critical Thinking & Lateral Thinking - Personal Grooming- SWOT Analysis	
V	Before the Interview and During the Interview- After the Interview -Letter Writing & Email Drafting- Cover Letter-Resume Preparation	
Total		

Text Book(s)

- Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tip managing people at work. 5th ed. New Delhi: PHI Learning
- Peter, Francis. Soft Skills and Professional Communication. New Delhi: Tata Mc Hill. 2012. Print.

Reference Book(s):

- Singh, Prakash and Raman, Meenakshi. Business Communication. New Delhi: Oxford UI 2006. Print. Bailey, Edward P. Writing and Speaking at Work: A Practical Guide for Busine Communication. Pennsylvania: Prentice Hall. 2007. Print.
- Johnson, D.W. (1997). Reaching out – Interpersonal Effectiveness and Self Actualization 5th ed. Boston: Allyn and Bacon

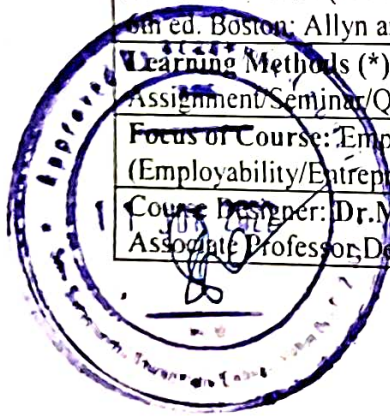
Learning Methods (*):

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

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

Course Designer: Dr.M.Subsini
Associate Professor, Department of English

BoS Chairm



Course Outcomes (COs) s

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Express the viewpoints with confidence in English	K2
CO2	Compose articles and compositions in English	K2
CO3	Develop the ability to speak English language with the right way of pronunciation	K3
CO4	Discuss and socialize effectively in English	K3
CO5	Attend interview with confidence	K3

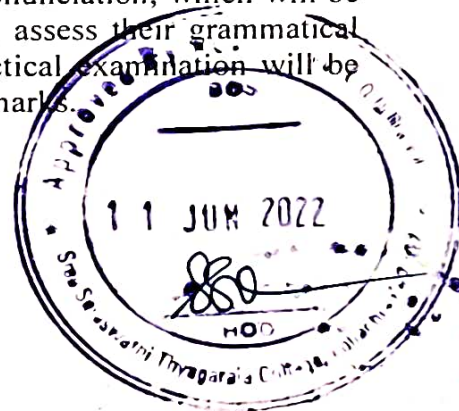
Mapping with Program Outcomes and Program Specific Outcomes:

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

S –Strong; L –Low; M –Medium

Examination Rules:

The course is framed for 30 hour's duration. The total score of the course will be 50 out of which 20 marks are assigned for internals and 30 marks are for the practical exam. The course coordinator will be in charge of the examinations. Power point presentation will be assigned to assess their communication, presentation skills and pronunciation, which will be awarded 10 marks. One online examination will be conducted to assess their grammatical skills, which will be awarded with 10 marks. End Semester Practical examination will be conducted on Mock Group Discussion and Mock Interview for 30 marks.



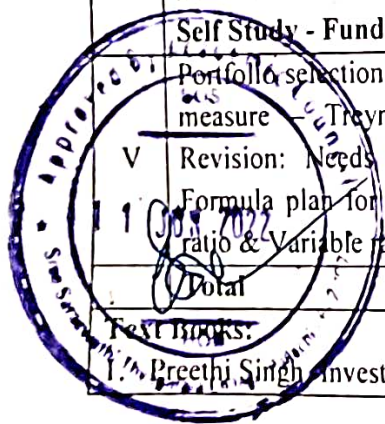
SEMESTER: II

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM2EA0	Elective II	A2:Security Analysis and Portfolio Management	Employability	50	10	-	4

Preamble : This course aims at facilitating the student to understand Capital market instruments and to make analysis of Portfolio

Prerequisite: Basic Investment management knowledge at UG level

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Introduction- Nature, meaning and scope of investment – importance of investment – factors influencing investment– investment media–features of an investment programme– Investment process– Difference between Investment, Speculation and Gambling.	12	e-PG Pathshala
II	Stock exchange in India – meaning – functions – New issue market – BSE – NSE – SEBI and its role, guidelines- listing, steps, legal provision – Non-listing – De-listing – Insider trading Self-Study: SEBI and its Role	12	e-PG Pathshala
III	Capital market instruments – Equity market-debt market – Derivative markets – Exchange traded funds - Internet stock trading – Features – IPO on internet – e- IPO – Account Supported Blocked Amount (ASBA)	12	e-PG Pathshala
IV	Fundamental and Technical analysis – Fundamental analysis: Economic analysis - Industrial analysis – Company Analysis - Technical analysis –Portfolio analysis & Management:-Scope– Markowitz Theory– Single Sharpe index model – Efficient frontier Self Study - Fundamental analysis	12	You tube Video
V	Portfolio selection – portfolio performance evaluation: - Sharpe measure – Treyners measure – Jenson's index. Portfolio Revision: Needs and problems – Methods of revisions – Formula plan for revision – Constant rupee value – Constant ratio & Variable ratio plans.	12	You tube Video
	Total	60	



TEST BOOKS:
1. Preethi Singh Investment Management - Himalaya Publications, 17th revised edition, 20

2. Punithavathi Pandiyan -Portfolio Management– Vikas Publications House (Pvt) Ltd, 2nd Edition 2013.

Books for reference:

1. Kevin, Portfolio Management – Prentice Hall Publications, 12th edition, 2014.
2. Bhalla, V.K. Investment management – Sultan Chand & Sons Publications, 19th edition, 2014
3. M.Renganathan, R.Madhumathi, Security Analysis & Portfolio Management, Pearson, Noida, New Delhi, 2nd Edition, 2012
4. Sudhindra Bhat, Security analysis and Portfolio Management, Excel Books, New Delhi, 2008

Learning Methods (*):

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

Focus of Course: Employability

(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

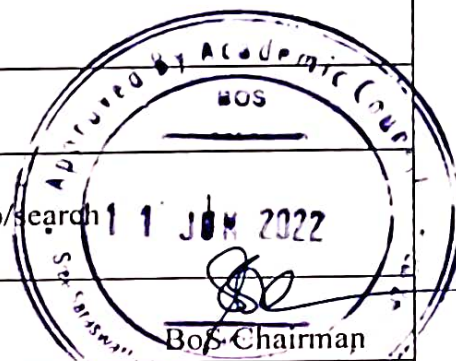
Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>

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

Course Designer: **Dr. K.Kumaran**

Associate Professor, Dept. of M.Com, STC

(Question paper: Covers 90% Theory and 10% problems (Problems from Unit: 4 only))



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 availability of various investment avenues	K2
CO2	Able to Infer the working of stock tradings	K2
	Identify the various capital market instruments and can choose the right investments	K3
CO4	Analyse and compare the performance of companies by using fundamental and technical analysis	K4
CO5	Appraise and evaluate various portfolios	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

SEMESTER: II

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM2EB0	Elective - II	B2: Brand Management	Employability	50	10	-	4

Preamble : This course aims at facilitating the student to understand the Brand concept, Brand Strategies and its extension for improving brand performance

Prerequisite: Basic Marketing knowledge at UG level

Unit	Course contents	Ins. Hrs	e-Resources e-Content
I	Introduction-Basics Understanding of Brands –Definitions - Branding Concepts –Functions of Brand -Significance of Brands –Different Types of Brands –Co branding –Store brands.	12	e-PG Pathshala
II	Brand Strategies -Strategic Brand Management process – Building a strong brand –Brand positioning –Establishing Brand values –Brand vision-Brand Elements –Branding for Global Markets –Competing with foreign brands.	12	e-PG Pathshala
III	Brand Communications -Brand image Building –Brand Loyalty programmes –Brand Promotion Methods –Role of Brand ambassadors, celebrities –On line Brand Promotions.	12	e-PG Pathshala
IV	Brand Extension -Brand Adoption Practices –Different type of brand extension –Factors influencing Decision for extension – Re-branding and re-launching.	12	You tube Video
V	Brand Performance -Measuring Brand Performance –Brand Equity Management -Global Branding strategies -Brand Audit –Brand Equity Measurement –Brand Leverage -Role of Brand Managers–Branding challenges & opportunities.	12	You tube Video
	Case Studies		
	Total	60	

Text Book(s):

1. Kevin Lane Keller, Parameshwaran MG Jacob Isaac Strategic Brand Management, Pearson Publishers, 3rd Edition, 2012.
2. Masashi YLR, Brand Management –I edition, Vikas Publishing Pvt Ltd 2010

Reference Books(s)

1. S.L. Brand Management, Himalaya Publishing House, 1st edition, 2007
2. Ramesh Kumar, Managing Indian Brands marketing concepts and strategies, Vikas Publishing House, 2nd Edition, 2009
3. Verma Harsh, Brand Management -Text and cases, Exel Books, 3rd edition, 2013
4. Sengupta Priyaranjan, Product and Brand Management, Pacific Publication, New Delhi, 1st Edition, 2011

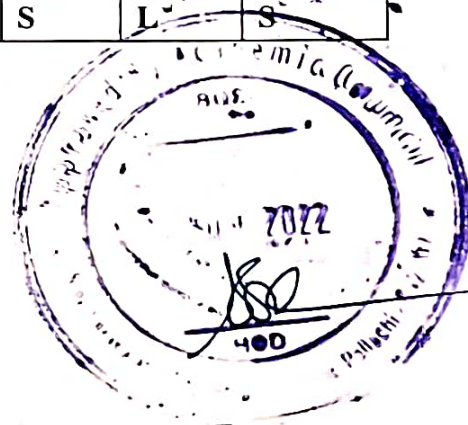
Learning Methods (*): <input type="checkbox"/> Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,	
Focus of Course: Employability (Employability/Entrepreneurship/Skill Development)	
e-Resource/e-Content URL: <input type="checkbox"/> Vidya-Mitra Portal: http://vidyamitra.inflibnet.ac.in/index.php/search <input type="checkbox"/> e-PG Pathshala: http://epgp.inflibnet.ac.in/ahl.php?csrno=7	
Course Designer: Dr. K.Kumaran Associate 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	Understand the Significance and functions of branding.	K2
CO2	Formulate the brand strategies and brand vision in the global market.	K6
CO3	Learn brand communications and design brand promotion methods	K5
CO4	Assess and sustain brands which lead to Brand extensions.	K4
CO5	Evaluate brand performance and measure brand equity.	K5

Mapping with Program Outcomes

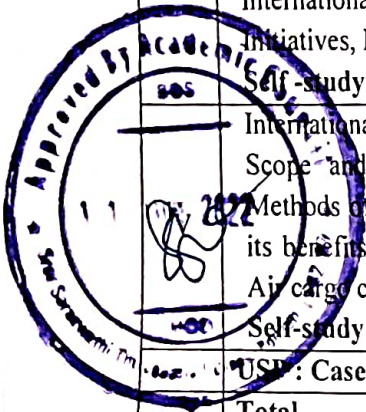
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium



SEMESTER: II

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit	
22MIB2EA0	Elective - II	C2:Multimodal Transportation Management	Entrepreneurship	60	15	-	4	
<p>Preamble : This course aims at facilitating the student to impart knowledge on basis of Multi-model Transport Management</p> <p>Prerequisite: Transportation Management</p>								
Unit	Course contents						Ins. Hrs	e-Resources e-Content Pathshala
I	Multimodal transportation: Types, Insurance in multimodal transportation, operations, Modes of Transportation-Transportation Management system. Self-study: Maritime frauds and crimes						12	e-PG Pathshala
II	Road Transportation: Introduction to Road Transportation - Trucking/Highway Regulations- Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks -Heavy load haulage multi axle age multi truck - Service Options for Truck Transport - Shipping -Dangerous Goods by Truck - LTL/FTL Shipments - Trucking Rates and Tariffs - A Checklist of Trucking Considerations Self-study: Border Security Issues						12	e-PG Pathshala
III	Rail Transportation: Introduction - Shipping Goods by Rail The Railway Bill of Lading - Rail Equipment - Moving Dangerous Goods by Rail - Over Dimensional and Heavy Lift Cargo by Rail.						12	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, Maritime frauds and crimes. Self-study: Marine Insurance						12	You tube Video
	International Air Transportation -Meaning, Importance, Scope and major services- Airport Classification -Basic Methods of Air freight - IATA -consolidation Air cargo & its benefits. Role of TIACA. International Airports of India, Air cargo chain, Airport Charges Self-study: Basic Methods of Airfreight						12	You tube Video
	USP: Case Studies							
Total						60		



Text Book(s):

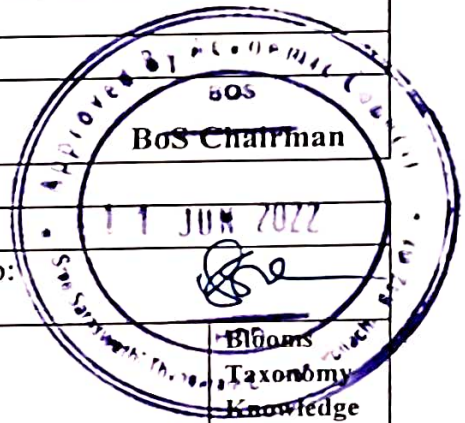
1. Logistics Management & World Sea borne Trade (1st edition) by Dr. Krishnaveni Muthaih, Himalaya Publishing House
2. Logistics management for international business - text and cases(1st edition 2009) by S.Sudalaimuthu and S.Anthony Raj, PHI learning private limited

Reference Book(s):

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, Macmillan 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/ Self-Study/etc.,**Focus of Course:** Employability**e-Resource/e-Content URL:** : NPTEL

Course Designer: Ms.Silpa Prabhakaran
Assistant Professor, Dept. of M.Com(IB), STC

**Course Outcomes (COs)**

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

CO's	Course Outcome (CO) Statement	Blissoms Taxonomy Knowledge Level
CO1	To understand the basic concepts of Multimodal transportations	K2
CO2	To compile the various road transport management in multimodal transportation	K5
CO3	Develop successful programs for achieving the optimum cost in rail transportation	K6
CO4	Analyze the important aspects in ocean transportation	K4
CO5	Apply the air transportation operation in international trade transactions	K4

Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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	S	S	M	S	S	M	M	S	M	M

S – Strong; L – Low; M – Medium

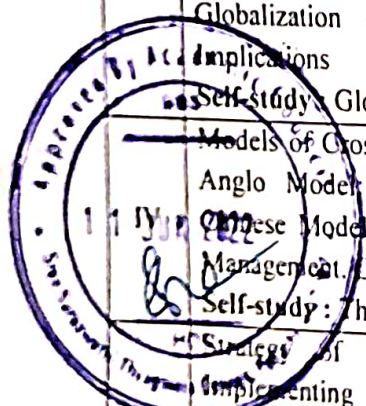
SEMESTER: II

Course Code	TYPE	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Other
22MIB2EB0	Elective - II	D2:Cross Cultural Communication and Management	Employability	60	15	-	4

Preamble : This course aims at facilitating the student to understand cross cultural communication and management

Prerequisite: Business Communication

Unit	Course contents	Ins. Hrs	e-Resources e-Content e-PG Pathshala
I	Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication – Needs and Incentives – Dispute Resolution and Negotiation Self-study : Culture and Communication	15	e-PG Pathshala
II	Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture – Government Business Patronage – Guanxi – Managing Informal Systems – Implications Self-study : Culture and Bureaucracy	15	e-PG Pathshala
III	Globalization & Cross-Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies – Globalization and Localization – Defining Globalization – Roots – Global Local Contradictions – Implications Self-study : Globalization and Localization	15	e-PG Pathshala
IV	Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implication Self-study : The Anglo Model	15	You tube Video
V	Strategies of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control –	15	You tube Video



Implications		
Self-study : Risk for the Multinational		
USP :Case Studies		
Total	75	

Text Book(s):

1. Helen Deresky(2017) “International Management: Managing across Borders and Cultures” (5 th Edition). Pearson Education

Reference Book(s):

1.Richard M. Hodgetts & Fred Luthans (2005) “International Management”, (3rd Edition). Tata McGraw Hill Publications, New Delhi. Reference Books:

2.Hodgetts & Fred Luthans (2005)”International Management” (3rd Edition). Tata McGraw Hill Publications. New Delhi.

4.Hill, C. (2007) “International Business: Competing in the Global Marketplace” (6thedition) Tata McGraw-Hill.

3. Newstrom John W. Organizational Behaviour: Human Behaviour at Work. Tata McGraw

Learning Methods (*):

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

Focus of Course: Employability

e-Resource/e-Content URL:

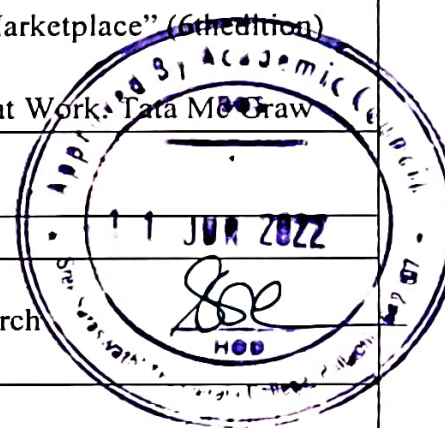
Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>

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

Course Designer: **Dr. S.Shanthakumari**

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	BT Knowledge Level
CO1	Understand framework of cross cultural management	K2
CO2	Evaluate frameworks for guiding cultural and managerial practice in international business.	K6
CO3	Analyse the impact of globalisation in cross cultural management	K5
CO4	Understanding the various models in cross cultural operations	K4
CO5	Analyse the implication of cross culture in framing strategies	K5

Mapping with Program Outcomes

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

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
22MSW2110	Foundations of Counselling	ECC 1 IDC 1	Application (D)	30	15	--	3

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

Pre-requisites: Basic understanding about the counselling

Foundations of Counselling

Syllabus:

Unit	Course Contents	Number of Sessions
I	Basics of counselling: Principles and goals; Need and scope for counselling; Ethical issues	9
II	Role of counsellor: Counsellor and counsellee characteristics facilitating counselling; Expectations from counsellor; External conditions influencing counselling	9
III	Positive psychology oriented counselling: Enhancing happiness and pleasure; Engagement and meaning making; Identifying and developing character strength and virtues	9
IV	Special areas of counselling: Counselling for children with emotional disturbance and learning disability; Drug addiction; Marital counselling.	9
V	Other areas of counselling: Occupational counselling; Counselling for patients with Terminal disease /chronic illness-HIV/AIDS, cancer patients and for their caretakers.	9
	Total	45

Text Book:

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

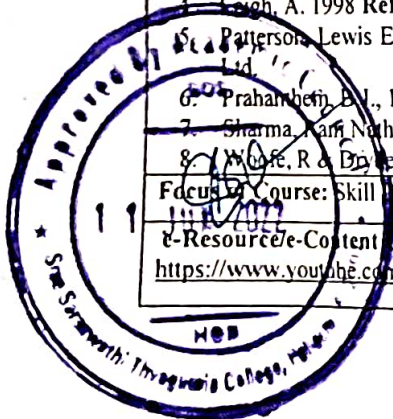
Reference Books:

- 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
- Praharthini, B.L., 1988 Therapeutic Counseling, Vellore, Christian Counseling Centre.
- Sharma, Kam Nath, 2001 Counseling and Guidance, Surjeeth Publications, New Delhi.
- Wolpe, R & Dryden, W. Handbook of Counseling Psychology, New Delhi.

Focus of Course: Skill Development

e-Resource/e-Content URL:

<https://www.youtube.com/watch?v=KaBIDasRNm8>



Course Designer : Dr K.Parthasarathy
Associate Professor, Dept. of MSW, STC

Dr.G.Anbuselvi
BOS Chairman

Course Outcomes (COs)

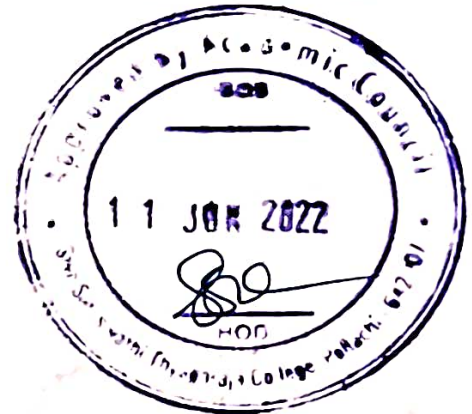
On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	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 with Programme Outcomes and Programme Specific 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)	Credits
22MEN2110	English for Media Studies	ECC 1 IDC 1	30	15	-	3

Preamble: This course aims at providing an exposure to the field of media studies so as students to get opportunities in the field of Media

Syllabus

English for Media Studies

Course contents

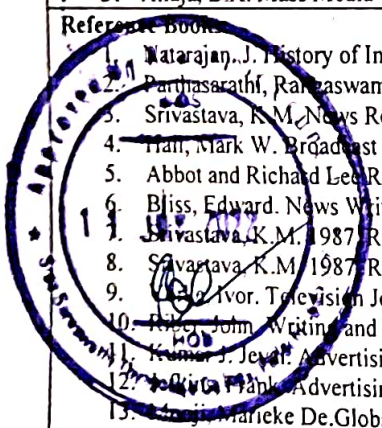
Units	Course contents	Number of Sessions
I	Introduction to Print Media Responsibilities of the Press, News Sources, Reporting and its Types: Straight News Reporting, Investigative, Interpretative, Developmental Reporting, News Categories, Components of a News Story. Writing Headlines, Sub Headlines, News Stories, Report, Letter to the Editor, Cartoon Analysis, Editorials, Columns, Features, Reviews	9
II	History of Radio in India Radio News; News Editor; Producer, Radio Reporter; Radio Interview; Radio News Reels; Radio Feature, SFX; Community Radio; Educational Radio; Radio Jockey; Recent Developments in FM Broadcast; National Programmes of All India Radio; BBC and other International Radio Stations News Reading Techniques, Radio Interview, Reporting, Talks, Anchoring/Jockey(ing) [RJ], Script Writing	9
III	History of Television in India Scope of Television Journalism; TV Newsroom; News Editor; Producer; TV Correspondents, Basic Principles of Camera Work News Reading Techniques, Television Interview, Reporting, Talks, Debates and Discussions, Anchoring/ Jockey(ing) [VJ], Script Writing	9
IV	Advertising Definition, Types of Advertising: Consumer, Corporate, Industrial, Retail, National, Trade; Public or Government Advertising; Product Advertising; Target Audience; Brand Positioning; USP, Advertising strategies Ad-copy writing, Slogan, Headline, Ad Lay-out, Print Advertisement, Television Advertisement, Storyboard, Radio Advertisement	9
V	Field Visits and Report Print, Radio Station, Television Station, Field Visit Report	9

Text Books:

1. Keval, J. Kumar. Mass Communication in India. India: Jaico, 1994.
2. Roy, Barun. Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal, 2010.
3. Ahuja, B.K: Mass Media Communication. Delhi: Saurabh Publishing House, 2010

Reference Books:

1. Natarajan, J. History of Indian Journalism. New Delhi: Ministry of Information and Broadcasting, 1955.
2. Parthasarathi, Rameswamy. Journalism in India. Indiana University: Sterling University, 2010.
3. Srivastava, K.M. News Reporting and Editing. New Delhi: Sterling Publishers, 1987
4. Han, Mark W. Broadcast Journalism: An Introduction to News Writing. Hastings: Hastings House, 1971
5. Abbot and Richard Lee Rider. Handbook of Broadcasting. California, McGraw-Hill, 1957
6. Bliss, Edward. News Writing for Broadcast. Columbia: Columbia University Press, 1994
7. Srivastava, K.M. 1987 Radio and Television: New Delhi: Sterling Publishers.
8. Srivastava, K.M. 1987 Radio and Television: New Delhi: Sterling Publishers.
9. Sivastava, K.M. 1987 Radio and Television: New Delhi: Sterling Publishers.
10. Abbot, John. Writing and Producing for Television and Film. New Delhi: Sage Publications, 2005.
11. Kumar, J. Jeyal. Advertising in India. New Delhi: Jaico Publishers, 2005
12. G. Frank. Advertising. New Delhi: Pearson, 2000
13. Raji Manjreke De. Global Marketing and Advertising: Understanding Cultural Paradoxes: New Delhi: Sage, 2009.
14. Lee, Monle and Carla Johnson. Principles of Advertising. New York: Haworth Publications, 2005.
15. Williams, Jack (Ed.). Illustrated Dictionary of Mass Communication. New Delhi: Lotus Press, 2009.



Focus of Course: Skill Development and Employability
e-Resource/e-Content URL: https://youtu.be/qE-B_XkoAgQ
1. https://youtu.be/9-hEIPbYWmE
2. https://youtu.be/AD7N-1Mj-DU

Course Designer: **Dr. J.Das**
 Head, Dept. of English, STC

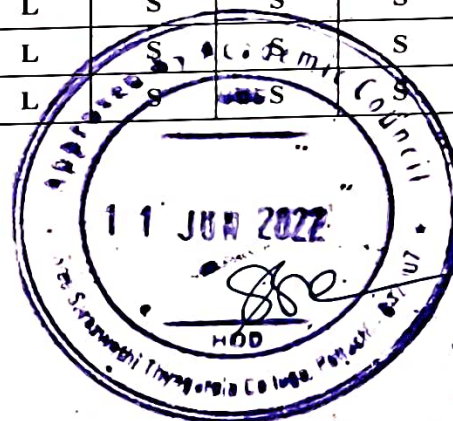
Dr. J.Das
 BoS Chairman

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 with Programme Outcomes and Programme Specific 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)	Cr
22MMA2110	Basics of MATLAB	ECC 1 IDC 1	Concept (B)	30	15	-	3

Preamble: This course aims at facilitating the student to learn the basic concepts of MATLAB.

Prerequisites: Computer and Mathematics basics at PG Level

Syllabus:

Basics of MATLAB

Unit	Course Contents	Hours	Practical
I	Introduction - Basics of MATLAB: MATLAB Windows-Online help- File types - General commands. Interactive Computation	6	3
II	Matrices and Vectors - Matrix and Array operations – Command line Functions - Using Built-in Functions and On-line Help.	6	3
III	Applications - Linear Algebra - Curve fitting and Interpolation - Data analysis and Statistics	6	3
IV	Programming in MATLAB: simple graphs.	6	3
V	Programming in MATLAB Graphics: Basic 2D plots-3D plots	6	3
Total		30	15

Text Book(s):

- Rudra Pratap, Getting Started with MATLAB – A Quick Introduction for Scientists and Engineers, Oxford University Press, 2003.

Reference Book(s):

- Rudra Pratap, Matlab-7, Oxford university press, New Delhi, 2006.

e-Resource/e-Content URL:

<https://www.youtube.com/watch?v=qGiKv3-02vw>

Focus of Course : Skill Development

Course Designer: Ms. A.Nageswari,
Assistant Professor, Dept. of UG Mathematics, STC

Dr. R. Senthil Amutha
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 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 with Programme Outcomes and Programme Specific Outcomes

COs	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
22MCM2110	Trading in Share market	ECC 1 IDC 1	Concept B	30	15	-	3

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

Prerequisite: Basic knowledge in Share trading and Business

Syllabus: *Trading in Share market*

Unit	Course contents	Number of Sessions
I	Introduction- Meaning -Nature and scope of investment – Importance of investment – Factors influencing investment – Investment media.	9
II	Stock exchange in India – meaning – Functions – New issue market – BSE – NSE	9
III	Equity market-Types of shares – Debentures – Bond	9
IV	Introduction to share trading- Online Vs Offline share trading- Opening of Demat A/c -Factors influencing the price of shares.	9
V	Intraday trading – Basics and strategies – How to make profit in share market.	9
	Total	45

Text Book(s):

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

Reference Book(s):

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

Focus of Course: Entrepreneurship

(Employability/Entrepreneurship/Skill Development)

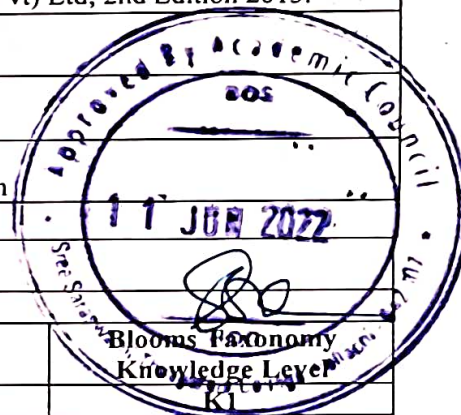
e-Resource/e-Content URL:

<https://www.youtube.com/watch?v=Xn7KWR9EOGQ>

Course Designer: Dr.P.Gomathi

Associate Professor, Dept. of M.Com, STC

Dr.B.Mythili
BoS Chairman



Course Outcomes (COs)

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

CO's	Course Outcome (CO) Statement	
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 Programme Outcomes and Programme Specific 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)	Cr
22MIB2110	Travel and Tourism Management	ECC 1 IDC 1	Application	30	15	-	
Preamble: This course aims at facilitating the student to impart knowledge on basis of tourism studies and overview of tourism industry, various organizations.							
Prerequisite: Marketing related subjects							

Syllabus: *Travel and Tourism Management*

Unit	Course contents	Number Session
I	An Introduction to Travel and Tourism: Concepts, Definitions & Historical development of Tourism. Types of Tourist: Tourist, traveler, excursionist. Types of Travel Motivators: Physical Motivators, Interpersonal Motivators, Cultural Motivators, Status and Prestige Motivators, Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics, Scope and components of tourism industry.	9
II	Tourism Products and Services: Type of tour packages, Types of Tourism Products. Tourist Destinations: Features, attraction, promotion, Amenities, accessibility. Impact of tourism	9
III	Marketing in Travel and Tourism: Marketing by public / private sector, strategies, marketing mix	9
IV	Interdisciplinary approach in tourism: Tourism Perspectives, tourism area lifecycle (TALC). Tourism Organizations: World Tourism Organization, Indian Tourism Organizations	9
V	Emerging Areas of Tourism: recent trends, types of alternate tourism, sustainable tourism: principle and code of conduct	9
Total		45

Text Book(s):

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

Reference Book(s):

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

e-Resource/e-Content URL:

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

Focus of Course: Skill Development

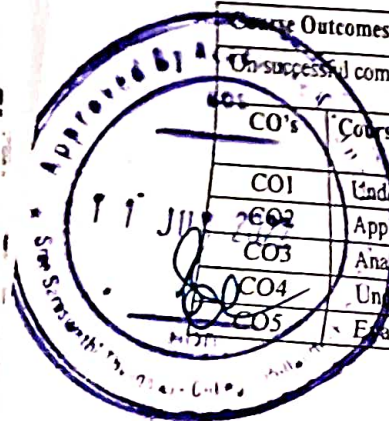
Course Designer: Dr. S. Shanthakumari,
Associate Professor & PC, Dept. of M.Com(IB), STC

BoS Chairman

Course Outcomes (COs)

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

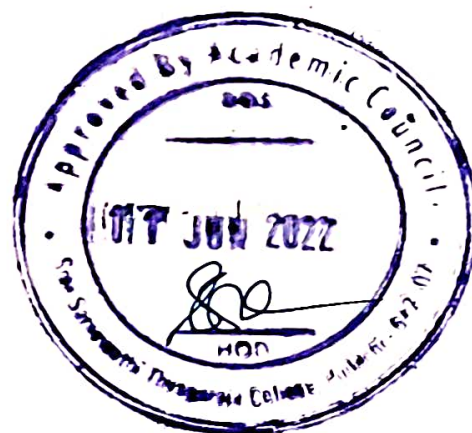
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of Travel and Tourism	K4
CO2	Apply the knowledge in Tourism package and promotion techniques	K5
CO3	Analyse the strategies in travel and tourism management	K6
CO4	Understand the operations of tourism organization	K4
CO5	Evaluate the recent trend in tourism	K5



Mapping with Programme Outcomes and Programme Specific Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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

Course Code	Course Name	Course Type	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22MPY2110	Psychology of wellbeing	ECC 1 IDC 1	30	15	-	5

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

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Health Psychology

Syllabus:

Unit	Course contents	Number of Sessions
I	Health-An Introduction: Definition – Mind Body Relationship – Biopsychosocial Model. Vital Systems of the Body – Nervous System – Cardiovascular System – Immune System.	5
II	Health Related Behaviours: Exercise – Accident Prevention – Developing Healthy Diet – Weight Control and Obesity – Eating Disorders and Sleep	5
III	Health Compromising Behaviours: Alcoholism and Problem Drinking – Origins – Treatment – Drinking and Driving – Preventive Approaches – Smoking – History – Interventions to Reduce Smoking – Smoking Prevention Programmes.	5
IV	Basics of Stress: Stressor – Person Environment Fit; Stressful Events – Sources of Chronic Stress; Sources of Resilience – Coping Style – Specific Coping Strategies	5
V	Basics of Pain: Elusive Nature of Pain – Measuring Pain – Physiology of Pain – Neurochemical Basis of Pain – Acute Pain and Chronic Pain – Pain and Personality – Pain Control Techniques	5
Total		25

Text Book(s):

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

Reference Book(s)

1. Khatoun, N. (2012). Health Psychology (1st Edition). New Delhi: Dorling Kindersley (India) Pvt. Ltd.
2. Brannon, L., & Feist, J. (2017). Introduction to Health Psychology (1st Edition). New Delhi: Akash Publications.
3. Marks, D.F., & Murray, M. (2011). Health Psychology – Theory Research and Practice (3rd Edition). New Delhi: SAGE Publications India Pvt Ltd.
4. 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:

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

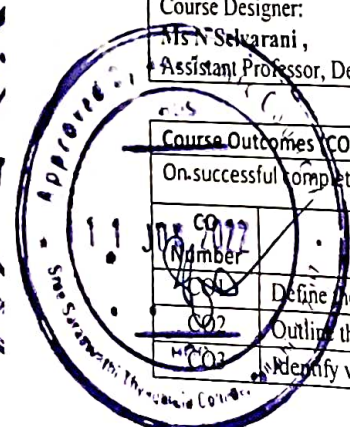
Mr AshwanthKanna V
BOS Chairman

Course Outcomes (COs)

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge
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

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Approve
Smt. Srinivas



Identify the stressors in everyday life and effective coping strategies	K4
Examine the management of pain and components of chronic illness	K5

Mapping with Programme Outcomes and Programme Specific Outcomes

POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
1	L	L	L	M	L	L	L	L	L	L
2	L	L	L	M	L	L	L	L	M	L
3	L	L	L	M	M	L	L	L	M	M
4	L	L	L	M	L	L	L	L	S	M
5	L	L	L	M	L	L	L	L	M	L

g; L- Low; M-Medium



SEMESTER – II

Course Code	Course Name	Course Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCA2110	Web Stack Development Tools and Techniques	ECC 1 IDC 1	30	15	-	3

Preamble: This course aims at Students will gain an basic understanding of the HTML and CSS concepts.

Prerequisite: Basic knowledge in HTML tags & skill of creating web pages should be known.

Syllabus: *Web Stack Development Tools and Techniques*

Topic	Course contents	Number Session
1	Acquaintance with elements, Tags and basic structure of HTML files.	4
2	Practicing basic and advanced text formatting.	4
3	Practicing use of multimedia components (Image, Video & Sound) in HTML document	5
4	Designing of webpage-Document Layout	4
5	Designing of webpage-Working with List.	4
6	Designing of webpage-Working with Tables.	4
7	Practicing Hyper linking of webpages.	3
8	Designing of webpage-Working with Frames.	4
9	Designing of webpage-Working with Forms and Controls	5
10	Acquaintance with creating style sheet, CSS properties and styling	3
11	Working with Background, Text and Font properties.	3
12	Working with List properties.	3
	Total	44

Text Book(s):

1. Kogent Learning Solutions Inc." *HTML 5 in simple steps*" Dreamtech Press, 2012
2. Murray, Tom/Lynchburg " *Creating a Web Page and Web Site*" College, 2002

Reference Book(s):

1. John Duckett " *Beginning HTML, XHTML, CSS, and JavaScript*" Wiley India, 2008

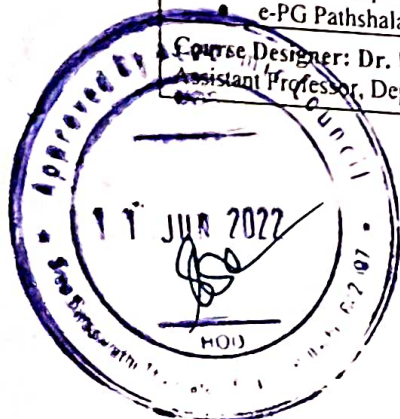
Focus of Course: Employability

e-Resource/e-Content URL:

- Vidya-Mitra Portal: <http://vidyamidra.inflibnet.ac.in/index.php/search>
- NPTEL: <https://onlinecourses.nptel.ac.in>
- e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7> (Computer Science:P-12/)

Course Designer: Dr. Umashankar M,
Assistant Professor, Dept. of MCA, STC

BoS Chairperson

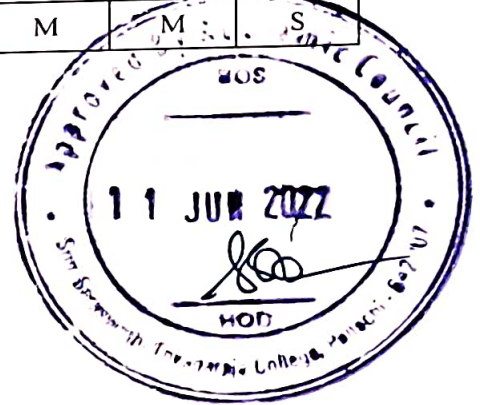


Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate a basic HTML concepts.	K3
CO2	Explain the HTML for specific functions.	K2
CO3	To design simple webpage using HTML and CSS.	K3
CO4	To use different styles for webpage development.	K3
CO5	To compare static and dynamic webpage.	K2

Mapping with Programme Outcomes and Programme Specific Outcomes

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

S- Strong; L- Low; M-Medium



SEMESTER – II

Course Code	Course Name	Course Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MBA2110	Design Thinking	ECC 1 IDC 1	30	15	-	3
Preamble: To train the students on Design Thinking by exposing them to theories and practices on Thinking concepts						
Prerequisite : Basic knowledge of Human Resource Management						

Syllabus: *Design Thinking*

Unit	Course contents	Number of Sessions
I	Introduction Human centered Design, Relevant Cases , Design Thinking Methods Design Thinking Values. Search for a problem, gather knowledge and gain inspirations.	09
II	Articulate Idea/ Value: Idea-scape /Value proposition Map (understand your users/ key stakeholders/short/medium/long term plan).	09
III	Synthesis of a POV – read patterns, map meanings and finds opportunities.	09
IV	Ideate Prototype and Test – visualize creative ideas and stimulate models.	09
V	Tool: Ideascape (Visual) , MVP/Prototype, Experimentation Mindset, How to build an MVP. Tools and Methods. (From UX/UI, IOT, app, robotics, AR/VR).	09
Total		45

Reference books and Online

1. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation – September 29, 2009 by TimBrown
2. IKIhttp://www.ideo.com/images/uploads/hcd_toolkit/IDEO_HCD_Toot.pdf

Focus of Course: Employability

e-Resource/e-Content URL:

- e-PG Pathshala : http://epgp.inflibnet.ac.in/view_f..php?category=1194 (Management:P-01/M-36)

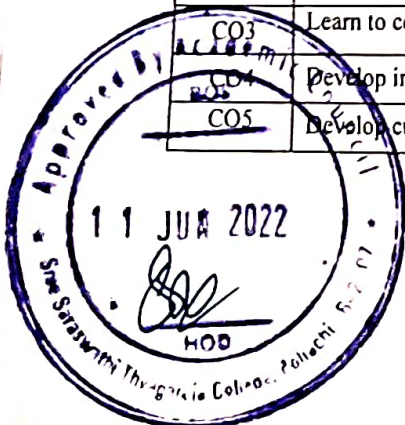
Course Designer: Dr.A.Ashraf Ali,
Professor, SOM, STC

Dr.R.Karupasamy
BoS Chairperson

Course Outcomes (COs)

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

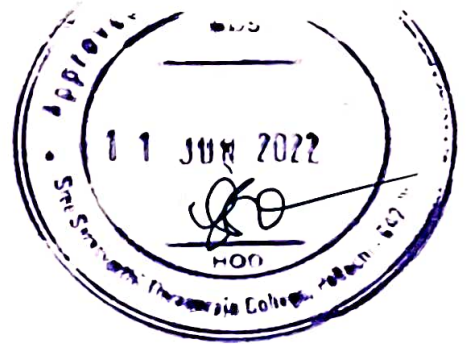
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Learn Design methods to listen, understand, synthesize and cull deep cultural insights	K1, K2
CO2	Start to feel end users' real challenges and deeper aspirations	K2, K1
CO3	Learn to collaborate, co-create and develop creative arguments	K1, K4
CO4	Develop imagination and openness to people and brave new ideas	K4, K5
CO5	Develop curiosity and empathy	K4, K6



Mapping with Programme Outcomes and Programme Specific Outcomes

COs/POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PS O1	PS O2	PS O3	PS O4
CO1	M	S	M	L	M		L		S	S	S	S	S
CO2	M	S	S						M	M	M	S	S
CO3	M	S	M			M		M	M	S	S	S	S
CO4	S	S	L	M					M	S	S	S	S
CO5	L	M	S	S			M		M	M	S	S	S

S- Strong; L- Low; M-Medium



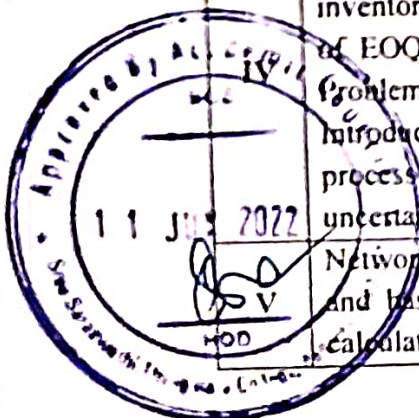
SEMESTER: III

Course Code	Type	Course Name	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB3C10	Core 13	Operations Research for business Managers	50	10	-	4

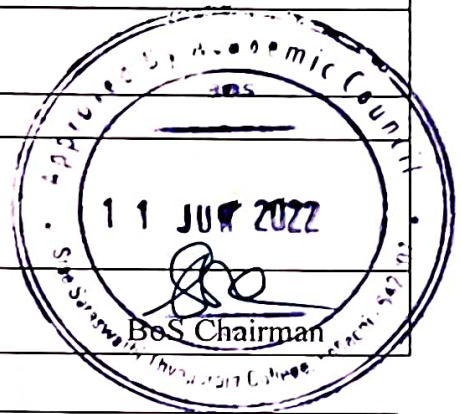
Preamble: This course aims at facilitating the students about the Industrial applications of Operations Research.

Prerequisite: Mathematics basics at UG level

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Definition of OR - Characteristics of OR - Scope of OR - Uses and limitations of OR - Linear Programming Problem: Introduction - Mathematical formulation of the problem - Graphical method of solving LPP.	12	Videos
II	The Transportation problem: Introduction-Mathematical formulation-finding initial basic feasible solution by NWCR, VAM only- MODI'S method of finding optimal solution (Non-degenerate problems only). The Assignment problem: Introduction - Mathematical formulation - Hungarian Assignment method.	12	Videos
III	Game Theory: Introduction - Two person zero sum game - The Maximin - Minimax principle - saddle point - problems - Pure and Mixed games - Solution of 2 x 2 rectangular games - Graphical solution of (2 x n) and (m x 2) games. Queuing Theory: Introduction - Queuing system - Characteristics of queuing system -Kendal's Notation - Classifications of queues - Problems in (M/M/1) : (∞ /FIFO); (Derivations not included)	12	Videos
	Inventory Control- I: Introduction - Types of inventory - Reasons for carrying inventory - Costs associated with inventory - Factors affecting inventory controls - The concepts of EOQ- Deterministic inventory problem with no shortages- Problems of EOQ with price breaks. Decision Analysis - Introduction - Decision making problem- Decision making process - Decision making environment - Decision under uncertainty - Decisions under risk - Decision tree analysis.	12	Videos
	Network scheduling by PERT & CPM - Introduction - Network and basic components -Rules of network construction - Time calculation in networks - CPM, PERT calculations.	12	-



	Total	60
Text Book(s):		
1. Kanti Swarup, P. K. Gupta, Man Mohan, Operations Research, S. Chand & Sons Education Publications, New Delhi, 2015		
Unit I: Chapter 1, 2, 3 [Page No : 25-29, 39-62, 65-73]		
Unit II: Chapter 10, 11 [Page No: 247-248, 253-266, 295, 296, 298-307]		
Unit III: Chapter 17, 21 [Page No: 443-457, 589-592, 596-607]		
Unit IV: Chapter 16, 19 [Page No: 507, 508, 510, 512-519, 532-534, 415 – 428, 430 -432]		
Unit V: Chapter 25 [Page No: 763-764, 765-767, 771-793]		
Reference Books:		
1. Premkumar Gupta, D.S.Hira, Operations Research, S. Chand & Sons Education, 2008.		
2. Hamdy A. Taha, An Introduction to Operations Research-Pearson's Education, 2007.		
3. J.K. Sharma, Operations Research-Theory of application, Macmillan India Ltd, 2004.		
4. Billy E. Gillett, Introduction to Operations Research, A Computer Oriented Algorithm Approach, Tata McGraw Hill Publishing Company Ltd.,		
Learning Methods (*):		
• Assignment/Seminar/Quiz etc.,		
Focus of Course: Research and Employability		
e-Resource/e-Content URL:		
• e-PG Pathshala: http://epgp.inflibnet.ac.in/ahl.php?csrno=25 https://www.youtube.com/watch?v=-dG6y2HqONQ		
Course Designer: Mrs.R.Uma Associate Professor, Dept. of PG Mathematics , 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 objective of OR	K2
CO2	Determine the optimal solutions of TP and AP	K3
CO3	Solve practical problems using game theory and Queuing theory	K3
CO4	Apply inventory control.	K3
CO5	Compute the solutions for network problems	K3

Mapping with Program Outcomes

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

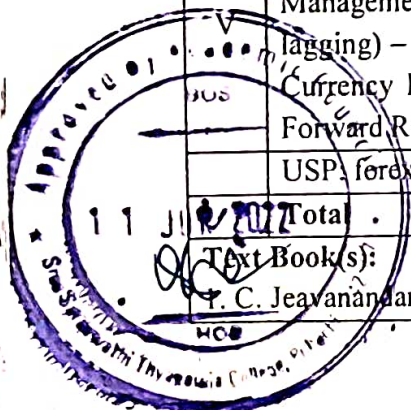
SEMESTER: III

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB2C20	Core-14	Foreign exchange Management	Employability	10	50	-	4
Preamble: To enable the students to learn the important aspects in foreign exchange management							
Prerequisite: Nil							

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Foreign Exchange – The Foreign Exchange Market – Organization of the Foreign Exchange Market (Commercial Banks, FEDAI – RBI) – The Spot Market – The Forward Market – Relationship between the Forward Rate and the Future Spot Rate - Participants in Foreign Exchange Market.	15	e-PG Pathshala
II	Exchange Rates – Exchange Rate Systems – Gold and the Bretton woods Systems – Fixed Exchange Rates – Flexible Exchange Rates – Exchange Rate Theories - Factors which influence the Determination of Exchange Rates – Exchange Control – Objectives and Methods of Exchange Control	15	e-PG Pathshala
III	Foreign Exchange Transactions - Purchase and Sale Transactions – Spot and Forward Transactions –Ready Exchange Rates – Principal types of Buying Rates – Principal types of Selling Rates – Ready Rates based on Cross Rates – Inter Bank Deals – Cover Deals, Trading, Swap deals and Arbitrage Operations	15	e-PG Pathshala
IV	Forward Exchange Contracts – Factors that Determine Forward Margins – Calculation of Fixed Forward Rates and Option forward Rates – Forward Exchange Rates Based on Cross Rates – Execution of Forward Contract – Cancellation/Extension of Forward Contract – Inter Bank Deals	15	e-PG Pathshala
	Exchange Exposure and Risk Management: Transaction Exposure – Translation Exposure and Economic Exposure Management of Risk Exposure (netting, Marketing, leading and lagging) – Assets and Liabilities Management and techniques - Currency Futures and Option Contracts – Financial Swaps – Forward Rate Agreement – Interest Rate Options	15	Vidya-mithra
	USP: forex trading simulation		
	Total	75	

Text Book(s):

T. C. Jeavanandam (latest edition) "Foreign Exchange Practice and Concepts", Sultan Chand &



Sons, New Delhi.

Reference Book(s):

1. Apte P.G(2011) "International Financial Management", TataMcGraw Hill, New Delhi

Reference Books:

2. Alan C. Shapiro (2010) Multinational Financial Management Prentice-Hall of India, New Delhi

3. Cheul S Eun & Bruce Gresnick(2008) International Financial Management Tata McGrawHill Co., New Delhi.

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: e-PG Pathshala:

Vidya-Mitra Portal

Course Designer: **Dr.S.Shanthakumari**

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	To Understand concepts and techniques of foreign exchange market	K2
CO2	To deals with foreign exchange contracts and managing the exchange risk	K3
CO3	Apply various exchange rates applicable for various trade transactions	K4
CO4	Demonstrate comprehensive knowledge in forex contract	K6
CO5	Analyse the exchange risk exposure in the forex market	K3

Mapping with Program Outcomes

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

S – Strong; L – Low; M – Medium



SEMESTER: III

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB3C30	Core 15	EXIM FINANCE	Employability	60	15	-	4

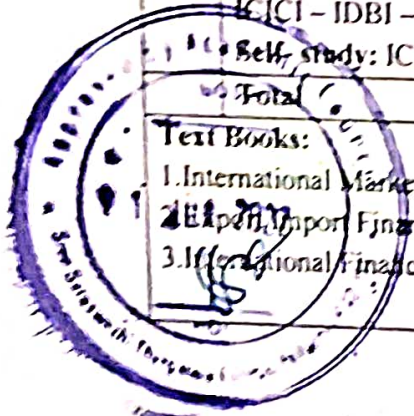
Preamble : To enable the students to learn the concept of Exim finance

Prerequisite: Financial Management

Unit	Course contents	Ins. Hrs	e-Resources e-Content
I	Introduction to Export Finance: Terms of International Payments – Modes of International Payments –Financing of Export Credit needs – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit System in India. Self-study: Modes of International Payments	15	You tube videos
II	Pre-shipment Finance: meaning – 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 –Refinance of Pre-Shipment and Post Shipment Finance. Self-study: Pre- Shipment Credit in Foreign Currency (PCFC)	15	You tube videos
III	Introduction of Import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs– Payments methods for imports. Self-study: Payments methods for imports	15	You tube videos
IV	Long term finance – Deferred payments for EXIM –Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving Self-study: Categories of deferred payments	15	You tube Video
V	Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – ICICI – IDBI – IFCL. Self-study: ICICI	15	You tube Video
Total		75	

Text Books:

1. International Marketing : M. L. Varma & Agarwal, 2013
2. Export, Import Finance : Parasram, 2014
3. International Finance : Maurice D. Levi, 2014



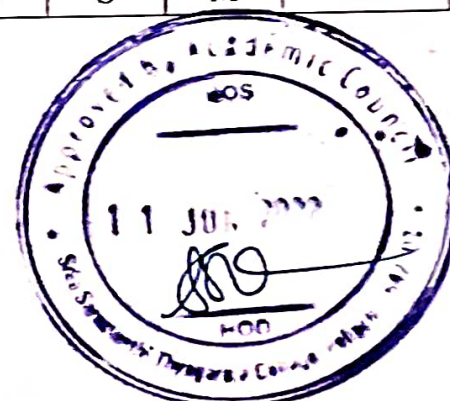
Books for reference:	
1. Harberller, "Memory of International Trade", 2016	
2. Harberller, "Memory of International Trade", 2018	
Learning Methods (*):	
□ Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,	
Focus of Course: Entrepreneurship (Employability/Entrepreneurship/Skill Development)	
e-Resource/e-Content URL:	
<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=geSlitRfvmg • https://www.youtube.com/watch?v=QxoEEI9oXMg • https://www.youtube.com/watch?v=hsFmZigDufc • https://www.youtube.com/watch?v=UAqSL5YE26c 	
Course Designer: Ms.Silpa Prabhakaran	
Assistant Professor, 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	Understand and evaluate the application of Export finance	K2
CO2	perceive the various categories and facilities of pre shipment and post shipment finance	K4
CO3	Evaluate the import finance and its payment	K4
CO4	Appraise the categories of deferred payments and its application procedures , rules and regulations of EXIM bank	K6
CO5	Evaluate the various institutions involved in exim financial operations	K2

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	S	M	S	S	S	S	S	M	M

S – Strong; L – Low; M – Medium



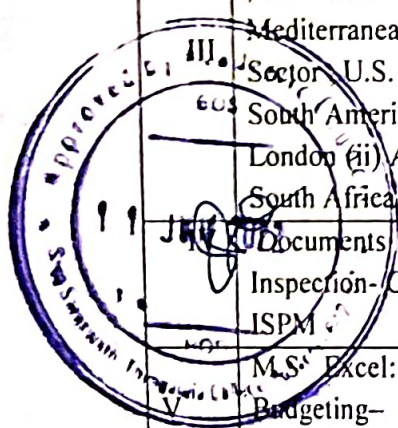
SEMESTER: III

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB3C40	Core -16	Computer Practical -III Export Documentation and MS-Excel	Skill Development	-	-	75	3

Preamble: To enable the students to learn the practical aspects of export documentation, country analysis and Ms Excel

Prerequisite: New Course

Unit	Course contents	Ins. Hrs.	e-Resources/ e-Content
I	Documents to be downloaded and filled, (i) Appendix-2a IEC code (ii) Appendix-3b registration cum membership certificate (iii) Appendix-24a bank guarantee (iv) appendix-7 indo-us-mou (v) Appendix-10a EPCG-scheme (vi) Appendix-8 negative list (vii) appendix-18a restricted list (viii) Appendix-52 depb rates (ix) Appendix-11b advance licence (x) appendix-11h duty free replenishment certificate (xi) appendix-23 Grievance representation (xii) Appendix-30ii gstp form (xiii) appendix-30iv gsp form (xiv) Application for etx (xv) format of packing list (xvi) Template of invoice	15	Youtube videos
II	Country Analysis & Expansions A country will be given to each individual and it is to reciprocated in amidst of the students –INCOTERMS ; Other Valid Abbreviations related to EXIM Terminologies	15	Youtube videos
	Route Tracing Popular Sector Wise Sea Routes Australia / Newzeland Sector ; Middle East / Red Sea Sector ; Far East / China Sector ; East Mediterranean Sector ; West Mediterranean Sector ; Europe Sector ; U.S. West Coast Sector ; U. S. North America Sector ; South America Sector Canal Oriented Sea Routes (i) India to London (ii) Australia to South Africa (iii) India to France (iv) South Africa to USA	15	Youtube videos
	Documents to be downloaded and filled Certificate of Inspection- Customs Declaration form – APEDA Certificate – ISPM	15	Youtube videos
	MS Excel: sorting, Filtering, Ratio Analysis –Capital Budgeting– Pivot table, Chi-square analysis, correlation analysis, Trend analysis and projection, Analysis of variance.	15	Youtube videos



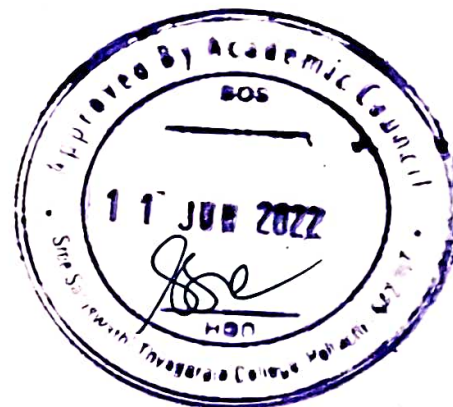
	Total	75	
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Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO'S	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Sketch the important export documents	K3
CO2	Analyse the various countries demand requirements	K4
CO3	Sketch the inspection and customs form	K3
CO4	Examine the practical exposures in MS excel	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



SEMESTER: III

INTERNSHIP TRAINING

Credits: 3

Course Code: 22MIB3C50

Category: Core 17

GUIDELINES FOR THE INTERNSHIP TRAINING PROGRAMME For M.Com (INTERNATIONAL BUSINESS)

Objective: To give optimum exposure on the practical aspects of International business in Industries.

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)

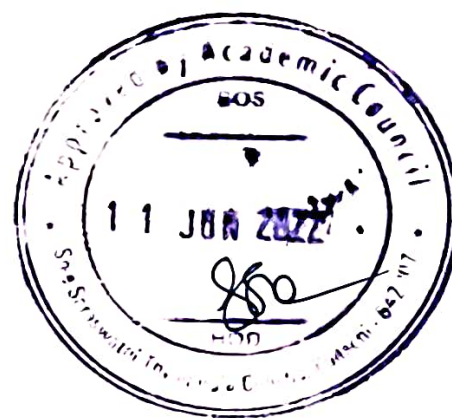
LEARNING OBJECTIVE: To give optimum exposure on the practical side of Commerce and Industry.

1. Duration of the internship training is 30 days during the Summer Vacation which falls at the end of the 2nd 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.

13. Duration of the internship training is 30 days during the Summer Vacation which falls at the end of the 2nd Semester.

14. Report should be submitted in the 3rd Semester on or before 15th September.

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 gain practical Exposure in international business areas	K1



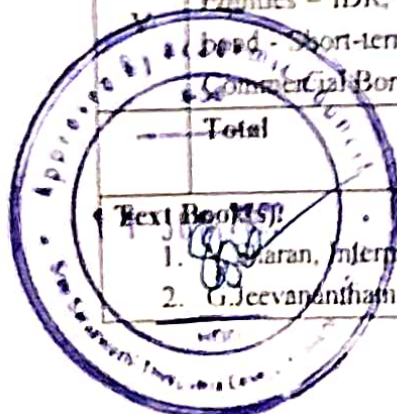
SEMESTER: III

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM3EA0	Elective -III	A3: International Financial Management	Employability	50	10	-	4

Preamble: The course aims to provide students with a deep understanding of financial management issues in a global setting and to provide knowledge on Foreign exchange market and its implications

Prerequisite: Financial management

Unit	Course contents	Ins.Hrs	e-Resources/ e-Content
I	International Financial Management - Nature and Scope - IFM and Domestic financial management- Balance of payments – significance- preparation of BOP statement – Link between BOP and the economy.	12	e-PG Pathshala
II	International Monetary System – Gold standard – IMF and World Bank-BRICS Bank- Exchange Rate mechanism – Purchasing power parity and Interest Rate parity theorems.	12	e-PG Pathshala
III	Foreign Exchange Market – Exchange rate-Factors influencing exchange rate- Exchange Rate Quotations- Transactions – Currencies: Spot, Forward, Futures, Options and Swaps – Interbank deals- Exchange arithmetic- Calculation of TT buying rate & TT selling rate- Spread, premium and Discount.	12	e-PG Pathshala
IV	Foreign Exchange Exposure – managing transaction, translation and operating Exposure - Techniques for covering the foreign exchange risk - Internal and external techniques of risk.	12	e-PG Pathshala
	International financial market instruments – International Equities – IDR, ADR and GDR – Foreign Bond and Euro-Commercial Borrowings.	12	e-PG Pathshala
	Total	60	



Reference Book(s):

1. Levi D Maurice, International Finance, Routledge Publications McGraw Hill international series 4th edition- 2009.
2. Bhalla V.K., International Financial Management, Anmol Publications Pvt Ltd. 2012.
3. Jeff Madura, International Financial Management, Centage Learning India Pvt Ltd, New Delhi-2010
4. PG Ante, International Financial Management, Tata McGraw Hills Education Pvt Ltd, New Delhi, 2010

Learning Methods (*):

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

Focus of Course: Employability

Employability/Entrepreneurship/Skill Development)

-Resource/e-Content URL:

Course Designer: **Dr.P.Gomathi**

Associate Professor, Dept. of M.Com, STC

BoS Chairman

Course Outcomes (COs)

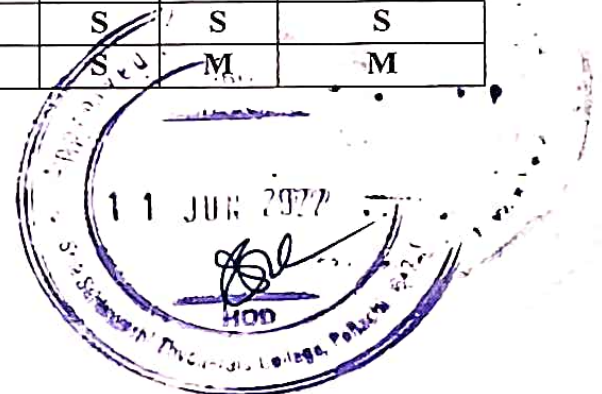
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to understand international financial management and preparation of BOP	K1
CO2	International Monetary System	K2
CO3	Identify risk relating to exchange rate fluctuations and develop strategies to deal with them	K3
CO4	Develop strategies to deal with different types of risks associated with foreign operations.	K5
CO5	Evaluate International financial market instruments and international acquisition opportunities	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

- Strong; L - Low; M - Medium



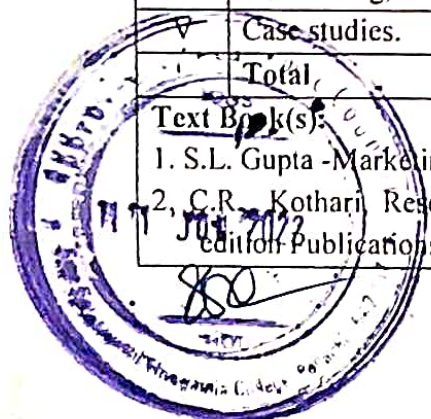
SEMESTER: III

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Cred
22MCM3E B0	Elective III	B3: Marketing Research	Employa bility	50	10	-	4
Preamble : To become familiar with the application of Marketing research in Product, Price, Sales, Advertising and Media research							
Prerequisite: Principles of Marketing							

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	Marketing Research Dynamics- Introduction, Meaning of Research, Research Characteristics, Various Types of Research , Marketing Research and its Management, Nature and Scope of Marketing Research , Marketing Research in the 21st Century (Indian Scenario), Marketing Research: Value and Cost of Information	12	e-PG Pathshala
II	Planning the Research Process- Introduction, Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design, Data Collection Methods, Sample Design, Data Collection, Analysis and Interpretation, Report Writing, Components of Research Proposal, Components of Research Paper	12	
III	Designing a Questionnaire- Introduction, Questionnaire Design, Questionnaire Building, Process of Questionnaire Design, Information Required , Interview Method, Questionnaire Format and Question Composition, Individual Question Content, Questions Order, Form and Layout, Pilot Testing the Questionnaire	12	e-PG Pathshala
IV	Applications of Marketing Research I: Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research. Applications of Marketing Research II: Introduction, Advertising Research, Media research, Sales Analysis and Forecasting, Data Mining- Data Analytics	12	e-PG Pathshala
	Case studies.	12	
	Total	60	

Text Book(s):

1. S.L. Gupta -Marketing research- Excel books, New Delhi,2012
2. C.R. Kothari, Research Methodology Methods and technique, New Age International 3rd edition Publications., Reprint 2014.



Reference Book(s):

1. Nargundkar Rajendra, Pearson, New Delhi, Edition, 2013
2. Zikmund William G. Babin Barry, Cengage Learning, New Delhi, 2010
3. Naresh K. Malhotra & Satyabhusan Dash, Marketing Research an applied orientation, Pearson Prentice Hall, New Delhi 2010
4. G.C. Beri, Marketing Research, Mc. Graw Hill Education Pvt Ltd, New Delhi, 2013.

Learning Methods (*):

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

Focus of Course: Employability

(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

Course Designer: **Dr.P.Gomathi**

Associate Professor, Dept. of M.Com, STC

BoS Chairman

Course Outcomes (COs)

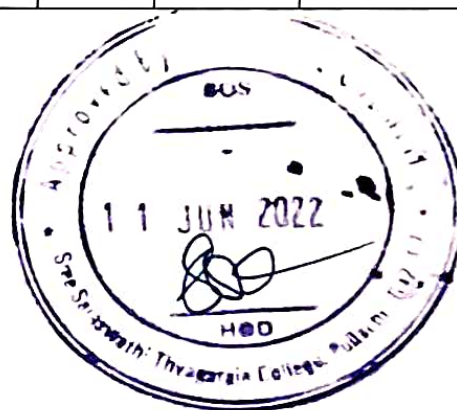
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the nature of marketing research	K2
CO2	Formulate the research problem and research design	K6
CO3	Learn to construct questionnaire and carryout pilot study	K5
CO4	To carryout Research in various marketing areas.	K4
CO5	To gain practical knowledge through case studies.	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	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



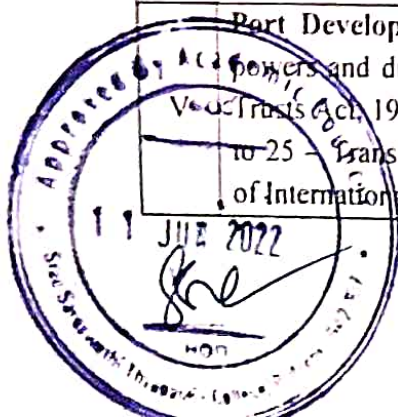
SEMESTER: III

Course Code	Type	Course name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB3EA0	Elective-III	C3: Shipping and Port Management	Employability	55	5	-	4

Preamble : The course aims to provide students with a deep understanding of shipping and port management issues in a global setting and to provide knowledge on shipping

Prerequisite: Transportation Management

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	General Structure of Shipping: Characteristics- International Regulations for Vessels-International Agencies -regulations relating to ship construction - ship maintenance - ship navigation - ship breaking - pollution caused by ship's effluents Various Types of ships- Important sea and Air Routes- Self-study: Documents for shipping of goods	12	e-PG Pathshala
II	Shipper – Ship owner consultation arrangements: The need, scope and machinery for consultations; types of consultation machinery – All India shippers' council, Shippers associations and FIB and various standing committees set up for resolving shippers' problems, UN convention on code of conduct for linear shipping conferences. Self-study: Characteristics of shipping industry	12	e-PG Pathshala
III	Port Infrastructure -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 Self-study: International Ships & Port facility security (ISPS) code	12	e-PG Pathshala
IV	Port Operations Managing Port Operations – Introduction to Vessel Traffic Systems (VTS) & harbour Authority – Services rendered by Ports and performance indicators – Terminal operations – Factors affecting Terminal Productivity – Cargo handling equipment – intermodal connections Self-study: Port Security issues	12	e-PG Pathshala
	Port Development Indian Ports Act, 1908 - Port officials, their powers and duties – port dues, fees and other charges Major port Vests Act, 1963, The Indian sale of Goods Act, 1930 – Sections 18 to 25 – Transfer of property in Goods, Convention on Facilitation of International Maritime Traffic 1965 – FAL Convention of IMO.	12	e-PG Pathshala



Self-study: Environmental issues connected with Ports & Terminals		
Total	60	

Text Book(s):

1. Maritime Law of India – Dr.Nagendra Singh(latest edition) (Bhandarkar)

Reference Book(s):

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/ Self-Study/etc.,

Focus of Course: Employability

(Employability/Entrepreneurship/Skill Development)

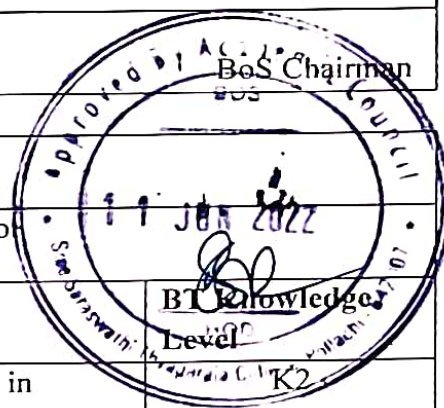
e-Resource/e-Content URL:

Course Designer: Ms.Silpa Prabhakaran
Assistant Professor, Dept. of M.Com(IB) , STC

Course Outcomes (COs)

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

CO's	Course Outcome (CO) Statement	
CO1	Understand the Marketing concepts and its application in Shipping and port management	
CO2	Appraise and apply the practical aspects in Shipping and port management	K5
CO3	Develop the Shipping and port management strategies to promote the product.	K3
CO4	Drafting the strategies to be adopted in Shipping and port management	K6
CO5	Demonstrate the legal aspects applicable in Shipping industry	K2



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: III

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB3EB0	Elective -III	D3: Global Leadership	Entrepreneurship	55	5	-	4

Preamble : To gain knowledge in the concepts and application of global leadership

Prerequisite: Human resource management

Unit	Course contents	Ins. Hrs	e-Resources/ e-Content
I	The difference between leadership and management, Evolution of leadership theories, Attributes of Effective Leaders - Leadership Styles -, Leadership Skills and Tactics, Leadership skills and tactics- Developing Leadership Pipeline Psychometrics and Assessment Centers - Development Centers at appropriate places. Self-study : Leadership Styles	12	e-PG Pathshala
II	Global Business Strategies and Competition Principles of Enduring Success, Leading a Learning Organization, Leaders as a Designer, Coaching a Leader, Developing next generation leaders from global perspective Self-study : Leaders as a Designer	12	e-PG Pathshala
III	Leadership studies and current trends in the development of global leader, Selecting the Right Transition Strategy, Zeitgeist Leadership, Level 5 Leadership application in MNC and transformation of employee's attitude Self-study : Selecting the Right Transition Strategy	12	e-PG Pathshala
IV	Organizational Efforts in creating global awareness for development of their managerial personnel as global leaders. Leadership Challenges, Managing diversity Strategies to teach the team to lead change Self-study : Leadership Challenges	12	e-PG Pathshala
V	Implementing Change, Creating the capabilities to cope with disruptive innovation, Designing Training Module for different levels. Self-study : implementing changes	12	e-PG Pathshala
Total		60	

Text Book(s):

1. Dornier, Leadership Principles. Cengage Publications

Reference Books:

1. Kevin Dalton. Leadership and Management Development. Developing tomorrow's managers. Pearson Publishers.

2. Newstrom John W. Organizational Behaviour: Human Behaviour at Work. Tata Mc

Grav Hill



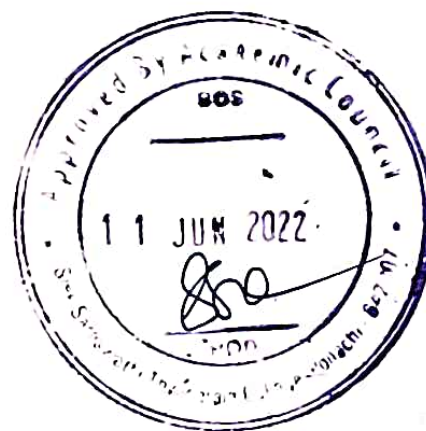
3. Robbins Stephen P. Organizational Behaviour. (14th Edition). Pearson Education.	
Learning Methods (*): □ Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,	
Focus of Course: Skill Development (Employability/Entrepreneurship/Skill Development)	
e-Resource/e-Content URL:	
Course Designer: Dr.S.Shanthakumari	BoS Chairman
Programme Co-ordinator, Dept. of M.Com(IB), 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 of the basic concepts of leadership styles and theories..	K1
CO2	Analyse how leadership models works in different scenarios.	K4
CO3	Develop different models of leadership.	K5
CO4	Demonstrate the strategies followed by business leaders	K3
CO5	Create training modules for different leadership styles	K6

Mapping with Program Outcomes

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

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
22MSW3120	NGO MANAGEMENT	ECC 2 IDC 2	CONCEPT	30	15	- -	3

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

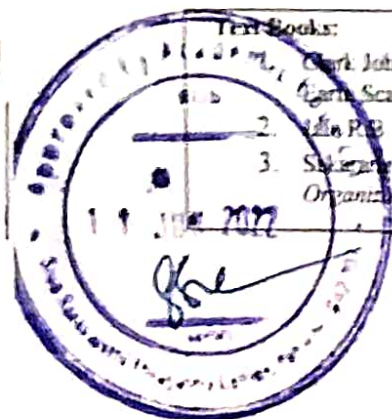
Syllabus:

NGO Management

Unit	Course Contents	Number of Sessions
I	FOUNDATIONS OF NGOs: NGO's. Meaning, Definition, Concepts, Types, Functions, Vision, Mission and Goals in NGOs - Role of NGO's in Community Development.	9
II	LEGAL FRAME WORK FOR ESTABLISHING NGOS: Legal - rational structure of Non-profits: Trusts and Societies with Special reference to Trust and Society Registration Acts.	9
III	HUMAN RESOURCE MANAGEMENT IN NGOs AND CSR ACTIVITIES: 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.	9
IV	PROJECT MANAGEMENT: Concept, Meaning, Definition and Types of projects - Project Cycle Management - Project Proposal Writing- Participatory Rural Appraisal (PRA).	9
V	RESOURCE MOBILIZATION: Resource Mobilization: Methods and Techniques of Fund Raising - International, National and Local Levels.	9

Text Books:

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



Reference Books:

1. Behera M. C. (2006). *Globalizing Rural Development*. New Delhi: Sage.
2. Chowdhry Paul. (1973). *Administration of Social Welfare Programmes in India*. Bombay: Somaiy.
3. Emmanuvel. S. Fernando. (1999). *Prospect from Problems*. Mumbai: St. Francis Xavier's Church.
4. Ginsbery Leon. H. (2001). *Social Work Evaluation – Principles and Methods*. Singapore: Allyn and Bacon.
5. Jack Rothman, John John E. Tropman. (2001). *Strategies of Community Intervention*. Illinois: P.E. Peacock.
6. Joel S.G.R Bhose. (2003). *NGO's and Rural Development Theory and Practice*. New Delhi: Concept.
7. Julie Fisher. (2003). *Non-Governments – NGO's and the Political Development of the Third World*. New Delhi: Rawat.

Focus of Course: NGO Visits, Skill Development

e-Resource/e-Content URL: <http://vidyamitra.inflibnet.ac.in/index.php/search>

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

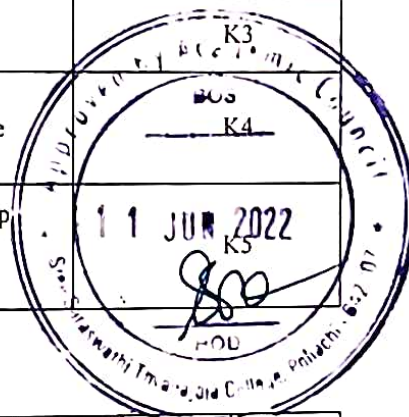
Course Designer : Dr.K.Parthasarathy
Associate Professor, Dept. of MSW, STC

Dr.G.Anbuselvi
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	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 with Programme Outcomes and Programme Specific 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
22MEN3110	English for Competitive Examinations	ECC 2 IDC 2	30	15	-	3
Preamble: To enable the students in getting through the competitive examinations.						
Prerequisite: Basic knowledge on grammar.						

Syllabus: *English for Competitive Examinations*

Units	Course contents	Number of Sessions
I	Prepositions, Voices, List of One Word Substitutions, Degrees of comparison	9
II	Concord (subject verb agreement), Articles, List of Homophones /Homonyms	9
III	Tenses, Common errors, Idioms and phrases, Jumbled Sentences	9
IV	Kinds of sentence (transformation) Classification of sentences (simple, complex, compound) Rearrange the sentences Improvement of sentence	9
V	Cloze test, comprehension Precise writing, report writing, letter writing Hints development	9
	Total	45

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.

Focus of Course: Employability

e-Resource/e-Content URL:

Vidya-Mitra Portal: <https://vidyavitra.inflibnet.ac.in/index.php/search>

Course Designer: Mr. C. Senthilkumar
Assistant Professor, Dept. of English, STC

Dr. J. Das
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	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

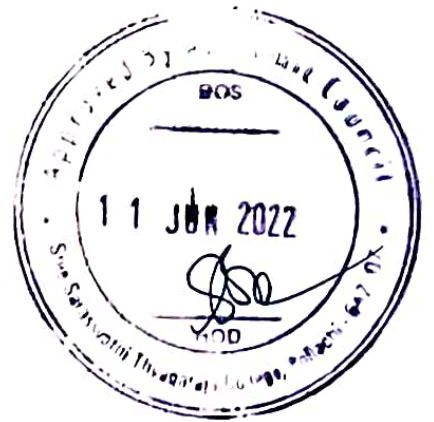


CO4	Reflect originally on the application of soft skills and express in writing their views.	K4
CO5	to think and write creatively and critically and will be able to interpret any piece of writing	K5

Mapping with Programme Outcomes and Programme Specific Outcomes

COs/POs	PO 1	PO2	P O3	P O4	P O5	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	L	S	S	M	M	L	L	L	L	L
CO2	L	S	S	S	L	M	M	L	M	L
CO3	L	M	M	S	M	M	L	L	L	L
CO4	S	S	S	L	L	S	S	L	L	L
CO5	S	S	M	M	M	S	S	M	M	S

S - Strong; L - Low; M - Medium



SEMESTER – III

Course Code	Course Name	Type	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MMA3120	Quantitative Aptitude And Verbal Reasoning	ECC 2 IDC 2	30	15	--	3

Preamble: This course aims at facilitating the student to learn inculcate the managerial and problem solving skills among the students.

Prerequisites: Mathematics basics at Secondary level

Syllabus: Quantitative Aptitude And Verbal Reasoning

Unit	Course Contents	Number of Sessions
I	Analogy Coding and Decoding Direction sense Test Series Completion	9
II	Logical Reasoning Logical Venn diagram Data sufficiency	9
III	Problems on Numbers Ratio & Proportion Problems on Ages Problems on Averages	9
IV	Percentages Time & Work Time & Distance Train problems	9
V	Simple Interest Compound Interest Allegation and Mixtures	9
Total		45

Text Book(s):

"Quantitative Aptitude for Competitive Examinations by Department of Mathematics", Sree Saraswathyagaraja College, Pollachi, 2016.

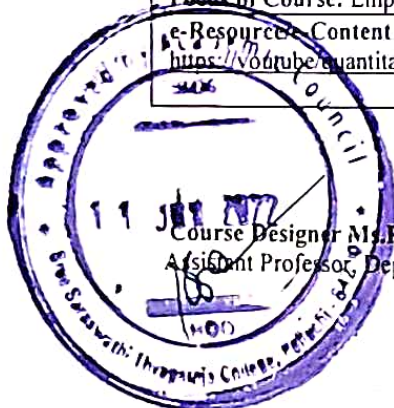
Reference Book(s):

1. A Modern Approach to Verbal and Non-Verbal Reasoning – Dr.R.S. Aggarwal, S.Chand and comp. 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 – Abiji tGuha, Tata McGraw Hill, 3rd Edition
4. Reasoning Verbal and Non Verbal – B.S.Sijwali – Arihant Publications 2007.

Focus of Course: Employability

e-Resources - Content URL:

<https://youtube.com/quantitative aptitude/>



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

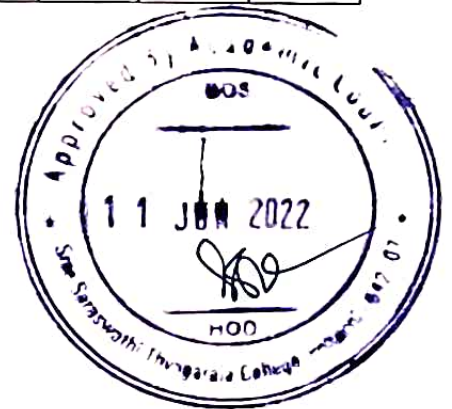
Dr. R. SenthilAmutha
BoS Chairman

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	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 with Programme Outcomes & Programme Specific 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	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIR3120	IDC	Personal Financial Management	ECC 2 IDC 2	30	15	-	3
Preamble: This course aims to realise the importance of personal financial management							
Prerequisite: Basics of financial management							

Syllabus: Personal Financial Management

Unit	Course Contents	Number of Sessions
I	Basics of Personal Financial Management: The Personal Financial Planning Process, Preparation of Personal Budget, Personal Financial Statements, Personal Income Tax Planning. Case studies on personal financial planning of individuals	9
II	Personal Savings & Investment: Investment Criteria- liquidity, safety and profitability. Savings instruments of Post Office and Banks. Chit Funds. Investment in Shares, Debentures, Corporate and Government Bonds, Mutual Fund. Investment in Physical Assets – Real Estate, Gold and Silver. Risk and Return associated with these investments. Case studies on risk and return perception of retail investors on various investments	9
III	Computation of Return and Risk of Personal Investment: Present Value and Future Value of a Single Amount and an Annuity. Computation of interest, dividend and capital gains on personal investments. Impact of leverage on return. Personal tax planning,	9
IV	Retirement Savings Plans: Pension Plans- Defined Contribution Plan and Defined Benefit Plan. Provident Fund, Gratuity.	9
V	planning, Various Insurance Policies and Strategies for General Insurance, Life Insurance, Motor Insurance, Medical Insurance, Life Insurance Plans. General Insurance Plans. Reverse Mortgage Plans	9
Total		45

Text Book:

Personal Finance by Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, Tat McGraw-Hill Publishing Company Ltd. New Delhi.

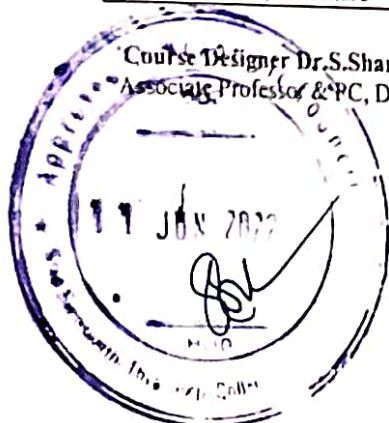
Reference Book(s):

1. Financial Education by Reserve Bank of India – rbi.org.
2. Personal Finance columns in The Economic Times, The Business Line and Financial Express Daily News Papers.
3. Information Broachers of Post Offices, Banks, Mutual Funds, Insurance Companies
4. Internet Sources- BSE, NSE, SEBI, RBI, IRDA, AMFI etc

Focus of Course: Skill Development

e-Resource/e-Content URL:

youtube videos, slideshare



Course Designer Dr.S.Shanthakumari
Associate Professor & PC, Dept of M.Com(IB)

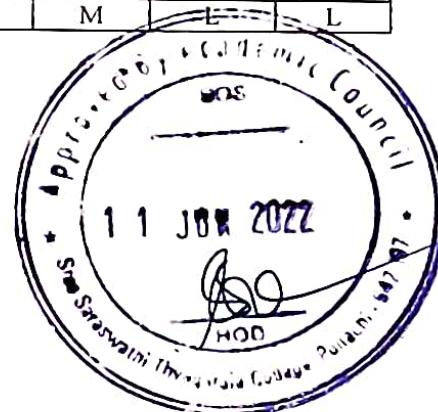
Dr.I.Siddiq
BoS Chairman

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	Set financial goals for individuals and develop a financial plan which helps to prepare budget	K2
CO2	Apply usage of cash and liquid assets management in individual financial planning	K3
CO3	Ability to compute risk and return in personal investment	K4
CO4	Develop an investment plan for the future which may include saving for retirement	K5
CO5	Select appropriate types of insurance policies for specific needs	K3

Mapping with Programme Outcomes and Programme Specific Outcomes

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

S- Strong; L- Low; M-Medium



SEMESTER – III

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM3120	Entrepreneurial Development	ECC 2	Concept B	30	15	-	3
Preamble : To equip the students with the knowledge on entrepreneurship and to develop the students into entrepreneurs							
Prerequisite: Basic knowledge in business							

Syllabus: *Entrepreneurial Development*

Unit	Course contents	Number of Sessions
I	Entrepreneurship Development-Stages in the entrepreneurial process- Barriers to entrepreneurship	9
II	Business plan – Preparation of Business plan - contents of business plan- Significance.	9
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	9
IV	Family business in India - Advantages and disadvantages - Making family business more effective.	9
V	E-Business: Domain Name, Website, E-Commerce, Hosting, Building Traffic Networking: Starting & Managing a Network	9
Total		45

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.K.Kumaran,
Associate Professor, Dept. of M.Com, STC

Dr.I.Siddiq
BoS Chairman

Course Outcomes (COs)

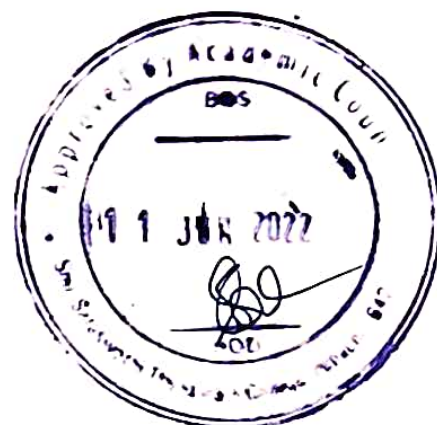
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand 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	M	S	M	M

S - Strong; L - Low; M - Medium



SEMESTER – III

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MPY3120	Theory	Personality Development	ECC 2 IDC 2	30	15	-	3

Preamble: This course aims at facilitating the PG minds to explore his / her own personality and develop the needed social traits

Syllabus: Personality Development

Unit	Course Contents	Number of Sessions
I	PERSONALITY - Definition – Determinants –Importance of Personality Development. SELF AWARENESS – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. SWOT – Meaning – Importance- Application – Components. GOAL SETTING Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.	6
II	SELF MONITORING – Meaning – High self – monitor versus low self monitor – Advantages and Disadvantages self monitor- Self –monitoring and job performance. ATTITUDE – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes. ASSERTIVENESS - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.	6
III	TEAM BUILDING – Meaning – Types of teams – Importance of Team building- Creating Effective Team. LEADERSHIP – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. CONFLICT MANAGEMENT – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management.	6
IV	COMMUNICATION – Definition – Importance of communication – Process of communication- Barriers in communication – Overcoming Communication Barriers. EMOTIONAL INTELLIGENCE- Meaning – Components of Emotional Intelligence .Significance of managing Emotional intelligence – How to develop Emotional Quotient. STRESS MANAGEMENT – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress	6
V	SOCIAL GRACES – Meaning – Social Grace at Work – Acquiring Social Graces. GROUP DISCUSSION – Meaning – Personality traits required for Group Discussion- Process of Group Discussion- Group Discussion Topics. INTERVIEW – Definition Types of skills – Employer Expectations –Planning for the Interview – Interview Questions Critical Interview Questions.	6
Total		30

Reference Books:

1. Stephan P.Robbins, Organisational Behaviour, Tenth Edition, Prentice Hall of India Private Limited, New Delhi, 2008
2. Jit S. Chandan, Oragnisational Behaviour, Third Edition, Vikas Publishing House Private Limited, 2008
3. Dr.K.K. Ramachandran and Dr.K.K. Karthick, From Campus to Corporate, Macmillan Publishers India Limited, New Delhi, 2010.

Focus of Course: Skill Development

Resource-Content URL:

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

Course Designer Ms.B.Tamil Selvi
Assistant Professor, Dep of Psychology

Mr.V. Ashwanth Kanna
BoS Chairman

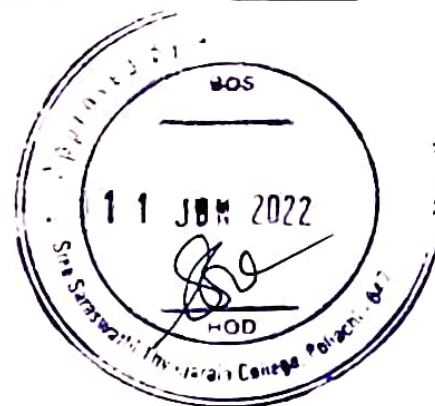


Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Know about self awareness and goal setting	K1
CO2	Understand concepts of self monitoring and assertiveness	K2
CO3	Apply techniques of team building and conflict management	K3
CO4	Analyze the levels of stress and emotional intelligence	K4
CO5	Evaluate importance of group discussion and interview.	K5

Mapping with Programme Outcomes and Programme Specific Outcomes

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

S- Strong; L- Low; M-Medium



SEMESTER – III

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCA3120	Multimedia Development Tools and Techniques	ECC 2 IDC 2	Application	-	15	30	3

Preamble: This course aims at Students will gain an in-depth understanding of the multimedia concepts

Prerequisite: Basic knowledge on graphics and AV.

Syllabus

Multimedia Development Tools and Techniques

Unit	Course contents	Number of Sessions
1	Implement the following tools for an image in Photoshop: Basic Selection Tools, Rectangular Marquee Tool	2
2	Implement the following tools for an image in Photoshop: Moving the Marquee, Resizing While Selecting.	2
3	Implement the following tools for an image in Photoshop: Making a Perfect Circle, Make a Circular Selection Starting from Center, Clearing an Area.	2
4	Animate an image with implementing the concept of Layers.	2
5	Crop an image with the help of crop tool in Photoshop and use save as option.	2
6	Create a Sunflower and Water drops using Photoshop.	2
7	Create Roll over button using Photoshop.	2
8	Upload an image and work with different filters option.	3
9	Create lighting effects in Photoshop.	3
10	Animate a Plane Flying in the Clouds using Photoshop.	3
11	Create Plastic Surgery for the Nose using Photoshop	3
12	Convert a Black and White Photo to Color Photo using Photoshop	3
Total		30

Reference Book:

1. Ranjan Parekh, "Principles of Multimedia(2/e)", Tata McGraw-Hill Publishing Company Limited, New Delhi, 2012

Focus of Course: Employability

Recommended: Photoshop

Course Designer: Dr. Umashankar M,
Assistant Professor, Dept.. of MCA, STC

BoS Chairperson

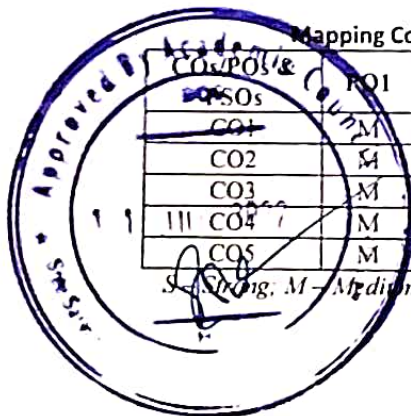
Course Outcomes (COs) : On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply the fundamental concepts of multimedia programming.	K3
CO2	Make use of various image editing tools.	K2
CO3	Develop multimedia programs to implement designing concepts.	K3
CO4	Examine the tools for developing real time applications	K3
CO5	Develop multimedia programs to implement streaming concepts.	K2

Mapping Course Outcomes with Program Outcomes and Program Specific Outcomes:

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

S - Strong, M - Medium, L - Low



SEMESTER – III

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MBA3120	Theory	Self-Awareness and Leadership	ECC 2 IDC 2	30	15	-	3

Preamble: To train the students on Self-Awareness and Leadership management of Human Resources by exposing them to theories and practices on Self-Awareness and Leadership

Syllabus: Personality Development

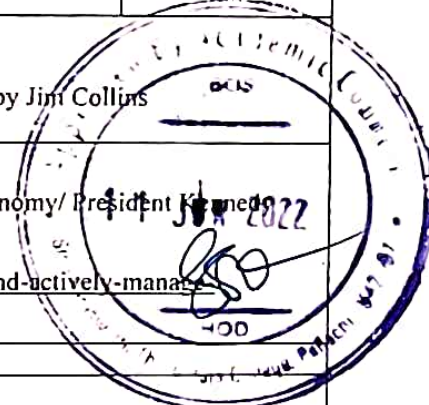
Unit	Course Contents	Number of Sessions
I	Introduction Awareness – Introduction to leadership-self introspection and lags identification-understanding human needs-ethics in being a good.	09
II	Knowledge – Leadership theories and how to use them-Stress management-	09
III	Conflict management-networking and how to build it-Goal setting and action planning.	09
IV	Action – Leadership practices-sustainable leadership; leadership for the long run-	09
V	Adaptive leadership-influencing team by sharing vision and story.	09
Total		45

Text Book(s):

1. Man's Search for Meaning by Viktor Frankel
2. Good to Great: Why Some Companies Make the Leap...and Others Don't by Jim Collins

Reference books and Online

1. Blooms taxonomy :<https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/> President Kennedy Speech: <https://www.youtube.com/watch?v=WZyRbnpGyzQ>
2. Conflict Management: <https://hbr.org/2005/03/want-collaboration-accept-and-actively-manage-conflict>



Focus of Course: Employability

e-Resource/e-Content URL:

e-PG Pathshala : http://epgp.inflibnet.ac.in/view_f.php?category=1194 (Management :P-01/M-36)

Course Designer: Dr.A.Ashraf Ali,
Professor, SOM,STC

Dr.R.Karupasamy
BoS Chairperson

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 bring out the leadership potential through awareness, knowledge and action	K1, K2
CO2	To get students involved in group activities giving them different perspectives	K2, K1

CO3	To practice theories in everyday life	
CO4	To give them the needed skill set to be a leader	
CO5	To Gain different perspectives and approaches while solving any problem	K1, K4 K4, K5 K4,

Mapping with Programme Outcomes and Programme Specific Outcomes

COs/POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PS O1	PS O2	PS O3	PS O4
CO1	M	S	M	L	M		L		S	S	S	S	S
CO2	M	S	S						M	M	S	S	S
CO3	M	S	M			M		M	M	S	M	S	S
CO4	S	S	L	M					M	S	S	S	S
CO5	L	M	S	S			M		M	M	S	S	S

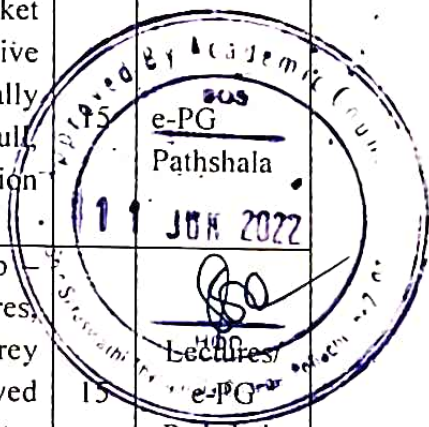
S- Strong, L- Low; M-Medium



SEMESTER IV

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB4C10	Core - 18	Innovation and Entrepreneurship	Entrepreneurship	60	15	-	4
Preamble: To enable the students to learn the concept of entrepreneurship							
Prerequisite: entrepreneurship at UG level							

Unit	Course contents	Hrs	e-Resources / e-Content
I	Evolving conceptual Perspectives of Entrepreneurship: 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. Self-study: Developing an enterprise culture	15	e-PG Pathshala
II	Innovation and its Management: 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. Self-study: Technology and step changes	15	e-PG Pathshala
III	Personal Enterprise Environment: 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. Supporting enterprising people- public sector support, Employer support. Self-study: Ethnic minority entrepreneurship	15	e-PG Pathshala
IV	The social, public and not-for-profit – Multicultural entrepreneurship: 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. Self-study: export markets and cash crops	15	videos/e-PG Pathshala
V	Institutional support to entrepreneurs: Need for institutional support, Institutional support to small entrepreneurs, NSIC, SIDO, SSIB, SSID, SSIs, NSIC, DIC, MSME Development Institute,	15	e-PG Pathshala



SSIC, SIDCO, ITCOT, IIC, KVIC and commercial bank. Institutional finance to entrepreneurs: SFC, TIIC, SIDCS, SIPCOOT, SIDBI, venture capital, NBFC. Self-study :SIDBI		
Total		75

Text Books:
1. Enterprise: Entrepreneurship and Innovation, (latest edition) by Robin Lowe and Sue Marriott. Published by Elsevier Ltd., New Delhi.

- Reference Books:**
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

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)

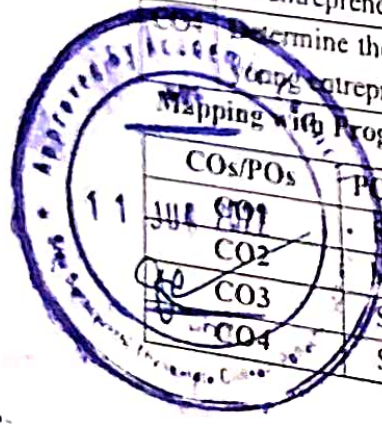
e-Resource/e-Content URL: NPTEL
 Course Designer: Dr. K.Sathyaprasad
 Associate Professor, Dept.of M.Com(IB) STC
 BoS Chairman

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 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 large entrepreneurs	K5

Mapping with Program Outcomes:

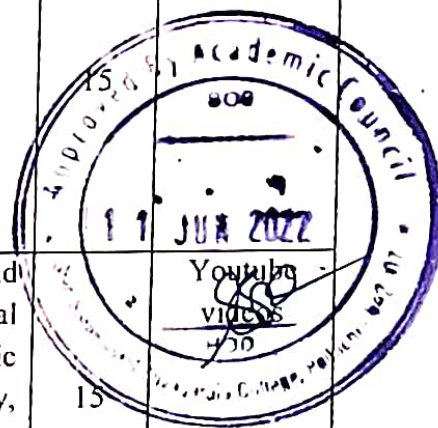
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S		S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M



SEMESTER IV

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB4C20	Core19	Strategic Management	Employability	50	10	-	4
Preamble: To equip the students with the knowledge of making and implementing strategies for business growth Prerequisite: New Course							

Unit	Course contents	Hours	e-Resources/ e-Content
I	Introduction, Meaning, Scope and Importance of strategic management-Nature of strategic management. Characteristics, process, Model, Dimension and Levels of strategic management Self-study: Levels of Strategic Management	15	Youtube videos
II	Strategic decision making-vision, mission and purpose, objectives and goals of a business organisation	15	Youtube videos
III	Environmental Appraisal External Analysis: Industry analysis, remote environment analysis, competitive analysis, global analysis. Internal Analysis: Resource based view of the firm, capabilities, core competence, value chain analysis, VRHN analysis, distinctive competency, sustainable competitive advantages and profitability. competitor analysis, porter five force model		Youtube videos
IV	Strategic analysis and Choice environmental threat and opportunity Profile (ETOP), BCG, TOWS, GE. Directional policy matrix organizational capability profile-Strategic advantage profile, corporate level strategies-growth, stability, renewal, corporate portfolio analysis, grand analysis, McKinsey's 7s framework. Business Level strategic-Michael porter's Generic strategies. Functional level strategies	15	Youtube videos
V	Strategy implementation and evaluation strategy implementation. Structure, System and people issues in implementation, model of strategic implementation. Strategy and organizational structure, social responsibilities and Ethics building a capable organization-Functional issues. Symptoms of malfunctioning of strategy-operations control and strategic control. An overview of strategic evaluation and control-Measurement of performance	15	Youtube videos
Total		75	

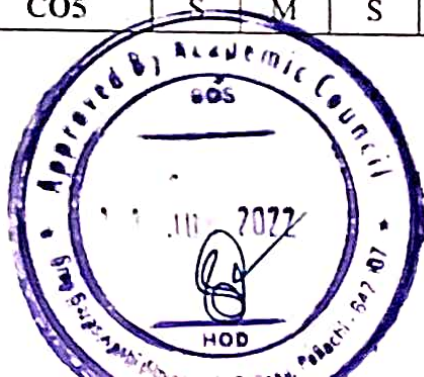


Text Book(s): 1. Ghosh, P.K, Strategic planning and Management, Sultan Chand & Sons 2. SubbaRao, Business policy and Strategic Management, Himalaya Publishing House, 2008.
Reference Book(s): 1. AppaRao, ParvathiswaraRao, Sivaramakrishnan, K., Strategic Management and businesspolicy text and cases, excel books, 2008. 2. John A Pearce II, Richard B. Robinson, AmitaMital, Strategic Management- Formulation, Implementation and Control, Tata McGraw Hill, 12 th Edition, 2013.
Learning Methods (*): <input type="checkbox"/> Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,
Focus of Course: Employability (Employability/Entrepreneurship/Skill Development)
e-Resource/e-Content URL: <input type="checkbox"/> Vidya-Mitra Portal: http://vidyamitra.inflibnet.ac.in/index.php/search <input type="checkbox"/> e-PG Pathshala: http://epgp.inflibnet.ac.in/ahl.php?csrno=7
Course Designer: Dr.K.Sathyaprasad Associate Professor, 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 fundamental aspects of strategic management	K2
CO2	Ability to understand strategic decision making process	K3
CO3	Develop strategies based on analysis of business	K5
CO4	Framing various levels of strategies by using strategic tools	K4
CO5	Apply the Strategic control and evaluation	K3

Mapping with Program Outcomes:

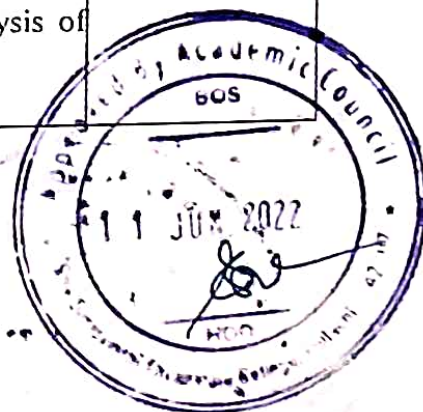
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	M	M
CO2	M	S	M	M	S	S	M	S	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	S	S	S	M	S	S	S	S	M	M
CO5	S	M	S	M	S	S	M	S	S	S



SEMESTER IV

Course Code	CourseName	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MSW4C40	Statistical Application in Social Science Research (SPSS)	Core 20	Application (D)	12	3	15	5
<p>Preamble: The course deals with the implementation of linear algebra concepts in social lab. This course also provides various exercises to implement the statistical functions using SPSS.</p> <p>Pre-requisites: Basic understanding about the research and application of statistics</p>							

Unit	Course Contents	Instructional Hours
I	Data handling: open SPSS data file – save – import from other data source – data entry – labeling for dummy numbers - recode in to same variable – recode in to different variable – transpose of data – insert variables and cases – merge variables and cases.	4
II	Data handling: Split – select cases – compute total scores – table looks – Changing column - font style and sizes	3
III	Diagrammatic representation: Simple Bar diagram – Multiple bar diagram – Sub-divided Bar diagram - Percentage diagram - Pie Diagram – Frequency Table – Histogram – Scatter diagram – Box plot.	3
IV	Descriptive Statistics - Mean, Median, Mode, SD- Skewness-Kurtosis. Correlation – Karl Pearson's and Spearman's Rank Correlation, Regression analysis: Simple and Multiple Regression Analysis [Enter and stepwise methods]	10
v	Testing of Hypothesis: Parametric – One sample – Two sample Independent t – test – Paired t – test. Non – parametric: One sample KS test- Mann-Whitney U test – Wilcoxon Signed Rank test - Kruskal Wallis test – Friedman test- Chi- square test. Analysis of variance: One way and Two way ANOVA	10



SEMESTER IV

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB4C30	Core- 21	Project viva voce (field study)	Employability	-	-	60	5
Preamble: To gain practical knowledge in international business field							
Pre-requisites: internship training							

Hours per week: 6

CREDIT: 5

Course Code: 22MIB4C30

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

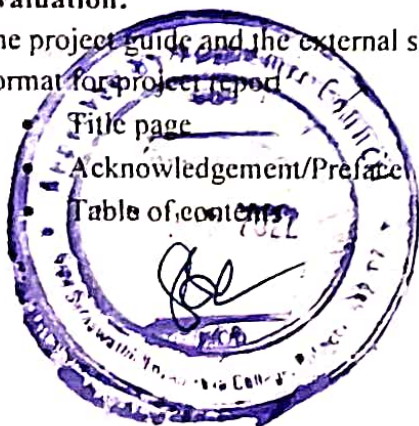
The research project shall be in Banking, Financial institutions Industrial enterprises, Travel and Tourism, Hospitality services, Human resource Management,, Marketing Management, Hospitals, Logistics and shipping, consultancy organizations etc. engaged in the International Business operations.

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 1/2 * 11 inches in size. Only one side of the sheet should be typed

Margin: The left side margin should not be less than 1 1/2 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 table 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.

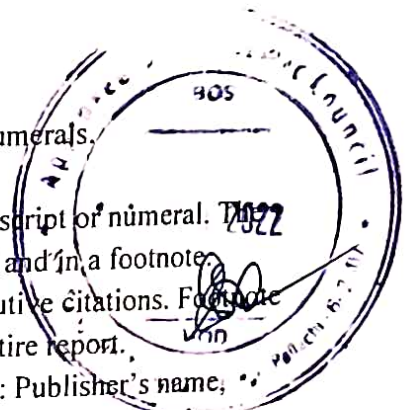
Foot note

Footnote citation is indicated by placing an index number i.e. a superscript 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 Drucker¹ 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 objective¹

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



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

Mam, 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

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

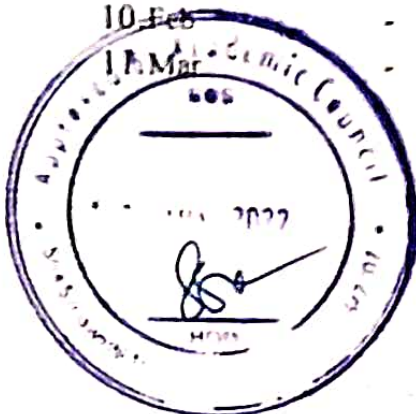
- | | | |
|-------------|---|-------------------------------------|
| 1. December | - | Identification of problem |
| 2. January | - | Selection of topic |
| 3. February | - | Collection of Review of Literatures |

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 |
| 1. 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 Knowledge Level
CO1	Understand and Selection of the problem	K2
CO2	Formulate the Hypothesis and Objectives	K2
CO3	Develop the literature review based on the research problem	K3
CO4	The analysis pertaining to collected data	K4
CO5	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



SEMESTER: IV

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit	
22MBA4EB4	Elective -IV	A4: Insurance and Risk Management	Employability	50	10	-	4	
<p>Preamble : On successful completion of the course the students should apply the knowledge on avoidance of Risk and various types of Insurance</p> <p>Prerequisite: Basic concepts of Insurance at UG level.</p>								
Unit	Course contents						Ins. Hrs	e-Resources/ e-Content
I	Growth & Development of Indian Insurance Industry - Regulations of Insurance Business and the Emerging Scenario - Life Insurance: Features - Essentials -Contract - Kinds of Policies - Premium determination - Life Policy Conditions and privileges Self-Study - Kinds of Policies						12	You tube videos
II	Fire Insurance: Contracts – Coverage – Policies for stocks – Rate Fixation – Settlement of Claims. Marine Insurance: Contract – Types – Marine Cargo Losses and Frauds– Settlement of claims. Self-Study - Marine Insurance: Types						12	You tube videos
III	Miscellaneous Insurance: Motor Insurance – Employer's Liability Insurance – Personal Accident and sickness Insurance– Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance-Travel insurance – Property Insurance Self-Study - Motor Insurance						12	You tube videos
IV	Introduction to risk management: Concept of Risk – Risk Vs. Uncertainty– Types of Risks - Classifying pure risks – Methods of handling pure risks – Risk management process – Risk financing techniques – Risk management objectives – Risk Management Information Systems (RMIS) – Risk Control Self-Study - Risk Management Process						12	You tube videos
V	Risk Management by Individuals: Factors affecting individual demands for insurance - Risk Management by Corporations: Corporate Risk management process – Types of Risk managing firms. Self-Study - Corporate Risk Management Process						12	You tube videos
						60		
<p>Text Book(s): I.Gupta,P.K. - Insurance and Risk Management, 1st edition, HimalayaPublishing House</p>								



2012.
2. Periyasamy, P. – Principles of Insurance and Practice – Himalaya Publications PVT Ltd, Edition – 2013

Reference Book(s):
1. Mishra, M.N., & Mishra, S.B.M, Insurance Principles & Practice, S.Chand & Co Ltd, 2013.
2. George E. Rejda, Principle of Risk Management and Insurance, Dorling Kindersley India Pvt Ltd, 2013
3. C.Gopala Krishnan, Insurance principles and practices, Sterling Publisher Pvt, Ltd, New Delhi
4. K.S.N. Murthy and K.V.S.Sharma, Modern Law of Insurance in India, N.M Tripathi Pvt, Ltd Mumbai,

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

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

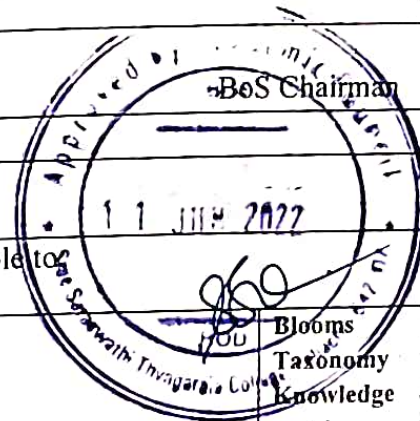
e-Resource/e-Content URL:
 Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>
 e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: Dr. M.Mythili
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 risk and methods of handling risk	K2
CO2	Formulate the strategies for avoidance of risk by firms	K6
CO3	Compare the life policies and have knowledge on premium determination.	K5
CO4	Apply the knowledge of fire and marine insurance	K4
CO5	Develop the knowledge of various types of insurance.	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	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

SEMESTER IV

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MCM4EB0	Elective -IV	B4: International Marketing Management	Employability	50	10	-	4

Preamble: On successful completion of the course the students should have understood the attributes of recent international marketing practices in various products and services.

Prerequisite: Basic concepts of marketing at UG level.

Unit	Course contents	Ins. Hrs	e-Resources/e-Content
I	International marketing: Meaning, scope, Difference between international marketing with domestic marketing-similarities between international marketing with domestic marketing Concept of International marketing-benefits of international marketing- International market segmentation. Self-Study - International market segmentation	12	You tube videos
II	Economic environment of International marketing: The world economy an overview-Market development: stages-stages of mix system-stages of economic development-Marketing and economic development-trade patterns Self-Study - Marketing and economic development	12	You tube videos
III	International marketing intelligence: information requirement; sources of international marketing information system and marketing research-phases of research project-methods of data collection-research agencies-problems in international research-Market selection: Market selection process-determinants of market selection-market profiling-market segment selection Self-Study - determinants of market selection	12	You tube videos
IV	International product planning- International product policy and planning: New product in international market-New product development process-product segmentation-product positioning-Pricing Policy: Methods of pricing-International price quotations-international pricing strategies. Self-Study - International pricing strategies.	12	You tube videos
	International Retail Marketing: Introduction-Retail operation in India- organized retailing in India-shifting the focus to retail intelligence and customer-Centricity-Consolidation trends necessitate technology reassessment-	12	You tube videos



retailing in age of diversity. Self-Study - Organized retailing in India	60	
Total		

Text Book(s):

1. P.K.Vasudeva, Anurag Jain, International marketing, Excel books,4 editions,2010

Reference Book(s):

- 1.Francis Cherunilam, International Marketing,Himalaya Publishing House, 8th edition, 2006
- 2.Mathur.U.C., International Marketing Management Text and cases,Sage Publications, New Delhi, 1 edition,2008
- 3.Sharma.R, International Marketing Management ,Lakshmi NarainAgarwal,New Delhi, 2007
- 4.Varsheny R.L.and Bhattacharyya, International Marketing Management ,Sultan Chand & Sons, New Delhi,2007

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

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

e-Resource/e-Content URL:

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

Course Designer: Dr. K.Sathyaprasad
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	Knowledge Level
CO1	Understand the concept and functions of International marketing	K2
CO2	Marketing and economic development	K2
CO3	Learn marketing research.	K5
CO4	Assess and sustain marketing and development of new products	K4
CO5	Understand the concept of retail international marketing	K2

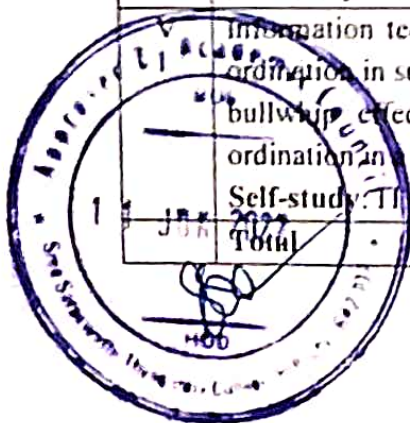
Mapping with Program Outcomes

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

SEMESTER: IV

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit	
22MIB4EA0	Elective -IV	C4: Supply Chain Management	employability	50	10	-	4	
Preamble : To enable the students to learn the concept of Supply chain Management								
Prerequisite: Logistics Management								
Unit	Course contents						Ins. Hrs	e-Resources/e-Content
I	Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - - Participants in Supply Chain - Global Applications-Role of a manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement- Self-study: Fundamentals of SCM						12	You tube videos
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. Self-study: Measures of forecast errors						12	You tube videos
III	Aligning the Supply Chain with Business Strategy - SCOR Model -Outsourcing and 3PLs - Fourth Party Logistics(4PL) - 7Party Logistics (7PL)-Bull Whip Effect and Supply Chain - Supply Chain Relationships - Conflict Resolution Strategies - Certifications Self-study: Out Sourcing- 7PL						12	You tube videos
IV	Managing Supply Chain as a Network - Benchmarking the SCM-forms of bench marketing- significance of benchmarking Activities-Setting Benchmarking Priorities in SCM. Self-study: Benchmarking the supply chain.						12	You tube videos
	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 supply chain and Incentives obstacles. Self-study: IT Application in SCM.						12	You tube videos
	Total						60	



Text Book(s):
1. Logistics and Supply Chain Management (Cases and Concepts) by G.Raghuram and N. Rangaraj – Macmillan publishers

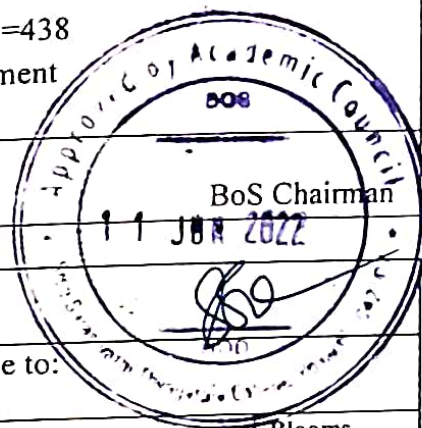
Reference Book(s):
1. Designing and managing the supply chain (concepts, strategies and case studies) by David Simchi, Philip kaminsky, Ditch Simchi, Ravi Shankar (3rd edition) , Tata McGraw – Hill publishers
2. Logistics and Supply Chain Management (1st Edition,2001) by Martin Chirstopher, Pitman Publishing,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

Learning Methods (*): Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,
Focus of Course: Employability

e-Resource/e-Content URL:
• e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=438>

Paper No and Title: P11. International Business Environment
Module Number and Title : MI .Globalization

Course Designer: Ms. Silpa Prabhakaran
Assistant Professor, Dept. of M.Com(IB) , 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 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
CO5	To apply supply chain management in international perspective	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
CO5	S	S	M	S	S	S	S	S	M	M

S – Strong; L – Low; M – Medium

SEMESTER IV

Course Code	Type	Course Name	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
22MIB4EB0	Elective - IV	D4:International HR Strategies	employability	50	10	-	4

Preamble: On successful completion of the course the students should have understood the HR strategies of global business

Prerequisite: Basic concepts of HR at UG level.

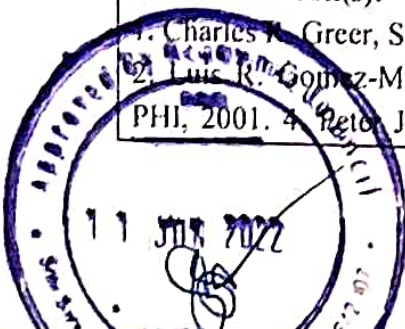
Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Introduction to Strategic HRM, Traditional Vs. strategic HR. Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach	12	You tube videos
II	Investment perspective of human resources- Investment Consideration, investments in Training and Development, investment Practices for improved Retention, investments job secure work courses, Non-traditional investment Approaches	12	You tube videos
III	Planning and Implementing Strategic HR policies Unit IV Linkage of Corporate Strategy, Core Competencies and Competitive Advantage with HRM Linking HRM practices to organizational outcomes assessing and reducing costs Unit V Aligning HRM with Business Strategy	12	You tube videos
IV	Multinational, Global, and Transnational Strategies in HRM Multinational, Global, and Transnational Strategies, Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.	12	You tube videos
V	HR Strategy for Corporations in the future: (i) The corporations of tomorrow, (ii) Information age, (iii) Virtual corporation, (iv) Diversity, and (v) Social responsibility virtual teams flexitime and telecommuting HR outsourcing contingent and temporary workers	12	You tube videos
Total		60	

Text Book(s):

1. Gary Dessler, Human Resource Management (latest edition), PHI, New Delhi

Reference Book(s):

1. Charles W. Greer, Strategic Human Resource Management, Pearson Education, 2003.
2. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI, 2001. 4. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human



Resource Management, Thomson South-Western, 2002.

Learning Methods (*):

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

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

e-Resource/e-Content URL:

Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>

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

Course Designer: **Dr. S. Shanthakumari**

Programme Co-ordinator, Department of M.Com(IB)

BoS Chairman

Course Outcomes (COs)

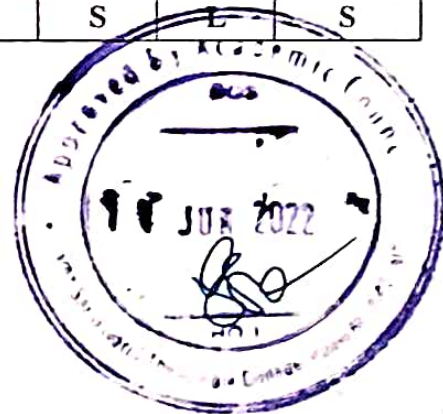
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the international strategies in HR	K2
CO2	Apply various practices followed in HR	K2
CO3	Identify core competencies of HRM in framing business strategies	K5
CO4	Analyse strategies which are followed by MNCs for human resource	K4
CO5	Develop HR strategies at global level	K2

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	S	S

S – Strong; L – Low; M – Medium



CONTINUOUS INTERNAL ASSESSMENTS & SEMESTER EXAMINATION MARKS SPLIT UP & QUESTION PAPER PATTERN

ANNEXURE - I

Distribution of marks for Continuous Internal Assessment (CIA) and End Semester Examinations (ESE)(UG&PG-Theory)

S. No	Course	Max Marks	Marks for		Components for CIA						
			CIA	ESE	Test			MCQ	Seminar [For PG Only]	Attd. [For UG Only]	SBC
					CIA I	CIA II	Model Exam				
1	Theory(Value Based Course)(UG)	50	50	-	20(Best of 2 tests)		25	-	-	-	-
2	Theory(IDC-PG)	50	50	-	30 (Best of 2 tests)		20	-	-	5	-
3	Theory(Allied Skill based Elective)(UG)	75	30	45	6 (Best of 2 tests)		9	5	-	-	-
4	Theory(UG &PG)Core Elective/Allied)	100	50	50	10 (Best of 2 tests)		15	10	5	5	5*

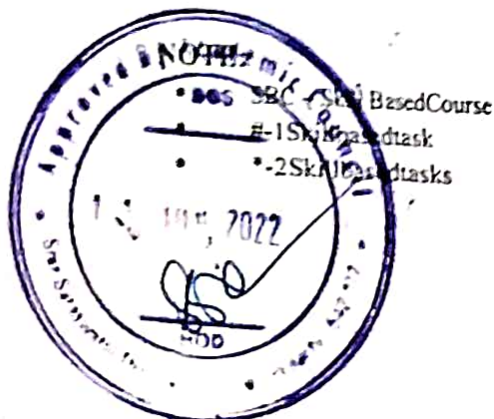
NOTE: MCQ – Multiple Choice Questions

• IDC – Inter Departmental Course

• #-1 Skill based task; *-2 Skill based tasks [Only For UG]; @-3 Skill based tasks [Only For PG]

Distribution of marks for Continuous Internal Assessment (CIA) and End Semester Examinations (ESE)(UG &PG-Practical)

S. No	Course	Max Marks	Marks for		Components for CIA					
			CIA	ESE	CIA I	CIA II	Model Exam	Lab Perf	Observation	SBC
1	Practical(Allied/Elective Core)	50	25	25	7 (Best of 2 tests)		8	2.5	2.5	5*
2	Practical (SBC/Elective/Core)	75	30	45	6 (Best of 2 tests)		9	5	5	5*
3	Practical (Core/Elective/Allied /SBC)	100	50	50	15 (Best of 2 tests)		15	5	5	10*



Distribution of marks for Continuous Semester Examinations(ESE)(UG&PG-Project and Internship)		Internal Assessment (CIA) and End							
Course	Max Marks	Marks for		CIA				ESE	
		CIA	ESE	Review I	Review II	Report sub	Model viva voce	Evaluation/ Score by industry guide	Viva voce
Project /Summer Internship	50	-	50	-	-	-	-	30	20
Mini project	50			10	10			20	10
Project	100	50	50	15	15	10	10	30	20
Summer Internship	100	50	50	25	25	-	-	30	20
Project	200	100	100	30	30	20	20	60	40
Summer Internship	100	-	100	-	-	-	-	60	40

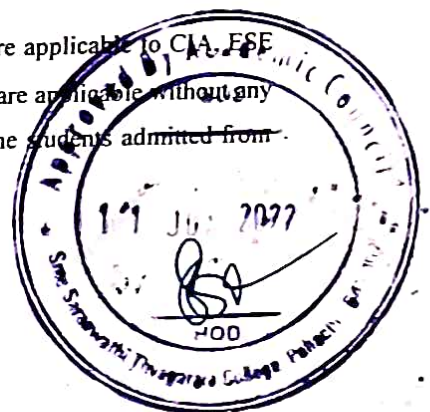
Distribution of marks for Continuous Internal Assessment (CIA) and End Semester Examinations(ESE)(PG Psychology & Social Work – Internship and Fieldwork)

Papers	Max Marks	Marks for		CIA				ESE	
		CIA	ESE	Atten.	Work diary / IC	Report/ Record	Professional Knowledge & Initiatives/viva voce	Evaluation	Viva voce
PG Internship for Psychology /Field work for Social work	100	50	50	10	10	10	20	30	20

- NOTE: The new regulations introduced by the Bharathiar University are applicable to CIA, ESE and the Question Paper pattern only. But the regulations already in vogue are applicable without any change to all other areas like course credits, hours of teaching etc., for the students admitted from the academic year 2021 – 2022 and onwards.

24 SKILL BASED TASKS FOR THEORY / PRACTICAL COURSES:

- FLOWCHARTS



- MINIATURES
 - DEMONSTRATION
 - SNAPTALK
 - VIVA VOCE
 - CLASS PRESENTATION [ORAL/POSTER]
 - BUSINESSPLAN
 - GROUPLDISCUSSION
 - SIMULATIONEXERCISE
 - CASESTUDY
 - GAMES
 - PUZZLES
 - MODELS
 - PAPERPRESENTATION
 - ARTICLEREVIEW
 - DEBATE
 - SEMINAR
 - REPORTS
 - PORTFOLIOS
 - QUESTIONNAIRE
 - PUBLICATION
 - SURVEY
 - MINI PROJECT [INDIVIDUAL /GROUP]
- USP COMPONENT [UNIQUE TO THECOURSE]

ANNEXURE – II THE QUESTION PAPER PATTERN

UG: CYCLE TEST – I & II

[FOR 2 UNITS - 2 HOURS – 50 MARKS]

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

SECTION A

[04 MULTIPLE CHOICE QUESTIONS]

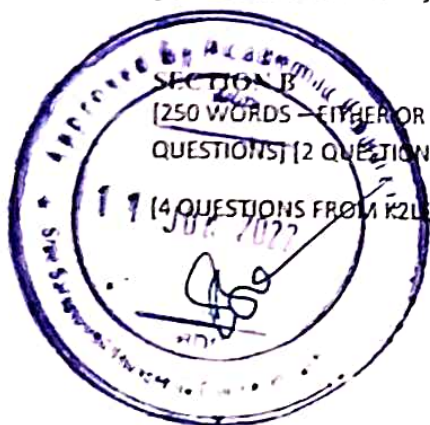
[ALL 2 FROM K1LEVEL]: 02x01= 02MARKS

SECTION B

[250 WORDS – EITHER OR TYPE – 4

QUESTIONS] [2 QUESTIONS FROM K1LEVEL]

[4 QUESTIONS FROM K2LEVEL]



[2 QUESTION FROM K3 LEVEL]: $04 \times 06 = 24$ MARKS

SECTION C
[500 WORDS – EITHER OR TYPE – 2
QUESTIONS] [2 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]: $02 \times 12 = 24$ MARKS

TOTAL:

UG: MODEL & END SEMESTER
EXAMINATION [FOR
CORE/ELECTIVE/ ALLIED
COURSES]

[FOR 5 UNITS – 3 HOURS – 100 MARKS]

SECTION A
[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROM K1 LEVEL]: $10 \times 01 = 10$ MARKS

SECTION B
[250 WORDS – EITHER OR TYPE – 5
QUESTIONS] [4 QUESTIONS FROM K1 LEVEL]

[4 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]: $05 \times 06 = 30$ MARKS

SECTION C
[500 WORDS – EITHER OR TYPE – 5
QUESTIONS] [4 QUESTIONS FROM K1 LEVEL]

[4 QUESTIONS FROM K2 LEVEL]

[2 QUESTION FROM K3 or K4 LEVEL]: $05 \times 12 = 60$ MARKS

TOTAL: 100 MARKS

UG: MODEL & END SEMESTER
EXAMINATION [FOR SKILL BASED
COURSES / ALLIED & NME]

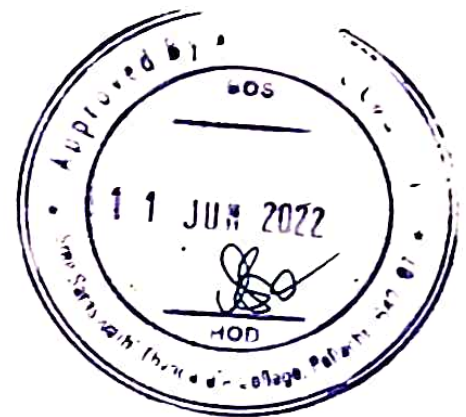
[FOR 5 UNITS – 3 HOURS – 75 MARKS]

SECTION A
[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROM K1 LEVEL]: $10 \times 01 = 10$ MARKS

SECTION B
[250 WORDS – EITHER OR TYPE – 5
QUESTIONS] [4 QUESTIONS FROM K1 LEVEL]

50 MARKS



[4 QUESTIONS FROM K2LEVEL]

[2 QUESTIONS FROMK3LEVEL]:05 x 05 = 25MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 5

QUESTIONS] [4 QUESTIONS FROM K1LEVEL]

[4 QUESTIONS FROM K2LEVEL]

[2 QUESTION FROM K3 orK4LEVEL]:05 x 08 = 40MARKS

TOTAL:75MARKS

PG: CYCLE TEST – I & II

[FOR 2 UNITS - 2 HOURS – 50 MARKS]

[FOR CORE/ELECTIVE/ALLIED / INTERDEPARTMENTAL COURSES]

SECTION A

[02 MULTIPLE CHOICE QUESTIONS]

[ALL 2 FROMK1LEVEL]:02x01= 02MARKS

SECTION B

[250 WORDS – EITHER OR TYPE – 4

QUESTIONS] [2 QUESTIONS FROM K1LEVEL]

[2 QUESTIONS FROM K2

LEVEL] [2 QUESTIONS

FROM K3LEVEL]

[2 QUESTIONS FROMK4LEVEL]:04 x 06 = 24MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 2

QUESTIONS] [2 QUESTIONS FROM K3 LEVEL]

[2 QUESTIONS FROMK4LEVEL]:03 x12 = 24MARKS

TOTAL:50MARKS

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

[FOR CORE/ELECTIVE/ALLIED COURSES]

SECTION A
[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROMK1LEVEL]:10x01= 10MARKS



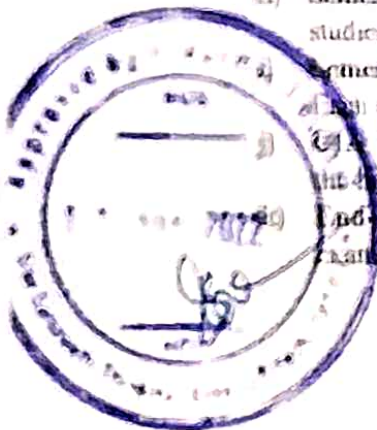
Sree Saranwathi Thyagaraja College (Autonomous)
Regulations 2022
Choice-Based Credit System
(for the Academic Programmes with effect from 2022-2023 onwards)

The following Regulations shall be effective for the courses of study leading to the Bachelor Degree which shall be of three years duration comprising of six semesters and Master Degree which shall be of two years duration comprising of four semesters. The Regulations shall come into effect from the Academic Session, 2022-2023.

NTC College follows the UGC, TANSICHE and Bharathiar University guidelines of CBCS pattern in framing Course Scheme and scheme of examinations for the students admitted in various UG and PG Programmes from the Academic year 2022-23 and onwards.

1. Definitions and codification:

- a) **CBCS**: CBCS means Choice Based Credit System. Choice Based Credit System is a flexible system of learning. This system permits students to,
- learn at their own pace
 - choose electives from a wide range of Elective Courses offered for the programme
 - undergo additional courses and acquire more than the required number of credits
 - adopt an inter-disciplinary approach in learning
 - make the best use of the expertise of the available faculty.
- b) **Programme**: The term 'programme' is used to mean the whole learning experience or combination of courses in a particular field of study
- c) **Curriculum**: The term "Curriculum" indicates the various components of the programme and branch of study. The UG Curriculum under the CBCS consists of five parts and the medium of instruction is English. The PG Curriculum under the CBCS consists of only part III and the medium of instruction is English. Part four offers additional credits.
- d) **Course**: A Programme is divided into a number of courses. A course is a unit of instruction or segment of subject area under any programme. The traditional concept 'paper' is replaced by 'course'.
- e) **Scheme of examination**: It denotes the course outline during the period of study or the components of the particular Programme and branch of study.
- f) **Syllabus**: The subject contents of each course is referred to as "Syllabus".
- g) **Academic Year**: An academic year means a period of twelve months consisting of two semesters.
- h) **Semester**: The word "semester" is used to mean a half-yearly term or term of studies including examinations, vacations and semester breaks.
- i) **Semester Duration**: A semester normally extends over a period of 15 class weeks. Each week has 30 hours of instruction spread over the week.
- j) **CIA**: The word "CIA" is used to refer to the continuous internal assessment within the half-yearly term.
- k) **End-semester**: The word "end-semester" is used to refer to the terminal processes of examinations and evaluations at the end but within the half-yearly term.



l) **Credit:** 'Credit' defines the quantum of contents/ syllabus prescribed for a course and determines the number of hours of instruction required per week. Thus, normally in each of the course, credits will be assigned on the basis of the number of lectures/ tutorials/ laboratory work and other forms of learning required to complete the course contents in a 14-15 week schedule:

- i) 1 Lecture = 1 Hour duration = 1 Credit
- ii) 1 Tutorial = 1 Hour duration = 1 Credit
- iii) 1 Practical = 2 Hours duration = 1 Credit

Note: The lecture sessions and tutorials shall not be substituted with any other activities like seminars, group discussions etc..

m) **Grade point:** Grade point is the numerical weightage given to the particular course of study

2.1 Admission

The eligibility conditions and the guidelines issued by the Bharathiar University for admitting students are followed for all UG and PG Programmes offered at STC.

2.2 Semester Duration:

- i) Odd Semesters: June –November
(Including end-semester examinations and semester breaks)
- ii) Even Semester: December -May
(Including end-semester examinations and semester breaks)

Any change in the Academic Calendar/Schedule may be made by the college whenever necessary.

2.3 Academic Schedule:

The Academic Schedule of all degree programmes under the CBCS shall be administered as per the Academic Calendar of the college published for every academic session.

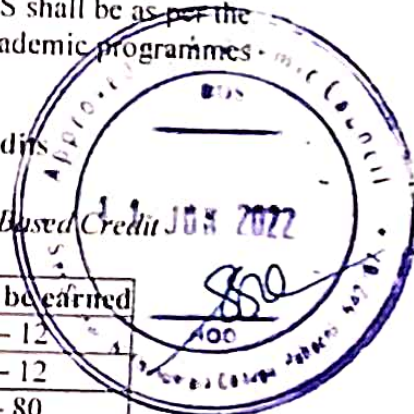
3. Course Structure:

The Course Structure of the Academic Programmes under the CBCS shall be as per the Course Structure given below. The nature of the Courses for all Academic programmes shall be as below:

UG programmes are conducted with a minimum total of 140 credits

Summary of UG Courses Pattern and Credit Distribution in Choice Based Credit System as given under

Part	Curriculum Structure	No. of Courses	Credits to be earned
I	Languages	2 – 4	6 – 12
II	English	2 – 4	6 – 12
III	Core (Major) Courses	16 – 18	72 – 80
	Allied Courses	04 – 05	16 – 20
	Electives	03	12
IV	Non-Major Electives (NME)	2	04
	Value Based Courses (VBC)	2	04
	Skill Based Courses (SBC)	4	08
V	Extension Activities	1	Grade
Total			140



PG Programmes are conducted with a minimum total of 90 credits
 Summary of PG Courses Pattern and Credit Distribution in Choice Based Credit
 System as given under

Part	Curriculum Structure	No. of Courses	Credits to be earned
III	Core courses	17	74
	Electives	4	16
Total			90

MBA/MCA Programme is conducted with a total of 90 credits
 Summary of MCA Course Pattern and Credit Distribution in Choice Based
 Credit System as given under

Part	Curriculum Structure	No. of Courses	Credits to be earned
III	Core Courses	20	68
	Electives	03	09
	Specialization Electives	04	13
Total			90

3.1 Part I: Language I : Tamil or any one of the Indian or foreign languages i.e. Malayalam, French, Hindi, Telugu and Kannada.

It is mandatory for all the UG students to study a language under part I. A student can select and study any one of the languages offered under part I. The syllabus drafted would enable the students to communicate with ease and effectiveness in that language. It is offered in the first two semesters with one examination at the end of each semester.

3.3 Part III: A set of major papers that include Theory, Practical, Allied, Core Electives Project and Internship in the major field of study selected by the student. Core courses are mandatory.

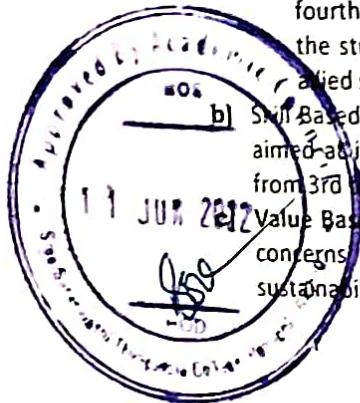
3.4 Part IV:

a) Basic Tamil/ Advanced Tamil/ NME:

- i. Students who have not studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of two offers in the third and fourth semesters.
- ii. Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Advanced Tamil comprising of two Courses.
- iii. Students who have studied Tamil up to XII STD and also have taken Tamil in Part-I shall take Non-Major Elective comprising of two Courses of NME in the third and fourth semesters. A set of non - major elective courses are offered as choices to the students, outside their major discipline. The courses other than the core and allied shall be opted by the students as Non - Major Electives.

b) Skill Based Courses: The courses offered as skill - based courses of the programme is aimed at imparting Advanced Skills of the programme. This comprises of four courses from 3rd to 6th semesters

Value Based Courses : Courses of cross-cutting issues relevant to the current pressing concerns, both nationally and internationally such as gender, environment and sustainability, human values and professional ethics, development of creative and



- divergent competencies.
- d) **Massive Open Online Courses (MOOC):** According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, and Spoken Tutorial etc. As per University Grants Commission (UGC) notification, The Massive Open Online Course (MOOC) through any online platform is compulsory. The institute is transferring the equivalent credit earned on receipt of MOOCs completion certificate and it shall incorporate these marks/credits in the overall mark sheet of the student.

3.5 Part V: Extension Activities:

All the Students shall have to enroll compulsorily for NSS/NCC/Sports activities. The extension activities are must for each student to take part in at-least in any one of these activities for the fulfillment of the degree
The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. The grades will be awarded at the end of the Fifth Semester. This grading shall be incorporated in the mark sheet to be issued at the end of the semester.

3 Attendance Eligibility to appear for the End Semester Examinations

A student will be allowed to appear for the end semester examinations only if:

1. He/She procures atleast 75% of attendance.
2. He/She should show satisfactory progress in studies, in all the tests and examinations conducted by the college / department during the semester and secure at least reasonable minimum marks in them.
3. His/Her conduct in the college during the semester is satisfactory.

Shortage of Attendance

The following regulations will be followed for condonation and detention as well.

1. Candidates who earn 75% of attendance and above in the current semester are eligible to write the examinations, both arrears and regular subjects.
2. Candidates who earn attendance between 65% and 74% (both included) in the current semester are eligible to appear for the examination if the shortage of attendance is condoned by the Principal after the payment of the condonation fee prescribed by the Bharathiar University.
3. Candidates who earn attendance between 50% and 64% (both included) in the current semester are not eligible to write examinations in the current semester subjects but are permitted to continue their studies in the next semester provided it is the first time that the candidates have earned attendance between 50% and 64% or else the candidates have to discontinue the course and rejoin in the same semester during next year with the proper approval of the Registrar, Bharathiar University. However, these candidates are eligible to write the arrears if they have any.
4. Candidates who earn attendance below 50% are not eligible to write examinations in the current semester subjects and also have to discontinue the course and rejoin in the same semester in the next year with proper approval of the Registrar, Bharathiar University. However, these candidates are eligible to write the arrears subjects, if any.
5. Candidates who earn attendance between 50% and 64% in the previous semester and have earned combined attendance of 75% or more by taking the average of the attendance earned in the current and the previous semesters are eligible to write



PG Programmes are conducted with a minimum total of 90 credits
 Summary of PG Courses Pattern and Credit Distribution in Choice Based Credit
 System as given under

Part	Curriculum Structure	No. of Courses	Credits to be earned
III	Core courses	17	74
	Electives	4	16
Total			90

MBA/MCA Programme is conducted with a total of 90 credits
 Summary of MCA Course Pattern and Credit Distribution in Choice Based
 Credit System as given under

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	Electives	03	09
	Specialization Electives	04	13
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3.3 Part III: A set of major papers that include Theory, Practical, Allied, Core Electives Project and Internship in the major field of study selected by the student. Core courses are mandatory.

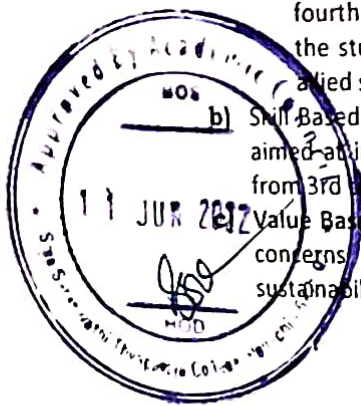
3.4 Part IV:

a) Basic Tamil/ Advanced Tamil/ NME:

- i. Students who have not studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of two offers in the third and fourth semesters.
- ii. Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Advanced Tamil comprising of two Courses.
- iii. Students who have studied Tamil up to XII STD and also have taken Tamil in Part-I shall take Non-Major Elective comprising of two Courses of NME in the third and fourth semesters. A set of non - major elective courses are offered as choices to the students, outside their major discipline. The courses other than the core and allied shall be opted by the students as Non - Major Electives.

b) Skill Based Courses: The courses offered as skill - based courses of the programme is aimed at imparting Advanced Skills of the programme. This comprises of four courses from 3rd to 6th semesters

Value Based Courses : Courses of cross-cutting issues relevant to the current pressing concerns, both nationally and internationally such as gender, environment and sustainability, human values and professional ethics, development of creative and



divergent competencies.

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The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. The grades will be awarded at the end of the Fifth Semester. This grading shall be incorporated in the mark sheet to be issued at the end of the semester.

Attendance Eligibility to appear for the End Semester Examinations

A student will be allowed to appear for the end semester examinations only if:

1. He/She procures atleast 75% of attendance.
2. He/She should show satisfactory progress in studies, in all the tests and examinations conducted by the college / department during the semester and secure at least reasonable minimum marks in them.
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2. Candidates who earn attendance between 65% and 74% (both included) in the current semester are eligible to appear for the examination if the shortage of attendance is condoned by the Principal after the payment of the condonation fee prescribed by the Bharathiar University.
3. Candidates who earn attendance between 50% and 64% (both included) in the current semester are not eligible to write examinations in the current semester subjects but are permitted to continue their studies in the next semester provided it is the first time that the candidates have earned attendance between 50% and 64% or else the candidates have to discontinue the course and rejoin in the same semester during next year with the proper approval of the Registrar, Bharathiar University. However, these candidates are eligible to write the arrears if they have any.
4. Candidates who earn attendance below 50% are not eligible to write examinations in the current semester subjects and also have to discontinue the course and rejoin in the same semester in the next year with proper approval of the Registrar, Bharathiar University. However, these candidates are eligible to write the arrears subjects, if any.
5. Candidates who earn attendance between 50% and 64% in the previous semester and have earned combined attendance of 75% or more by taking the average of the attendance earned in the current and the previous semesters are eligible to write

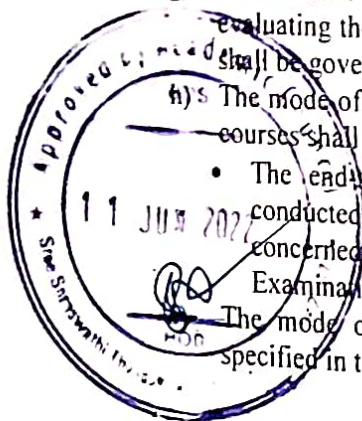
semester subjects along with the current semester subjects.

5. Restrictions to appear for the examinations

- a) Any candidate having arrears paper(s) shall have to appear in all arrears paper along with the regular semester papers.
- b) "Candidates who fail in any of the course of UG degree examinations shall complete the course within 5 years from the date of admission and "Candidates who fail in any of the course of PG degree examinations shall complete the course within 4 years from the date of admission and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of the course consequent to change of regulation and / or curriculum after 4/5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman of the board of studies concerned and fulfill the requirements as per the regulation of curriculum for the award of the degree.

6. Examination and Evaluation:

- a) Examination and evaluation shall be done on a continuous basis, at least three times during each semester.
 - b) There shall be 50% marks for internal assessment and 50% marks for End-semester examination in each course during every semester.
 - c) **Internal Assessment:**
In internal assessment, different tools such as objective tests, written tests, assignments, paper presentation, laboratory work, etc. suitable to the courses may be employed.
 - d) **End Semester Examinations:**
 - There shall be one End semester examination carrying 50% Marks in each course of a Semester covering the entire syllabus prescribed for the Course. The End semester examination is normally a written/ laboratory-based examination/Project Work/Dissertation.
 - The Controller of Examinations shall make necessary arrangements for notifying the dates of the End semester examinations and other procedures as per rules (at least 20 days in advance) and the Academic Calendar notified by the College.
 - Normally, the End-semester examination for each course shall be of three hour duration.
 - e) The Procedure for Internal Assessment and End Semester Examination is prescribed in **Annexure I**.
 - f) The pattern of Question paper both the CIA and ESE is prescribed in **Annexure II**
 - g) **Confidential Works:** Setting the question papers, scrutinizing of question papers, evaluating the answer scripts, tabulation of marks, etc. and announcement of results, shall be governed by the Controller of Examinations.
 - h) **The mode of conduct of the end-semester examinations of the practical/ dissertation courses shall be partially external as below:**
 - The end-semester examinations of all practical/ dissertation courses shall be conducted by a Board of Examiners consisting of the internal examiner (the concerned course teacher) and an external examiner appointed by the Controller of Examinations.
- The mode of end-semester examination and evaluation of the Course shall be specified in the detailed syllabus of the Course concerned.



- j) End-semester Practical examinations shall normally be held before the theory examinations.

7. Malpractices in Examinations

The students, who indulge in any malpractice, while writing examination, will be directed to report to the Chief Superintendent. The chief superintendent will review and forward the case to Controller of Examinations and the COE in turn will submit the details to Malpractice Committee for the initiation of appropriate disciplinary proceedings.

8. **Improvement of Marks in the subjects already passed:** Candidates wanting of improving the marks awarded in a passed subject in their first attempt shall reappear in the subsequent semester only. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

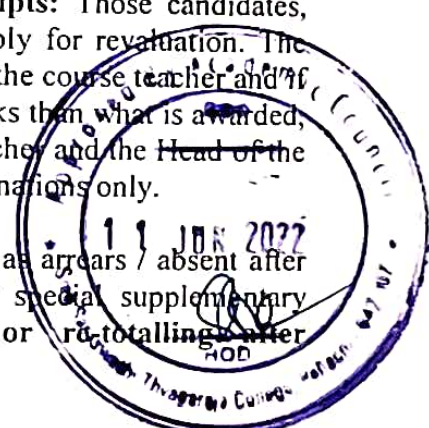
9. Re-Valuation

i) **Photocopy of valued answer scripts:** If the candidates intend to apply for the Xerox copy of their answer scripts, they have to annex the Xerox copy of their Identity Cards attested by their respective Heads of Departments, along with their application.

After receiving the photocopy, the student can verify the copy to find out whether there is any discrepancy in the total marks or omission of marking in the valuation process. If any discrepancy is noticed the same may be brought to the notice of the Controller of Examinations for remedial action.

ii) **Revaluation after getting photocopy of valued answer scripts:** Those candidates, who have obtained the photocopy of the answer scripts, may apply for revaluation. The valuation of the photocopy of the answer script can be verified by the course teacher and if the course teacher is convinced that the script deserves higher marks than what is awarded, he/she can recommend for applying revaluation by the subject teacher and the Head of the department. Provision available for revaluation is for theory examinations only.

10. **Supplementary Exam:** Candidates, who are having one course as arrears / absent after their final semester results, shall be permitted to appear for special supplementary examinations (There is no provision for revaluation or re-totalling after supplementary examinations).



11. Results and Progression:

- a) A candidate shall be declared as have passed a course, provided he/ she secures-
- (i) in each Course at least
 - UG: 40% of marks in the ESE and total marks of End Semester Examinations.
 - PG: 50% of marks in the ESE and total marks of End Semester Examinations.
 - (ii) UG: at least 'C' grade in the 10 point scale combining both the in-semester and End Semester Examination performance in all the Courses separately.
 - PG: at least 'B' grade in the 10 point scale combining both the in-semester and End Semester Examination performance in all the Courses separately.
 - (iii) There shall be no separate pass mark for Internal Assessment.

- b) There may be moderation of Internal Assessment marks/End Semester marks as and when necessary.
- c) The marks of CIA examinations obtained by the candidate shall be carried over for declaring any result.
- d) A candidate who fails or does not appear in one or more courses of any end semester examinations up to Sixth Semester shall be provisionally promoted to the next higher semester with the failed course as carry over course(s). Such candidates will be eligible to appear in the carry over course in the next regular examinations of those courses.
- e) The Controller of Examinations shall declare the results of the Examinations and issue Grade-sheets.
- f) The first rank holder of a programme shall be decided on the basis of the CGPA. However, the Overall Weighted Percentage of Marks (OWPM) of a candidate shall be considered in case of tie in CGPA.

12. Grading System

The absolute grading system shall be applied in evaluating the performance of the students.

The following scale of grading system shall be applied to indicate the performances of students in terms of letter grade and grade points as given below:

Conversion of Marks to Grade Points & Letter Grade :(Performance in a course/paper)

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 **;

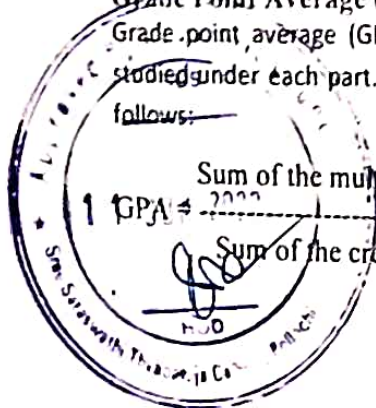
Reappearance is necessary for those who score below 40% Marks in UG*;

only applicable for UG programs

Grade Point Average (GPA):

Grade point average (GPA) is calculated for each part taking into account of all the courses studied under each part. Calculation of grade point average semester -wise and part -wise is as follows:

$$GPA = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$



$$GPA = \frac{\sum(C_i G_i)}{\sum C_i}$$

Where C_i = Credit earned for course i in any semester.

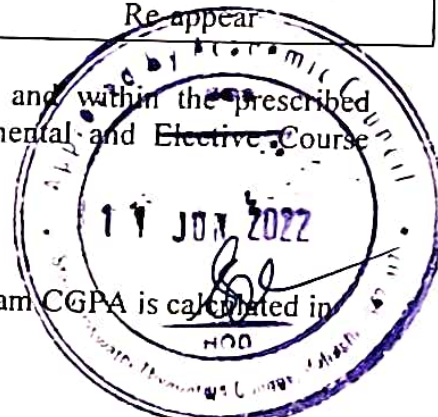
G_i = Grade points obtained for course i in any semester.

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	
4.5 and above but below 5.0	C+ #	Third Class
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



Cumulative Grade Point Average (CGPA) : For the entire program CGPA is calculated in the following manner:

$$CGPA = \frac{\text{Sum of the multiplication of grade points by the credits of the courses of entire programme under each part}}{\text{Sum of the Credits of the Courses of the entire programme under each part}}$$

$$CGPA = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

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)

13. Ranking: Rank holders of the programme shall be decided on the basis of the CGPA. A candidate who qualifies the UG degree course passing all the examinations in the first attempt within the minimum period of prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking shall be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. Results of the candidates appeared in the improvement or Arrears Examinations shall not be counted for the award of Prizes/Medals, Rank or Distinction.

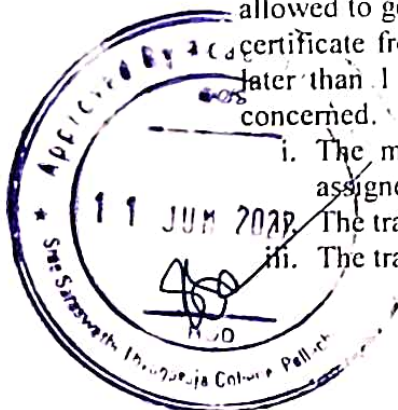
14. Rules for Admission on Transfer from other Colleges:

(a) Under Bharathiar University guidelines, the admission on transfer of students from other institutions shall be allowed. However, such transfer shall be permissible provided that-

- there is a vacancy in the respective program of study in the Institution where the transfer is requested
- both the institutions conduct the same degree programmes under the CBCS.
- the course structure along with the nomenclature of the courses are similar between the two institutions,

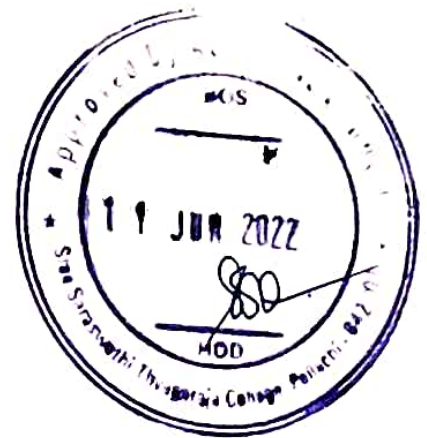
(b) In fulfillment of the conditions as laid down in clause 13(a), a candidate may be allowed to get admission on transfer from other college on the production of transfer certificate from Bharathiar University, Previous semester markstatements, , etc. not later than 1 (one) month from the commencement of the classes of the semester concerned.

- The marks obtained in the courses will be converted and grades will be assigned as per the STC norms. The transfer students are eligible for classification.
- The transfer students are not eligible for Ranking, Prizes and Medals



15. Conferment of the Degree: No candidate shall be eligible for conferment of the Degree unless he / she

- i. has undergone the prescribed course of study for a period of not less than six semesters and has passed the examinations as have been prescribed therefor.
- ii. has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
- iii. has successfully completed the prescribed Field Work/ Institutional Training (if any) as evidenced by certificate issued by the authorities concerned.



REGULATIONS ON MOOC

PREAMBLE

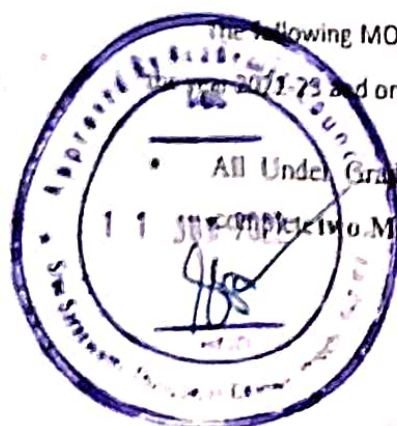
National Programme on Technology Enhanced Learning (NPTEL) is a joint venture of IITs and IISc, funded by the Ministry of Education (MoE) Government of India, and was launched in 2003. Initially started as a project to take quality education to all corners of the country, now offers courses for certification every semester in almost all the disciplines. NPTEL is the National Coordinator for Engineering courses (UG and PG) under SWAYAM, the National MOOC portal. NPTEL also offers courses in Humanities and Management subjects as the NPTEL partner institutes do have these departments. It offers the courses in online mode which is instructive and self-paced learning environment.

Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) has emerged as one of the World's biggest Massive Open Online Courses (MOOCs) integrated platform of courses, covering subjects from high school to higher education including Skill-based courses to ensure that every student benefits from learning material through ICT. There are a total number of 7,041 online courses on SWAYAM platform out of which 6,296 courses are credit courses and the remaining 745 courses are non-credit courses. University Grants Commission (UGC) Gazette Notification dated 25th March, 2021 has notified in the UGC (Credit Framework for Learning courses through SWAYAM) Regulations, 2021 which facilitates an Institution to allow up to 40% of the total courses being offered by any higher education institution in a particular programme in any semester through online learning courses offered on SWAYAM platform. Thus, the students studying in conventional Institutes / colleges can transfer the credits earned through the SWAYAM Courses into their academic records.

Shree Saraswathi Thyagaraja College, Pollachi is continuously taking part in promoting quality education as a higher education institution. The faculty members of the institution are encouraged to complete the course in SWAYAM portal. With reference to the UGC notification which has framed the regulations for credit transfer in order to encourage the students to undertake and learn the courses through NPTEL-SWAYAM portal.

The following MOOCs regulations would come into the force for the students admitted from 2021-22 and onwards.

- All Under Graduate (UG) and Post Graduate (PG) students are encouraged to complete two MOOCs [SWAYAM/NPTEL/NSDC] in their UG before completion of their UG programme.



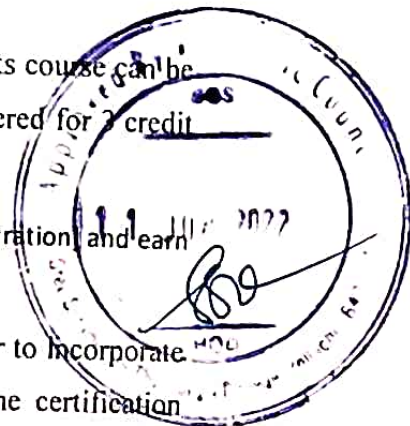
the fifth semester and likewise two MOOCs [SWAYAM/NPTEL/NSDC] in PG before completing the third semester.

- The MOOCs, selected by the student from SWAYAM /NPTEL/NSDC, should not be a course that have been already given in their respective curriculum/syllabus.
- The UG & PG students who do not have entrepreneurship related course in their syllabus should choose one MOOC related to entrepreneurship out of two MOOCs;
- The institute is transferring the equivalent credit earned through [SWAYAM/NPTEL/NSDC] to the students on receipt of MOOCs completion certificate and these marks/credits shall be incorporated under extra credit course in the overall marksheet of the student.
- The institution will allot a Single Point of Contact (SPoC) who will provide the list of courses offered in the NPTEL/SWAYAM/NSDC platform in the First / Second / Third

/ Fourth / Fifth semester for UG and similarly the list of courses offered in the NPTEL/SWAYAM/NSDC platform in the First / Second / Third semester for PG.

- A mentor will be allotted based on the domain areas of the students to guide, assist and track the status of progress.
- As per the guidelines provided by the Academic Council, an 8 weeks course can be considered for 2 credit course and a 12 weeks course can be considered for 3 credit course.
- Based on this, the student should complete 2 MOOCs [each of 8 weeks duration] and earn in a total of 4 credits [2 credits per MOOC].
- The actual marks scored by the student will be taken as it is, in order to incorporate the score in the mark statement, if he/she successfully obtained the certification through MOOC.
- The following table describes the certification grade, equivalent marks and the further step(s) required for the student:

Assignment Status	Certification Status	Equivalent Mark	Further Step
Submitted	Elite+Gold	Actual Score by NPTEL	Not required
Submitted	Elite+Silver	Actual Score by NPTEL	Not required
Submitted	Elite	Actual Score by NPTEL	Not required
Submitted	Completed	Actual Score by NPTEL	Not required



Submitted	Not Completed	50% of the assignment Score + 50% of the score from the test conducted by the Institute	The student should attend the test in the institute
Not Completed	Not obtained	The actual score secured in the test conducted by the institute	The student should attend the test in the institute

- If a student has successfully completed the course in NPTEL/SWAYAM/NSDC, then the marks obtained and the appropriate credits will be informed by the SPoC to the Office of the Controller of Examinations (CoE). The marks and its corresponding grade may change as per the CBCS guidelines and regulations of the corresponding programme.
- If any student opts for more than the required number of MOOC, it will be considered as additional credit, and it will not be considered for calculating the CGPA.
- If the student fails in the MOOC examination or the student did not appear for the MOOC examination, there is an **alternative option** for the student to complete the MOOC through the examination conducted by the college similar to that of MOOCs;
- In such case, the student needs to pay the MOOC exam fee at the college and he will be allowed to take up a 100 MCQ test at the college lab; the results of this online test will be taken up by the COE section for the completion of MOOC.



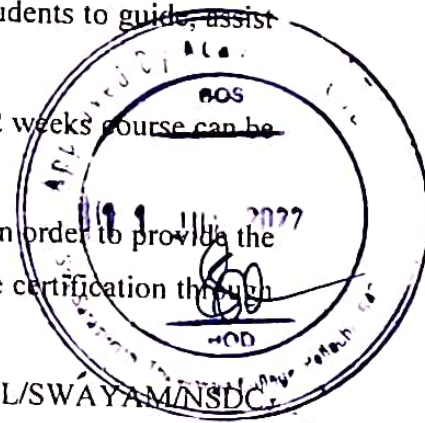
REGULATIONS ON CREDIT TRANSFER

The following credit transfer regulations would come into the force for the students admitted in the year 2022-23 and onwards.

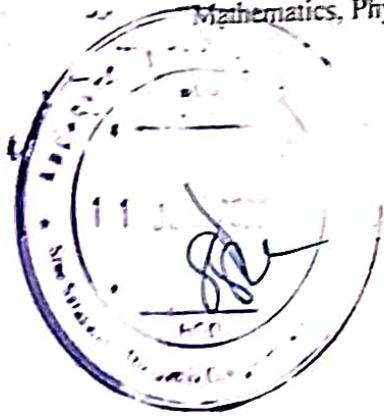
- The possibility of Credit transfer has been provided for PG students only.
- Apart from completing 2 MOOCs as extra credit courses, the students are given this option of Credit transfer also;
- For credit transfer, the courses can be selected from NPTEL/SWAYAM/NSDC with the prior approval of the Head of the Department, Dean or Director and the Controller of Examination.
- The institution will allot a Single Point of Contact (SPoC) who will provide the list of courses [with 3 credits] offered in the NPTEL/SWAYAM/NSDC platform in the First

/ Second / Third semester that can be registered by the student under credit transfer instead of the course that the student has to study in the Fourth semester [preferably elective course – with 3 credits]. This process will enable the student to register for the MOOC well in advance.

- At least 80 percent of the content of the syllabus from NPTEL/SWAYAM/NSDC should match with the approved elective course contents in IV Semester.
- A mentor will be allotted based on the domain areas of the students to guide, assist and track the status of the progress.
- As per the guidelines provided by the Academic Council, a 12 weeks course can be considered for 3 credit course.
- The actual marks scored by the student will be taken as it is, in order to provide the score in the mark statement, if he/she successfully obtains the certification through MOOC.
- If a student has successfully completed the course in NPTEL/SWAYAM/NSDC then the marks obtained and the appropriate credits will be informed by the SPoC to the Office of the Controller of Examinations (CoE). The marks and its corresponding grade may change as per the CBCS guidelines and regulations of the corresponding programme.
- If the student is not able to complete the MOOCs for credit transfer purpose before third semester, then the student can proceed to study the course offered in IV Semester.



- An exclusive monitoring committee will be constituted to supervise the 80% syllabus content matching and ensure the smooth conduct of the credit transfer process. The committee will resolve any issues that may arise in the implementation of the guidelines and regulations from-time-to-time. The committee will have the following composition:
 - The Principal as the Chair Person;
 - Single Point of Contact (SPoC) as a Member;
 - Controller of Examinations as Member Secretary;
 - One Member from the School of Computing Science;
 - One Member from the School of Commerce;
 - One Member from the School of Management Studies;
 - One Member from Humanities and Social Studies (Consist of Tamil, English, Mathematics, Physics, Chemistry, Social Works, and Psychology).





SREE SARASWATHI THIYAGARAJA COLLEGE (AUTONOMOUS)
THIPPAMPATTI, POLLACHI - 642 107
Student Grievance Form
 (Forms Available at Utility Stores)

Date: _____
 Place: _____

From
 Register No : _____
 Name : _____
 Class : _____
 Sree Saraswathi Thyagaraja College,
 Pollachi - 642 107

To
 The Principal / Examination-in-charge,
 Sree Saraswathi Thyagaraja College,
 Pollachi - 642 107

- Through:
1. Head of the Department,
 Department of _____
 Sree Saraswathi Thyagaraja College,
 Pollachi - 642 107
 2. Dean of the Department
 Faculty of _____
 Sree Saraswathi Thyagaraja College,
 Pollachi - 642 107

Respected Sir / Madam,

Sub: _____ - reg.

NATURE OF GRIEVANCE

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Thanking you,



Yours Truly,

Signature

- Forwarded by:
1. HOD with comments / recommendation

 2. Dean with comments / recommendation

 3. Signature and Directions of the Principal

 4. Controller of Examinations:
