



PSGR Krishnammal College for Women



**DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)**

**CHOICE BASED CREDIT SYSTEM &
OUTCOME BASED EDUCATION SYLLABUS**

**BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)
2020 – 2023 BATCH**



PROGRAMME OUTCOME

At the end of the programme student will be able to:

PO1: Develop ethical thinking, functional and general management skills, exhibit understanding of broad global business concepts and principles.

PO2: Evaluate different business problems using analytical, creative and integrative abilities with a global mindset.

PO3: Build and demonstrate leadership, team work and social skills.

PO4: Communicate effectively in different contexts and understand geopolitical environment of business organisations, analyse financial performance of an organization applying various tools that aid in decision making.

PROGRAMME SPECIFIC OUTCOME

At the end of the programme student will be able to:

PSO1 : Identify and evaluate the complexities of international business and its impact on globalization.

PSO2 : Understand trade practices, procedures , documentation and global market issues in today's competitive world.

PSO3 : Gather, analyse, and evaluate business data ,information and transform empirical data into useful and action able information.

PSO4 : Apply knowledge paradigms in creating new products and adjust the international strategies based on global environmental changes.

PSO5 : Apply proven theoretical and conceptual knowledge of global business challenges in multicultural contexts and operate effectively demonstrating teambuilding and intercultural communication skills.



**PSGR KRISHNAMMAL COLLEGE FOR WOMEN
DEPARTMENT OF BUSINESS ADMINISTRATION
BBA (INTERNATIONAL BUSINESS)
SCHEME OF EXAMINATION**

(Applicable to students admitted during the academic year 2020-2021 onwards)

Semester I - V

Semester	Part	Subject Code	Title of the Paper	Instruction per sem	Tutorial (Hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(Hrs)	Exam Marks			Credits
										CIA	ESE	TOT	
I	I	TAM1601/ HIN1601/ FRE1601	Tamil Paper I / Hindi Paper I / French Paper I	86	4	-	6	90	3	40	60	100	3
I	II	ENG1601/ ENG16F1	English Paper I / Functional English Paper I	86	4	-	6	90	3	40	60	100	3
I	III	IB20C01	Core -1: Business Management and Organisational Behaviour	71	4	-	5	75	3	40	60	100	4
I	III	IB20C02	Core-2: Introduction to Global Business	71	4	-	5	75	3	40	60	100	4
I	III	TH16A02A / TH16A02B	Allied 1: Mathematics for Management- Level II /Level I	86	4	-	6	90	3	40	60	100	5
I	IV	NME12WS/ AS/GS/ NME16A1/ B1	Women Studies/ Ambedkar Studies/ Gandhian Studies Advance Tamil/ Basic Tamil	26 28	4 2	- -	2 2	30 30	2 2	100 50	- 50	100 100	2
II	I	TAM1602/ HIN1602/ FRE1602	Tamil Paper II / Hindi Paper II / French Paper II	86	4	-	6	90	3	40	60	100	3
II	II	ENG1602 ENG16F2	English Paper II/ Functional English Paper II	86	4	-	6	90	3	40	60	100	3

II	III	IB20C03	Core – 3: International Business Environment	71	4	-	5	75	3	40	60	100	4
II	III	IB20C04	Core - 4 :Executive Communication	71	4	-	5	75	3	40	60	100	4
II	III	TH16A24A/ TH16A24B	Allied - 2 Mathematics for Management - Level II /Level I	86	4	-	6	90	3	40	60	100	5
II	VI		PDP	-	-	-	-	-	-	-	-	100	2
II	IV	NME16B2/ NME16A2/	*Basic Tamil/ Advanced Tamil	-	-	-	2	-	-	-	-	-	-
	IV		**Open Course: (Self study- Online Course)	-	-	-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness	-	-	-	Self study	-	Online test	100	-	100	Grade
III	III	IB19C05	Accounting and Finance for Managers	101	4	-	7	10 5	3	40	60	100	5
III	III	IB19C06	India's Foreign Trade	86	4	-	6	90	3	40	60	100	4
III	III	IB19C07	International Marketing Management	86	4	-	6	90	3	40	60	100	4
III	III	IB19A01 /RM19A01	Allied-1 Management of Innovation / Tourism Management	86	4	-	6	90	3	40	60	100	5
III	III	IB19SB01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	-	-	-	
III	III	IB19SBP1	Basics in R- Programming (Practicals)***	15	-	-	1	15	2	-	-	-	
III	III	NM14VHR	Foundation Course Value Education	26	4	-	2	30	-	-	-	100	2
III	III	NM10EVS	Foundation Course: Environmental Studies	Self Stud y	-	-	-	-	-	-	-	-	-
IV	III	IB19C08	International Human Resource Management	101	4	-	7	10 5	3	40	60	100	5

IV	III	IB19C09	Cross Cultural Management	86	4	-	6	90	3	40	60	100	4
IV	III	IB19C10	Export and Import Procedures	86	4	-	6	90	3	40	60	100	4
IV	III	IB19A02/ RM19A02	Allied-4 Corporate Governance/ Banking and Insurance Management	86	4	-	6	90	3	40	60	100	5
IV	III	IB19SB01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	25	75	100	4
IV	III	IB19SBP1	Basics in R- Programming (Practicals)***	13	2	-	1	15	2	40	60	100	2
IV	III	NM10EVS	Foundation Course Environmental Studies	26	4	-	2	30	-	-	-	100	2
IV	IV		NSS/ NCC / YRC	-	-	-	-	-	-	-	-	-	1
V	III	ACA2002	Core: Cost and Management Accounting	71	4	-	5	75	3	40	60	100	5
V	III	IB20C13	Core: International Financial Management	71	4	-	5	75	3	40	60	100	4
V	III	AMS2010	Core: Management Information System	71	4	-	5	75	3	40	60	100	4
V	III	ARM2011/ IB20E05	AOS-1 Research Methods for Management/ Personality Building	71	4	-	5	75	3	40	60	100	5
V	III	IB20E02/ IB20E06	AOS-2 International Economics / Total Quality Management	71	4	-	5	75	3	40	60	100	4

V	IV	IB20SB03/ IB20SBCE	Skill Based Subject II/III- Business Analytics Paper III (Theory) / Coursera- Big Data	43	2	-	3	45	2	25	75	100	3
V		NM13IS1	Information Security (Level I)	26	4	-	2	30	-	-	-	100	Gr ade
V	III	IB19AC1	ALC1: Financial services	-	-	-	-	-	3	25	75	100	5
V	III	IB19AC2	ALC 2:Event Management	-	-	-	-	-	3	25	75	100	5
V			Personality Development	-	-	-	-	-	-	-	-	100	-
V			Field Work									100	2
V	III		Comprehensiv e Examination									100	Gr ade

**** - self study course**

AOS: Application oriented subject

CIA: Continuous internal assessment

ESE: End semester examination

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

- ✓ Two questions with a weightage of 2 marks (no choice)
- ✓ Two questions with a weightage of 6 marks (no choice)
- ✓ One question with weightage of 9 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern: 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 marks (no choice)
- One question with a weightage of 6 marks (Internal Choice at the same CLO level)
- One question with weightage of 12 marks (Internal Choice at the same CLO level)

The following question paper pattern is followed from the academic year 2020-21 onwards for End semester examination of classes following the OBE PATTERN (To be passed in the board)

QUESTION PAPER PATTERN CORE & ALLIED PAPERS

Continuous Internal Assessment:

SECTION	MARKS	TOTAL
A – 5 X 2 Marks	10	50
B – 4 X 5 Marks	20	
C - 2/3 X 10 Marks	20	

End Semester Examination:

SECTION	WORD LIMIT	MARKS	TOTAL
Section: A -11x2=22 marks (11/13 Open choice)	One or two sentences	22	100
Section B – 6x5=30 marks (5/7 Open choice)	300	30	
Section C – 4x12=48marks (4/6 Open choice)	600-800	48	

Knowledge level for UG

Section A and B	K1 and K2	52 marks
Section C	K3 and K4	48 marks

SKILL BASED SUBJECT

For II years

Continuous Internal Assessment:10 Marks

ONLINE EXAM	MARKS	TOTAL
1X100	100	10

Model Exam: 15 Marks

ONLINE EXAM	MARKS	TOTAL
1X100	100	15

End Semester Examination:75 Marks

ONLINE EXAM	MARKS	TOTAL
1X100	100	75

For III years

Model Exam: 10 Marks

PRACTICALS	MARKS	TOTAL
2X30 MARKS	60	10

End semester Exam: 60 Marks

PRACTICALS	MARKS	TOTAL
2X25 MARKS	50	60
LAB RECORD	10	

ADVANCED LEARNERS COURSE (ALC)**Continuous Internal Assessment: 20 Marks**

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination:20 Marks

SECTION	MARKS	TOTAL
A-5/8X5=25 Marks	25	75
B – 5/8X10=50 Marks	50	

**VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES /
 AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP /
 ENVIRONMENTAL STUDIES**

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2/3 X 15 Marks	30	

Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

INFORMATION SECURITY

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 5 / 8 X 2 Marks	10	40
B – 6 / 8 X 5 Marks	30	

FIELD TRAINING

An internship for a period of 15 days to be completed at the end of IV semester in an industrial establishment/organization approved by the concerned staff. The student is also required to maintain a work diary and submit a report in the V semester, which will be followed, by a vivavoce.

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	15	
Report	50	
Viva-voce	25	

PROJECT

Major project: During the end of semester V, the students will be allotted to a staff coordinator who will be the guide and internal examiner for the project work. Each student should select a topic and the same to be approved by the guide. The fieldwork has to be done during the November vacation and during the beginning of semester VI,. The student should submit the project report on or before the last date specified for submission. The student submitting the report after the last date of submission will be rejected and the same will be treated as “Not completed”

The components of Marks for project work will be as follows:

INTERNAL EVALUATION

S.No	Components	Evaluation	Max. Marks
1	I Review	Selection of the field of study, Topic & research design	5 Marks
2	II Review	Literature & Data Collection	10 Marks
3	III Review	Analysis & Conclusion: Preparation of rough Draft	5 Marks
		Total	20 Marks

END SEMESTER EXAMINATION

S.No	Evaluation	Max. Marks
1	Evaluation of the project (Internal)	80 Marks
2	Viva voce (External)	20 Marks

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF CONTINUOUS INTERNAL ASSESSMENT

Theory

	CIA I	CIA II	Model Exam	Assignment/ Class Notes	Seminar	Quiz	Class Participation	Library Usage	Attendance	Max. Marks
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS II Yrs's	-	10	15							25
SBS III Yrs's	-	-	10							10
ALC		10	15	-	-	-	-	-	-	25
Information Security	40	40		10		10				100

SBS III year Practical

	Model Exam	Lab Performance	Regularity	Maximum Marks
SBS	10	25	5	40

RUBRICS

Assignment/ Seminar Maximum - 20

Marks (converted to 4 marks)

Criteria	4 Marks	3 Marks	2 Marks	1 Mark
Focus Purpose	Clear	Shows awareness	Shows little awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea

Organisation: Overall	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Content is sound	Not good
Style: Details and Examples	Large amount of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

CLASS PARTICIPATION

Maximum - 20 Marks (converted to 5 marks)

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark	Points scored
Level of Engagement in Class	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas	
Listening Skills	Student listens when others talk,	Student listens when	Student listens when others talk	Student does not listen when	Student does not listen when	
	both in groups and in class. Student incorporates or builds off of the ideas of others.	others talk, both in groups and in class.	in groups and in class occasionally	others talk, both in groups and in class.	others talk, both in groups and in class. Student often interrupts when others speak.	
Behavior	Student almost never displays disruptive behavior	Student rarely displays disruptive behavior	Student occasionally displays disruptive behavior	Student often displays disruptive behavior	Student almost always displays disruptive	

	during class	during class	during class	during class	behavior during class	
Preparation	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.	
					Total	

IB20C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To give students a basic understanding of individuals and groups in organisations.

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand various management concepts and the functions at various levels in the organization.	K1
CO2.	Describe the importance and models of planning and organizing.	K2
CO3.	Recognize how workplace perceptions, attitudes, and behaviours impact organizational performance	K2
CO4.	Reveal the ability to use theories of leadership and motivation in organisation.	K3
CO5.	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams	K3

Mapping with Programme Outcome

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium
CO4.	Medium	Strong	Strong	Medium
CO5.	Medium	Strong	Strong	Medium

SYLLABUS

UNIT – I (13 Hours)

Management: Meaning & Definition - Nature - importance and characteristics - Level and Role of Management - Scope and functional areas of management in Organizations, Management as a science art or profession - Management & Administration.

UNIT – II (17 Hours)

Planning: Introduction to Planning – Importance - Management by objectives (MBO) - Strategic Planning Cycle - Types of Planning Premises - Strategic Planning Process - Organizing: Introduction and Importance - Steps in Organizing process - Organizing Employees - Organizational Design and Structure - Types of Organizational Structure - Specialization - Centralization - Decentralization - Formalization - Span of Control - Authority & Responsibility.

UNIT – III (15 Hours)

Organisational Behaviour : Nature and importance - Concept and relevance of OB in Modern Management - Personality: Characteristics – Theories - The Big Five Model - Perception : Perceptual Process - Perceptual Distortions - Stereotyping - Halo Effect - selective perception – Projection - Impression Management - Managing Negative Behaviour in the workplace - Employee Morale and Engagement.

UNIT – IV (14 Hours)

Meaning and nature of Leader - Leadership styles – Basic and Two-dimensional Leadership styles - Management by Exception - Management by Walking around - Emotional Intelligence for Effective Leadership - Leadership across cultures – Motivating Employees -Theories of Motivation - Organizational Behaviour Models – Autocratic, Custodial, Supportive, Collegial, Managing cross-cultural motivational challenges.

UNIT – V (12 Hours)

Group Development - Stages of Group Development - Turning Groups into Effective Teams - Managing Work Teams - Types of Work Teams - Conflict Management Techniques -Managing generational differences - Best practices for Organizing Tasks and Creating High Performance Teams.

Text Books :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Charles W L Hill, Steven L McShane	Principles of Management	Tata McGraw Hill Education	2018
2.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2015

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2012
2.	Stepten P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2013
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2012
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2012

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB20C02	INTRODUCTION TO GLOBAL BUSINESS	Core	71	4	-	4

Preamble:

1. To give students a basic understanding of core concepts and techniques for entering the international marketplace.
2. To educate relevant theories and concepts to various aspects of doing business abroad or /and dealing with foreign firms.
3. Describe methods used to analyze and assess political risk and how MNCs apply those methods as they attempt to manage the level of political risk in developed and developing countries.
4. To create an awareness about the foundations of basis of trade and gains from trade, opportunities and challenges involved , and support and strategy parameters of International Business.

Course Outcome:

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

CO Number	CO Statement	Knowledge Level
CO1.	To know the history, evolution, growth & development of International Business.	K1
CO2.	To understand government policies & procedures applicable for International Business.	K2
CO3.	To understand the meaning and importance of Socio–Cultural, Political & Legal and Economic Implications of globalization.	K2
CO4.	Describe and analyse the reasons for Existence of MNC s and their strategies.	K2
CO5.	To develop the ability to implement marketing research skills and International Marketing information system in current business scenario.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Medium	High	High	High
CO2.	Medium	High	High	High
CO3.	High	High	High	High
CO4.	High	High	High	Medium
CO5.	High	High	Medium	Medium

SYLLABUS (71 HRS)

UNIT – I (13 Hours)

International Business : Evolution of International Business - Nature of International Business – Reasons – Types - Need & Importance of International Business - Stages of Internationalization - Approaches to International Business- Social issues in international business: Environmental issues and Labour issues.

UNIT – II (15 Hours)

Globalization - Meaning- Definition and Features , factors influencing globalization, Essential conditions for Globalization.-Globalization Strategies- Advantages and Disadvantages - global business expansion strategy for emerging market companies-Globalization and India.

UNIT – III (16 Hours)

MNC and International Business: Definition - Distinction among Domestic Companies - International Company - MNC - Global Company and TNC - Merits and Demerits - MNC's and India. OECD Guidelines for Multinational Enterprises. GATT and WTO – Role, Functions. Regional Trade Agreements: Meaning - Objectives - Types & Implications - European Union - SAFTA -NAFTA - ASEAN – APEC.

UNIT – IV (15 Hours)

Nature and scope of International Operations Management- Make or Buy –Global Sourcing- Partnering/Relationship Marketing - Global Networking of Operations- Location Strategy- International Logistics-Globalization of business- Internationalization of stock markets.

UNIT – V (12 Hours)

Global e-business: conceptual framework of e-business, examine e-business technology and environment -various e-business models and strategic options, global e-marketing and e-services, impact of e-business on different industries: e-tourism, e-learning and e-government.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rakesh Mohan Joshi.	International Business	Oxford University Press	2018
2.	Francis Cherunilam	International Business	Eastern Economy Edition.	2018

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	SumatiVarma	International Business	Pearson	2013
2.	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2013
3.	Warren J. Keegan	Global Marketing Management	Prentice Hall of India	2012
4.	Daniel and Radebaugh and Steven L Mcshare	International Business	Pearson Education	2011

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER- IB20C03	COURSE NAME – INTERNATIONAL BUSINESS ENVIRONMENT	Category	L	T	P	Credit
		Core	71	4	-	4

Preamble

1. To give knowledge on International Business Environment and its Components.
2. To provide students with the knowledge, skills, and abilities to understand the global economic, political legal and cultural environment.
3. To understand the Political ideologies and trends related to International Business.
4. To analyze the Risk in business environment and to identify the strategies to overcome the risk in global trade.
5. To create knowledge on beliefs, practices, customs and behaviour that is found in other countries.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To recognize the role and impact of international businesses environment.	K1
CO2.	To explain how the economic, political and cultural environments affect international business operations.	K2
CO3.	To understand the meaning and importance of Socio–Cultural, Political & Legal and Economic Implications of globalization.	K2
CO4.	To describe the types and characteristics of risk in business environment.	K2
CO5.	To develop the skills in cultural context to create relationships with business colleagues and clients across multinational business environments	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Medium	Strong	Strong	Strong
CO2.	Medium	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong

CO4.	Strong	Strong	Strong	Medium
CO5.	Strong	Strong	Medium	Medium

S-Strong, M-Medium

SYLLABUS

UNIT – I (13 Hours)

International Business Environment – Meaning - Significance –Factors - International Business Environment and macro environmental components – Evolution of strategy in the internationalisation process.

UNIT – II (17 Hours)

Economic Environment – Introduction – Economic System and its classification – Macro Economic Issues – Transformation to a Market Economy and its major concern – Adapting Foreign Economic Environment – Implications of Economic Environment.

UNIT – III (15 Hours)

Political Environment – Concept – Functions – Political Ideologies – Trends – Types of Political Risks – Political Risk Management – Impacts of Political System – Formulating and Implementing Political Strategies.

Legal Environment – Concept – Types – Legal Issues in International Business.

UNIT – IV (15 Hours)

Cultural Environment – Nature and Levels – Elements – Behavioural Practices affecting Business – Reconciliation of International Differences – Company and Management Orientations – Strategies for Instituting change – Implications of Cultural Environment.

UNIT – V (11 Hours)

Risk in Business Environment – Types and Characteristics of Environment Risk - Environment Risk Assessment Methods – Country Risk Analysis – Political Risk Analysis – Analysis Procedure – Managing Environment Risk – Corporate Strategy.

Text Books :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Raj Kumar	International Business Environment	Himalaya Publishing House	2017
2.	Daniels, Radebaugh	International Business Environment	Pearson	2015

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business Environment	Himalaya Publishing House	2017
2.	Miluwi	International Business Environment	Manglam	2012
3.	Sharan	International Business: Concept, Environment and Strategy, 3e	Pearson	2010
4.	Aswathappa K	International Business	Tata McGraw-Hill	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB20C04	EXECUTIVE COMMUNICATION	CORE	71	4	-	5

Preamble

- To help the students in communication and developing communication skills, which adds to their knowledge.
- To understand the purpose and responses in an interpersonal communication from personal to professional situations,
- To understand the dynamics of group communication, students are made to participate in various team activities followed by their experience sharing and learning

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CO2.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CO3.	Describe the nature of import and export, Different terms used in import and export correspondence.	K2
CO4.	Demonstrate the critical thinking skills to produce successful letters or emails in any given context or situation.	K3
CO5.	Describe the concept of presentation skill, group discussion, personality effectiveness, Business Etiquette and demonstrate through role plays in any given context or situation.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	High	High	High	High
CO2.	High	High	High	High
CO3.	High	High	High	High
CO4.	High	High	High	High
CO5.	High	High	High	High

SYLLABUS (71 Hrs)

UNIT – I (15 Hours)

Communication: Meaning – Importance - Objectives – Types – Media – Communication devices - Barriers to communication – Principles of Effective Communication. Corporate culture- Inter cultural communication

UNIT – II (15 Hours)

Letter writing – Essential of an effective Business letter –Functions of Business Letter -Layout of business letter – Enquiry and reply letter – Order and Execution-Credit and status enquiry- Collection letters- Sales letters.

UNIT – III (15 Hours)

Import and Export Correspondence -Terms used in Import and export correspondence-Direct Importing- import through Indent Houses-Letter to Open an irrevocable letter of credit- Bank Correspondence- Insurance Correspondence.

UNIT – IV (15 Hours)

Reports: Types, Preparation, structure and organization of reports-selecting suitable type of report –characteristics of a good report– Reports by individuals and committees.

UNIT – V (11 Hours)

Presentation skill - Public relation department-Group Discussion- Personality Effectiveness- Business etiquette and email etiquette- Communication ethics.

Text Book :

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr. V.K.Jain&Dr.OmprakashBiyani	Business Communication	S.Chand& Company Ltd	2010
2.	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4.	Kitty O. Locker & Stephen KyoKaczmarek	Business Communication-Building Critical Skills	McGraw-Hill Irwin	2014

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

COURSE NUMBER- IB19C05	COURSE NAME- ACCOUNTING AND FINANCE FOR MANAGERS	Category	L	T	P	Credit
		CORE	101	4	-	5

Preamble

1. Help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
2. To familiarize the students about basic knowledge of the financial management.
3. To enable students to understand the theories risk & return and concept of capital budgeting.
4. To acquire skills necessary to manage the finance of business.
5. To enable the students to learn the accounting standards and the concept of IFRS.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Explain and apply accounting concepts, principles and conventions; record basic accounting transactions and prepare annual financial statements.	K1
CO2.	Understand both the theoretical and practical role of financial management in business corporations.	K1
CO3.	Have a greater appreciation and understanding of the importance of risk within the context of financial decision making	K2
CO4.	Demonstrate the ability to organize, analyze and draw appropriate conclusions from financial information.	K2
CO5.	Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	M	S	S
CO2.	S	S	M	S	S
CO3.	S	S	S	S	M
CO4.	S	S	S	S	S
CO5.	S	S	M	S	L

S- Strong; M-Medium; L-Low

Syllabus

UNIT-I (Theory & Simple Problems Only) (22 Hours)

Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries(**Simple Problems Only**) – Depreciation – Causes – Types of Depreciation – Capital and Revenue Expenditure(**Theory Only**).

UNIT-II (Theory Only) (19 Hours)

Financial management – nature, characteristic, functions, scope & process - objectives of financial management – profit maximization - wealth maximization - time value of money - Long term financing - shares, Debentures, Warrants, Term loans, Lease financing, Hybrid financing, Venture capital financing, Sources of short term financing.

Concept of Working Capital, Types of Working Capital, Operating Cycle, Importance of Working Capital, Dangers of Inadequate and Excessive Working Capital, Accounts Receivables and Payable Management - Inventory management – Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.

UNIT-III (Theory & Simple Problems Only) (21 Hours)

Introduction to the Concept of risk and return – single asset and of a portfolio – Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital.

Capital Budgeting: Principles and techniques – Nature of capital budgeting – Identifying relevant cash flows – Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, and Profitability Index.

UNIT-IV (Theory Only) (20 Hours)

Leverages – measurement of leverages– Operating Leverage, Financial Leverage, Combined Leverage. Introduction to capital structure – Factors affecting capital structure – Features of an optimal capital structure –Capital structure Theories – Net Income Approach, Net Operating Income Approach, and MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter's Model, Gordon's model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

UNIT-V (Theory Only) (19 Hours)

Over View of IAS - Meaning of IFRS - relevance of IFRS to India; merits and limitations of IFRS - process of setting IFRS - Practical challenges in implementing IFRS - theoretical study of International financial reporting standards (IFRS) 1 – 15 - List of International accounting standards issued by IASB - Recognition criteria's for Investment properties - Government grants, Borrowing costs, Construction contracts, share based payments - Provisions, Contingent liabilities and Contingent assets - Elements of financial statements as per IFRS.

Note:*60% Theory and 40% Problems.

Text Book:

S. No.	Author	Book name	Publisher	Year of Publication
1.	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2016
2.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2016

Reference Books:

S. No.	Author	Book name	Publisher	Year of Publication
1.	Khan and Jain	Financial Management: Text, Problems and Cases	Tata McGraw Hill Publishing	2018
2.	I.M.Pandey	Financial Management	Vikas Publishing	2018
3.	CA. Kamal Garg	Practical guide to Ind AS & IFRS	Bharat Law House Pvt. Ltd.	2018

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER- IB19C06	COURSE NAME- INDIA'S FOREIGN TRADE	CATEGORY	L	T	P	CREDIT
		CORE	86	4	-	4

Preamble

1. To give students a basic understanding of trade strategies and their implications for business.
2. To impart the students with the nature, scope and trends in economic trading policies over the decades.
3. To get a broad picture of functions, role and impact of trade policies in globalized economy.
4. To analyse the trade performance of India.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To impart fundamentals of foreign trade policies.	K1
CO2.	To understand the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's foreign trade.	K2
CO3.	To acquaint the students with the trade practices, procedures and documentation of international trade.	K2
CO4.	To compare various aspects relating to India's Foreign Trade practices.	K2
CO5.	To analyse the trade performance of India by examining the determinants of India's exports and imports procedures.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (17Hours)

Development of Foreign trade policy- India's foreign trade since 1951- Foreign trade policy 2015- 2020 -Recent changes in Foreign Trade policy.

UNIT – II (18 Hours)

Recent trends in foreign trade-Composition of foreign trade-Major items of India's exports and Imports-Traditional and Non-traditional exports- Direction of Foreign trade-Comparative export performance of India.

UNIT – III (18Hours)

Institutional infrastructure or Exports- Department of commerce- Consultative and Deliberative Bodies-Export Promotion councils- Commodity Boards-Ministry of Textiles.

UNIT – IV (18 Hours)

Service Institutions- Indian Institute of foreign trade- Trade development authority-Indian Institute of Packaging- Indian council of arbitration-Department of commerce Intelligence and statistics- Government participation in foreign trade- International trade fair and exhibitions.

UNIT – V (15 Hours)

Trade prospects of India with other countries – Regional groupings –FIEO services- Export Inspection council- International Trade Promotion Organization-Artificial Intelligence in India's Trade: Introduction to AI- Need for of AI on economic growth – Challenges and implications of AI on Indian Economy.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shri O.P. Agarwal & B.K. Chaudhuri	Foreign Trade and Foreign Exchange	Jain Book House	2015
2.	Varma & Agarwal	Export Management	Himalaya Publishing House	2009
3.	Bhanu Prakash Verma, Naina Agarwal	International trade and Business	<u>Thakur Publishers</u>	2014

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER- IB19C07	COURSE NAME- INTERNATIONAL MARKETING MANAGEMENT	CATEGORY	L	T	P	CREDIT
		CORE	86	4	-	4

Preamble:

1. To impart the students with the knowledge, concepts of the unique aspects involved in marketing internationally.
2. To give students a basic understanding of international marketing management and various risks associated with it.
3. To develop, extend and improve the ability to plan and act strategically in International marketing environment.
4. To learn and apply skills to current on-going marketing issues involved in today's competitive world.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues.	K1
CO2.	To understand how companies adjust their international strategies based on the global environmental changes.	K2
CO3.	To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.	K2
CO4.	Apply knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications.	K3
CO5.	To develop a formal analytical framework of decision making based on recent developments in the field of international marketing.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (16 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions -International Marketing – Nature and scope - Role of International Marketing in economic development – International Business Intelligence: source of information – International marketing information system and market research.

UNIT – II (18 Hours)

Market selection process – determinants of market selection – market profile – market segmentation – market segment selection- Market entry strategies – Exporting, licensing and franchising – Contract manufacturing – Management Contracting – Turnkey contracts – Joint ventures.

UNIT – III (17 Hours)

International product decisions – Product mix - Product Life Cycle – New product development – Branding - Packaging and Labelling - Business Environment and Product Strategies- Product communication strategies - Globalization Vs Localization.

UNIT – IV (18 Hours)

International pricing and distribution – Exporters cost – pricing objectives – factors affecting pricing – pricing methods – Transfer pricing – dumping – steps in pricing – Retrograde pricing – International channel system: Distribution channel strategy-International distribution channels, their roles and functions- Marketing Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research- Big data in Marketing Research.

UNIT – V (17 Hours)

International Promotion: Artificial Intelligence in promotion strategies and Business environment - major decisions in International Marketing Communication- Communication Mix- Role of export promotion organisation- Trade fairs and exhibitions-Personal selling- Management of Sales force- Problems in International Marketing Communication.

Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business- Text and Cases	PHI Learning Private Ltd	2014

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2017
2.	Philip Kotler and Kevin Keller	Marketing Management	Prentice Hall Of India	2009
3.	R.S.N. Pillai & Bagavathi	Modern Marketing	S.Chand & Company	2010

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19A01	ALLIED- MANAGEMENT OF INNOVATION	ALLIED	86	4	-	5

Preamble

1. Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.
2. Understand different approaches to managing of innovation.
3. Identify drivers and barriers to technological innovation within an organization.
4. Understand what it takes to manage technological innovation.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire the basic knowledge, concepts, tools, innovation and new product creation.	K1
CO2.	To understand the innovation strategy, planning and evaluation.	K2
CO3.	Demonstrate a broad view of technological innovation and methods.	K2
CO4.	Apply knowledge paradigms in creating new product and methods in protecting the innovated product.	K3
CO5.	To develop a formal analytical framework in selecting the tools for developing new product.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT- I (17 Hours)

Concept of innovation and creativity- definition – Importance of innovation - 4 P's of creativity – Sources of innovation – Types and pattern of innovation – Technologies used in Innovation: Artificial Intelligence, Robotics Process Automation(RPA), Additive Manufacturing/ 3D Printing, Advanced Materials, Cloud Computing, Internet of Things(IoT), Nanotechnology.

UNIT – II (17 Hours)

Innovation internal strategy – innovation planning- types – process – internal innovation and implementation – evaluation and control – implementing evaluation and control.

UNIT – III (17 Hours)

Formulating technological innovation strategy- defining the organization's strategy – Identifying core competencies - choosing innovation project – quantitative method – qualitative method – Advantages and Disadvantages.

UNIT – IV (17 Hours)

Collaborative strategy – types and advantages of collaboration – choosing the mode of collaboration - protecting innovation – effectiveness and uses of protection – mechanism – advantages.

UNIT – V (18 Hours)

Managing new product development process – objectives –tools for measuring new product development – team – structure. Case studies on innovative management strategies.

Case Studies: For internal evaluation only.

Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Margaret A.White, Garry D.Bruton	The Managemetn of Technology & Innovation: a Strategic Approach	Cengage Learning	2011
2.	Melissa A. Schilling	Strategic Management of Technological Innovation - Fifth Edition	McGrawHill, International Edition	2011

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Trott	Innovation Management and New Product Development	Prentice Hall	2013
2.	John Dessant	Innovation and Entrepreneurship	Wiley Publication	2015

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

SEMESTER III & IV

COURSE NUMBER- IB19SB01 & IB19SBP1	COURSE NAME- BUSINESS ANALYTICS- LEVEL I	Category	L	T	P	Credit
		SBS	86	4	28	6

Preamble

1. To achieve and establish vital understanding of big data application in business intelligence.
2. To institute the concept of systematic transformation of process-oriented data into information of underlying business process.
3. To exhibit knowledge of data analysis techniques and to apply principles of data sciences integrating enterprise reporting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To identify the importance of data science in business process	K1
CO2	To discuss data integration and modelling techniques	K2
CO3	To examine business intelligence concepts for enterprise reporting.	K3

Mapping with Programme Outcome

Cos/POs	PO1	PO2	PO3	PO4
CO1	Strong	Strong	Strong	Strong
CO2	Strong	Strong	Strong	Strong
CO3	Strong	Medium	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT -I (12 hrs)

Introduction to Business Analytics: Business Analytics- Business Analyst- Evolving role of Business Analyst-BA Roadmap: Different levels of Business Analysis-Basic rules of Business and Business Analysis.

UNIT- II (12 hrs)

Data Modeling: Basics- Types-Techniques- Fact table- Dimension table- Typical dimensional Models- Dimensional modeling life cycle- Designing the dimensional model.

UNIT- III (12 hrs)

An overview of R:

Introduction to R expressions, variables and functions- Vectors: Grouping variables into vectors and then doing arithmetic and graphs with them.

UNIT- IV (12 hrs)

Matrices: Creating and graphing two dimensional data sets.

UNIT -V (10 hrs)

Calculating and plotting some basic statistics:

Mean, median and standard deviation- Factors: Creating and plotting categorized data.

Program: (28 Hours) IB19SBP1

1. Check if a number is positive, negative or zero
2. Creating vector and matrices using R program.
3. Import and visualize data using scatter plots.
4. Create datasets using data frames and plot a graph
5. Create factors and plot a graph
6. Find addition, subtraction, multiplication and division of given data using R.
7. Write program to calculate multiplication matrix using R
8. Find mean, median and mode using R.
9. Find Standard deviation and variance using R.
10. Find factorial of a number using R.

Text Book:

S.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2018

Reference Books:

S.No.	Author	Book name	Publisher	Year of Publication
1.	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	Reprint Edition 2014
2.	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	First Edition, 2014

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER- IB19C08	COURSE NAME – INTERNATIONAL HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		CORE	101	4	-	5

Preamble

1. Understand issues, opportunities and challenges pertaining to international HRM.
2. Develop competency in dealing with cross cultural situations.
3. Understand the strategic and functional roles of HRM in various international contexts such as recruitment and selection, performance management, training and development, career development.
4. To impart knowledge on the importance of HRIS in current scenario.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire the basic knowledge, concepts, scope and functional roles of HRM.	K1
CO2.	To understand the reasons for emergence of IHRM and how it differs with basic functional roles of HRM.	K2
CO3.	Expose knowledge on International Recruitment, selection, training & development and Performance Management.	K2
CO4.	Ability to apply Human Resource Information System in decision making	K3
CO5.	Demonstrate the critical thinking skills to deal with the cultural context of employees' across boundaries	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Medium	Medium	Medium
CO2.	Strong	Strong	Strong	Medium
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

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

UNIT -I (20 Hrs)

Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM -Job Analysis- Recruitment- Selection- Training and development- Performance Appraisal- Job Satisfaction- Job enrichment, Job Enlargement and Job rotation - Career Planning and Succession Planning- Promotion, Transfer and Demotion.

UNIT-II (20 hrs)

Introduction to IHRM: Definition, Reasons for emergence of IHRM, Approaches to IHRM, Difference between IHRM and Domestic HRM, Organizational context of IHRM, Issues in IHRM, Barriers to effective global HRM, Role of culture in International HRM, Cross cultural context and international assignees , Socio-cultural context, Culture and employee management issues, future of IHRM, cultural factors in international career choice.

UNIT-III (21 hrs)

International Recruitment:International labour market-sources, functions, head-hunters, cross-national advertising, e-recruitment; recent trends in international staffing- selection criteria, international staffing issues. Training and development: developing staff through international assignments, training strategies- types of expatriate training, sensitivity training, repatriate training, emerging trends in Training for competitive advantage.

UNIT -IV (20 hrs)

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, issues and challenges in international performance management, International compensation, key components of international compensation, variables influencing international compensation, emerging issues in compensation management.

UNIT-V (20 hrs)

IHRM Trends &Challenges: Repatriation and Expatriation- Key issues in International Industrial Relations –Ethics and Social responsibility-Managing workforce diversity in the global context, Talent Management. International HRIS: meaning-Role of IT in HR- HRIS application in MNE’s- Limitation of HRIS.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subba Rao. P	International Human Resource Management	Himalaya Publishing House	2017
2.	Hilary, & Harris	International HRM	SAGE Publications	2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jane, B., & Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2018
2.	K. Aswathappa & Sadhna Dash	International Human Resource Management	Tata McGraw Hill	2016
3.	Michael J. Kavanagh & Mohan Thite	Human resource Information Systems	SAGE Publications	2014

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER- IB19C09	COURSE NAME – CROSS CULTURAL MANAGEMENT	Category	L	T	P	Credit
		CORE	86	4	-	4

Preamble

1. To understand the role of cultural differences that impacts cross cultural management.
2. To understand and evaluate the influence exerted by culture on the way businesses operate internationally.
3. To inculcate intercultural communication and its role on negotiation process in global business.
4. To analyze the conflicts that can arise from the interaction of different cultures and learn the modern techniques of intercession and conflict resolution.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To understand the importance of cross-cultural management, and of the major theoretical studies examine the impact of different national cultures on work and employment.	K1
CO2.	To accustom the students with the knowledge of cultural and institutional differences to evaluate the challenges and opportunities of doing business in different countries.	K2
CO3.	To acquire the necessary intercultural competencies to interact in a multinational environment successfully.	K2
CO4.	To develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organizations.	K2
CO5.	To analyse the implications of cultural factors that affect the cross cultural management and to develop modern thinking methods and strategies to be adopted across different countries at global business.	K3

Mapping with Programme Objectives

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Medium
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Medium	Strong
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT -I(18 Hours)

Introduction , Determinants of Culture, Facets of culture, Levels of Culture, role of culture in international business, functions of cross cultural management, Hofstede's dimensions of culture, the influence of national Culture on international business, Emerging cross culture business in India, Western and Eastern Management Thoughts in the Indian Context.

UNIT- II(17 Hours)

Global Business, Growth and Evolution: Environmental Variables in Global Business; Human and Cultural Variables in Global Organizations; Cross Cultural Differences and Managerial Implications; Cross Cultural Research Methodologies and Hofstede's Hermes Study; Structural Evolution of Global Organizations.

UNIT- III(17 Hours)

Cross-Cultural Communication -Managing communication across cultures; Barriers to intercultural communication, Developing Intercultural relationships, Hofstede's model of intercultural communication- Cross Culture and Negotiations – Negotiation & Decision Making – Negotiation Process - International Negotiation hurdles.

UNIT- IV(17 Hours)

Cross-cultural leadership and motivation; Leading Responsibly in Multicultural Environment, Analytical Framework to Cultural Factors, Cultural Diversity, Managing diversity: Causes of diversity, the paradox of diversity, Conflicts and cultural differences, Understanding and dealing with conflicts- Ethics in cross cultural management.

UNIT -V(17 Hours)

Cross Border HRM and Employment Practices- Corporate Culture- Cultural shock- Diagnosing Organizational Cultures- Designing the strategy for a culture change- successful implementation of cultural change.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	David C. Thomas & Mark F. Peterson	Cross-Cultural Management Essential Concepts	Sage Publications Ltd	2018
2.	Jasmin Mahadevan	Cross-Cultural Management	Sage Publications Ltd	2017
3.	ShobhanaMadhavan	Cross - Cultural Management - Concepts and Cases	Oxford University Press	2016

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dean Tjosvold, Kwok Leung	Cross-Cultural Management: Foundations and Future	Routledge	2016
2.	Browaeys, M.J. & Roger, P.	Understanding Cross-Cultural Management	Pearson Education, New Delhi	2015
3.	Brian J. Hurn ,Barry Tomalin	Cross-Cultural Communication: Theory and Practice	Palgrave Macmillan	2015

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19C10	EXPORT AND IMPORT PROCEDURES	CORE	86	4	-	4

Preamble

1. To enable the students to understand the concepts of starting export and Import business.
2. To help the students to familiarize various Pricing and Payment Methods available for Exporters.
3. To develop a good understanding of Documentation and Quality Inspection Procedures.
4. To help the students to develop an understanding the various Financial Aids available for Exporters.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the procedure for Selection of products and market in Export and import business.	K1
CO2.	Identify the Registration Formalities and Financial Options available in India.	K1
CO3.	Summarize various Steps in export procedure like pre-shipment, Shipment, post-shipment procedure.	K2
CO4.	Discuss various Steps in import procedure like Customs clearance for imported goods-Warehousing of imported goods.	K2
CO5.	To apply relevant knowledge, skills while exercising the same in starting up new export business.	K3

Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT- I (17 Hours)

Preliminary steps for starting export business- Meaning-Classification of goods for exports- Advantages and Disadvantages of Direct and Indirect Exporting-Registration formalities-procedure for obtaining IEC number-Export license, Selection of Products and Markets: Selection of Export Product- Focus Product Scheme- Focus Market Scheme- Selection of Export Markets -Selection of Overseas Buyers.

UNIT - II (18 Hours)

Preliminary for imports – SCOMET-Export Pricing and Methods of Payment: Export Pricing Strategies-INCOTERMS-Methods of Payment, Letter of Credit – Types of Letter of Credit Export Procedure and export contract: Steps in export procedure- pre-shipment procedure- Shipment procedure-post-shipment procedure.

UNIT- III (18 Hours)

Export contract: Meaning- FOB contract- CIF Contract- Exchange rate fluctuations Risks- Forward Contracts, Excise clearance and Quality inspection: Excise Clearance for exportable goods - Procedure for Central Excise-Quality Control and Pre shipment Inspection-Methods- Procedure for Pre-shipment Inspection.

UNIT- IV (17 Hours)

Arrangement of export finance: Meaning of export finance-Pre-shipment finance- features- Types- Post-shipment finance-Features-Types-Role of reserve bank of India in export finance, Import Finance: Meaning-Benefits-Types.

Import procedure: Meaning-Pre-import procedure-legal dimension of import procedure-Customs clearance for imported goods-Warehousing of imported goods- Exchange control provisions for imports.

UNIT- V (16 Hours)

Export Documentation: Introduction-Aligned Documentation System (ADS) - Export Documentation in India -Shipping documents - Import Documentation: Transport documents - Bill of entry –Certificate of Inspection, Export promotion measures in India.

Text book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Khushpat S. Jain	Export Import Procedures & Documentation	Himalaya Publishing House	2013

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009
2.	P. Subba Rao	International Business	Himalaya Publishing House	2012

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19A02	CORPORATE GOVERNANCE	ALLIED	86	4	-	5

Preamble

1. Recognize the theory and practice of Corporate Governance.
2. Identify the role of Board of directors and other stakeholders.
3. Analyze the issues and problems of Corporate Governance in emerging economies.
4. Appreciate ethical practices in business/ profession.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire knowledge of ethics, trends in good governance practices and sustainability.	K1
CO2.	To understand Corporate governance in emerging economies and models .	K2
CO3.	To build Rights, privileges, shareholder & investors protection and its relationship with corporate governance.	K2
CO4.	To develop Institutional framework for corporate governance.	K3
CO5.	To apply Ethical and legal principles of Corporate governance in organization.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Medium	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (17Hours)

Introduction to Corporate Governance – People orientation of Public Governance – Different systems in Public Governance – Structure of Corporate Governance – History – Indian Context – Concept of Corporate Governance and Stake Holder.

UNIT – II (18 Hours)

Corporate Governance Mechanism and Principles- 4 P's of Corporate Governance – Wealth creation, Management and Distribution – Rights and Equitable Treatment of shareholders – Role and Responsibilities of Board – Disclosure and Transparency - OECD Principles .

UNIT – III (18Hours)

Corporate Capital and Property Rights – Mechanism and Control - Decision System – Performance Monitoring System – Remuneration System – Bankruptcy System.

UNIT – IV (17 Hours)

Ownership Structure – Ownership Concentration and Composition – Ambiguous Relationship – Kinds of Ownership Structures – Corporate Social Responsibility.

UNIT – V (16 Hours)

Codes and Guidelines – Rules Vs Regulations – International Corporate Governance –Germany, United Kingdom, USA.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swami Dr.Parthasarathy	Corporate Governance Principles, Mechanisms	Biztantra Publication	2009

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jayati Sarkar and Subrata Sarkar	Corporate Governance in India	Sage Publishing	2012
2.	Vasudha Joshi	Corporate Governance: The Indian Scenario	Foundation Books	2004
3.	Fernando A C	Corporate Governance: Principles, Policies and Practices	Pearson Education	2012

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER-ACA2002	COURSE NAME – COST AND MANAGEMENT ACCOUNTING	CATEGORY	L	T	P	CREDIT
		CORE	71	4	-	5

Preamble:

1. To understand the basic concepts and principles of cost and management accounting.
2. To deepen knowledge on all the components of the financial statements using ratios.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by cost and management accounting.
4. To effectively communicate cost situation and management decision to stakeholders.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the importance of cost and management accounting, to gain a broader understanding of concepts, principles and terminology in cost and management accounting.	K1
CO2.	Recognize, classify and familiarize the various tools used in cost and management accounting.	K2
CO3.	Interpret the components of financial statements using ratios.	K3
CO4.	Demonstrate the critical thinking skills to analyse and prepare cost sheet and perform Dupont analysis.	K3
CO5.	Apply information for cost ascertainment, planning, control and decision making.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Medium	Strong
CO2.	Strong	Strong	Medium	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Medium	Strong
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (14 Hours)

Meaning- Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost – Cost Concepts and Cost Classification- Preparation of Cost Sheet.

UNIT – II (15 Hours):

Inventory Control – Maximum, Minimum and Re-order levels – EOQ –Pricing of material issues – FIFO, LIFO, Simple average and Weighted average price methods. Labour cost – remuneration – Time rate and Piece rate system- Halsey and Rowan Plan - Taylor’s and Merrick’s Differential Piece rate.

UNIT – III (16 Hours)

Ratio analysis – Liquidity, Profitability, Solvency, Capital structure ratios – Preparation of balance sheet from ratios- Dupont Analysis.

UNIT – IV (14 Hours)

Fund Flow analysis – Preparation of Fund Flow Statements.

UNIT – V (12 Hours)

Marginal Costing: Meaning – Importance -CVP analysis – Key Factor-Application of Marginal Costing for Decision Making (Simple Problems Only) - Budgets and Budgetary Control – Types of Budget - Cash Budget – Flexible Budget.

- Theory and problems in the ratio of 20% and 80% respectively

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shashi.K.Gupta, R.K.Sharma	Cost and Management Accounting	Kalyani Publishers	Reprints 2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jain and Narang	Cost Accounting	S.Chand & Company	Reprint 2015
2.	Maheswari.S.N	Principles of Management Accounting	Sultan Chand & Sons	Reprint 2014
3.	T.S.Reddy & Y.Hari Prasad Reddy	Cost and Management Accounting	Margham Publications	Reprints 2018

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB20C13	INTERNATIONAL FINANCIAL MANAGEMENT	CORE	71	4	-	4

Preamble

1. To give students a basic understanding of international financial markets.
2. To introduce the environment of international finance and its implications on international business.
3. To increase awareness on various theories and techniques used in Foreign Exchange Risk Management.
4. To help the students to understand the complexities and issues in financial management of a multinational firm.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To recognize the concepts of Financial Management in the context of Global Trade.	K1
CO2.	To understand the scope of investment under fast changing globalised economic and business environment.	K1
CO3.	To evaluate the determination of exchange rate risk and capitalize on anticipated exchange rate movements.	K2
CO4.	To explore various analytical tools and techniques for financial decision making in a global setting.	K2
CO5.	To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting at globalisation.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (15Hours)

International Financial Management- An Overview-Nature and scope – Importance – International financial Management Vs. Domestic Financial Management – International Flow of Funds – International Trade Flow- International Capital Flow - Balance of Payments- Current Account, Capital Account – Contemporary issues in international financial management.

UNIT – II (15 Hours)

International Money Market – International Capital Market- International Bond Market - Foreign Exchange – Administration of foreign exchange–Functions of Forex department – Foreign Currency Accounts- Exchange Rate Regimes- types of exchange rate regimes – Floating exchange rate – Fixed exchange rate.

UNIT – III (15 Hours)

Foreign Exchange Market – Functions- Participants- Structure of Foreign Market- SWIFT framework – Exchange Rates – Factors affecting exchange rates - Exchange rate forecasting- Exchange Quotation- direct, indirect - Foreign Exchange Transactions – SPOT transaction – Forward transaction – Derivatives – Forward, Future, Option, SWAP.

UNIT – IV (14 Hours)

Foreign exchange risk and exposure – types of exposure – Transaction Exposure- Translation and Economic exposure – Managing foreign exchange risk- International arbitrage and interest rate parity- Internal techniques of exposure management – Leading and Lagging- External Techniques of exposure management- Foreign currency invoicing.

UNIT – V (12 Hours)

International Monetary System-- International Banking- Agencies facilitating international flow IMF – Role of IMF – International Institutions – World Bank- IBRD– IDA – IFC – MIGA – Recent changes in international financing.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Apte, P.G & Sanjeevan Kapshe	International Financial Management	Tata Mc Graw hill	2020
2.	C. Jeevanandam	Foreign Exchange Management	Sultan and Sons	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Economics	Tata Mc Graw hill	2017
2.	Lan H Giddy	Global financial markets	AITBS Publishers and distributors,	2016
3.	David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett	Multinational Business Finance	Pearson Education	2016
4.	Apte, P.G	International Financial Management	Tata Mc Graw hill	2017

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER-AMS2010	COURSE NAME – MANAGEMENT INFORMATION SYSTEM	CATEGORY	L	T	P	CREDIT
		CORE	71	4	-	4

Preamble

1. To provide knowledge on foundation concepts in information systems.
2. To provide knowledge on how information systems can support managerial decision making and strategies for competitive advantage.
3. To explain steps in systems analysis, design and implementation.
4. To define and recognize key enabling technologies internet, telecommunication that may advance organizations in providing right information for effective decision making.
5. To explain the process of functional subsystems and global systems.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the concepts functions, uses and challenges of information systems in business	K1
CO2.	Recognize and familiarize the process of systems analysis design and implementation.	K2
CO3.	Associate the latest internet and communication technologies to advance and gain competitive advantage in business	K3
CO4.	Demonstrate functional subsystems to provide information to suit organizational needs	K2
CO5.	Analyze and evaluate the uses of information and information systems for effective decision making and solve business problems	K3

Mapping with Programme Outcome:

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Medium

S-Strong; M-Medium; L-Low

Syllabus

UNIT- I (14 Hours)

Managing Information Systems in Organisations: Introduction- Objectives- Foundations- Levels - Features- Real world systems-Types of Decisions- Strategic - Operational –

Tactical - Information System Resources- Competitive Advantage-Managing Challenges in Information Systems. - Business Process Re-engineering - Creating Agile and Virtual Company.

UNIT -II (15 Hours)

Information System to Build in Organisations: - System Development Life Cycle- System Analysis Design and Development -Steps in Implementation.

Data Base Management System – Concept – Database Models - Software -Types- System Software- Application Software- Middleware- Groupware-Software Testing -Software Licensing- Open Source Software-Software Evaluation Maintenance.

UNIT -III (14 Hours)

Decision Making and Technologies: Introduction, - Decision Support System -Components - GDSS- Structured-Semi Structured and Unstructured decisions- What if analysis-Sensitivity analysis-Goal-seeking- Analysis and Optimizing Analysis- Expert Systems in Decision Making - Knowledge Management Systems - Executive Intelligence Systems - Enterprise Portal and Decision Support - Artificial Intelligence Technologies – Fuzzy Logic.

UNIT- IV (14 Hours)

Managing in Internet Era-Industry 4.0 Technologies : ERP - Concept- Evolution – Integration - Steps-Gap Analysis - ERP Options -Make or Buy – Phases - Benefits and Limitations - Vendors in Market ; Cloud Computing – History - Deployment Models - Characteristics - Phases – Architecture – Infrastructure – Models - Public- Private – Hybrid – Community – PaaS – IaaS – SaaS – NaaS -Benefits –Issues - Cloud Computing Management - Cloud technologies ; Internet of Things (IoT) - Introduction to IoT - Architecture of IoT - Technologies for IoT -- Applications of IoT- Robotics Process Automation- Introduction and Applications in Industry.

UNIT -V (14 Hours)

Application Systems in Business: Manufacturing -Inventory- Marketing-Order Processing –Accounting – Finance - Accounts Payables - Accounts Receivables - HR – Payroll. Electronic Commerce: E-commerce Technology- Business over Internet - Electronic Data Interchange (EDI)- Online Payment Technology- Mobile Commerce–Mobile based application- E- Commerce-Portals- Search Engines.

Text Book:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	James A O Brien, et al	Management Information Systems	McGraw Hill Education(India) P Ltd	2017

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kenneth.C. Laudon, Jane.P.Laudon	MIS-Managing the digital firm	Pearson Publications	14 th Edition 2016
2.	P. Kaliraj, T. Devi,	Higher Education for Industry 4.0 and Transformation to Education 5.0,	Excel Books Private Limited, New Delhi-28 for Lovely Professional University	2016
3.	Alasdair Gilchrist.	Industry 4.0: The Industrial Internet of Things	A press Publications	2016

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

COURSE NUMBER- ARM2011	COURSE NAME AOS 1:RESEARCH METHODS FOR MANAGEMENT	CATEGO RY	L	T	P	CREDIT
		AOS	71	4	-	5

Preamble:

1. To understand the basic concepts of research.
2. To deepen knowledge on all the components of data collection and analysis in research.
3. To impart knowledge on interpretation and use the information provided by research in an effective manner.
4. To effectively communicate research solution in the form of report for future use.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the meaning of research, its types and methodology.	K2
CO2.	Identify various sampling methods and its scope.	K1
CO3.	Understand the process of designing questionnaire and tabulation.	K2
CO4.	Use various statistical tools to solve complex problems.	K3
CO5.	Demonstrate the ability to analyze the data and draft reports.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Medium	Medium
CO5.	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I (15 Hours)

Meaning, Importance and Scope of Research – Characteristics of good research – Methods of research – Defining research problem – Identification of Research Problem - Research process – Importance of Research in Management Decisions.

UNIT – II (13 Hours)

Research Design – Components and Types - Formulation of Research Design (Identification of research problem) – Sampling design – Population, sample size determination, Characteristics of good sample - Sampling Techniques - Probability Sampling and Non- probability Sampling – Criteria for selection of a sampling technique.

UNIT – III (15 Hours)

Data – Quantitative and qualitative data – Data Collection methods – Primary and Secondary Data – Designing of Questionnaire – Interview Schedule – Observation – Pilot Study and Case Study. Measurement and Scaling Techniques. Data Processing: Editing, Coding, Classification and Tabulation.

UNIT – IV (15 Hours)

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – Descriptive statistics, t-test, Chi- Square Test and one-way Anova, Introduction to crosstabs (Simple Problems only) – Introduction to SPSS

UNIT – V (13 Hours)

Interpretation and Report Writing – Techniques of Interpretation – Steps in Report Writing – Layout and Types of Report. Norms for using Index, Tables, Charts, Diagram, Appendix and Bibliography.

- Mini project – Internal Evaluation only
- Theory and problems in the ratio of 80% and 20% respectively.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.R.Kothari	Research Methodology	New Age International(P) Ltd Publishers	September 2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P.Saravanavel	Research Methodology	KitabMahal	January 2018
2.	P.P.Arya and Yesh Pal	Research Methodology in Management (Theory and Casestudies)	Deep and Deep Publications	2nd Revised edition 2011
3.	C. Burns Alvin, Veeck Ann, F. Bush Ronald	Marketing Research	Pearson Education	8 th edition 2017

Pedagogy: Chalk& Talk, lecture, PPT, Group Discussion , Seminar and Mini project.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB20E05	PERSONALITY BUILDING	AOS	71	4	-	5

Preamble

1. To have through understanding about importance of personality development.
2. The objective of the course is to make students to understand the need developing public speaking skills, body language etc,
3. It will facilitate the students to improve their group dynamics.
4. To understand the applications of business etiquette in developing personality.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Basic knowledge and understanding about the principle communication	K1
CO2.	Understand the key concepts relating to public speaking, group discussion and business etiquette	K2
CO3.	Explain the concepts relating to group discussion and role play	K2
CO4.	Ability to analyze and apply the concepts personality development in different life situations.	K3
CO5.	Discuss and analyze Changing Organisational Culture.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT - I (15 Hours)

Personality - Definition – Determinants – Personality Traits –Theories of Personality – 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.

UNIT - II (14 Hours)

Group Dynamics: Importance of groups in organization, and Team Interactions in group, Group Building Decision Taking, Team Building, Interaction with the Team- self monitoring – Meaning – High self – monitor versus low self monitor – Advantages and Disadvantages self monitor- Self –monitoring and job performance-Assertiveness - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

UNIT - III (14 Hours)

Stress: Introduction to Stress, Causes of Stress, Impact Management Stress, Managing Stress Time:Time as a Resource, Identify Important Time Management Wasters, Individual Time Management Styles, Techniques for better Time Management

UNIT - IV (14 Hours)

Conflict: Introduction to Conflict, Causes of Conflict, Management Managing Conflict Decision making: Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

UNIT - V (14 Hours)

Organizational culture: Meaning and Definition – Cultural Dimensions – How is Culture Created? – Sustaining the Culture – Effects of Culture – Changing Organisational Culture.

Developing the winning edge: Organisational and Managerial Efforts – Managing Diversity – Career Management – Talent Management – Changing Demographics of Workforce – Changed Employee Expectations –Technology Transformation – Promoting Ethical Behaviour and CSR.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K.Aswathappa	Organizational Behaviour	Himalaya Publishing House	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Nishith Rajaram Dubey, Avinash K. Chitale, Rajendra Prasad Mohanty	Organizational Behaviour: Text and Cases	PHI Learning	2019
2.	Laurie J. Mullins	Management & Organisational Behaviour	Pearson Education India	2016

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB20E02	AOS- 2: INTERNATIONAL ECONOMICS	AOS	71	4	-	4

Preamble

1. To understand the concepts of international trade patterns, trade policies and address topical issues of international economics
2. To acquire the analytical methods needed and understanding of how and when to apply different models and approaches to events in the world economy
3. To offer explanations of the international pattern of trade and specialization and of the reasons why similar economies often trade more with each other than with dissimilar ones.
4. To provide an understanding of the intellectual and practical problems that arises from the economic interaction between countries.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To explain how international economic theory has been shaped by real world events.	K1
CO2.	Understand major recent developments in the world trading system and analyze their effects on countries' economies and on the wider international community.	K2
CO3.	To apply economic reasoning to the analysis of a wide range of policy issues.	K2
CO4.	To apply equilibrium models to analyze the economic effects of policy interventions including tariffs, quotas, export subsidies, anti- dumping duties, countervailing duties and the creation of preferential trading agreements.	K3
CO5.	Apply a specific framework to illustrate the connection between a variety of models and approaches. Explain the connections between Ricardian, Heckscher-Ohlin and the specific factors models in trade theory, and between the 'monetary approach' and the 'asset approach' in exchange rate theory.	K3

Mapping with programme outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT - I (14Hours)

International trade equilibrium – The production possibility curve, the community indifference curve – The offer curve – Smiths theory of absolute difference in costs – Ricardo’s theory of comparative difference in costs – Mill’s theory of reciprocal demand.

UNIT - II (16 Hours)

Heckscher – Ohlin theory- Haberler’s theory of opportunity cost – Kravis’s theory of availability – Linder’s theory of trade and demand – Posner’s imitation or technological gap theory – Vernon’s product cycle theory – Kenon’s theory of Human capital – Emmanuel’s theory of unequal exchange.

UNIT - III (15 Hours)

Terms of trade – types of terms of trade, determination of TOT – Factors affecting TOT – Gains from trade – Potential and actual gains from trade – Measurement of gains from trade – Factors affecting gains from trade – static and dynamic gains from trade.

UNIT - IV (14 Hours)

Free trade vs. protection – Tariff and Non-tariff barriers, import quotas – subsidy and voluntary export restraint - International Cartels – Custom’s union-Dumping.

UNIT - V (12 Hours)

Global economic instability and crisis- cause and impact of the great depression- OPEC oil crisis – 2008 global economic crisis-International economic relations- WTO, UNCTAD, ADB, SAARC, NIEO, United Nations- ESCAP, G20, BRICS.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	M.L.Jingan	International Economics	Vrinda Publishing	2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Jeevanandam	International Economics	Sultan Chand & Sons	2018
2.	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics: Theory and Policy	Pearson publication	2018

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB20E06	TOTAL QUALITY MANAGEMENT	AOS	71	4	-	4

Preamble

1. To explain the basic concepts in Total Quality Management (TQM).
2. To impart the students with the latest techniques followed in maintaining quality in the competitive environment.
3. To explain specific tools and techniques for quality improvement.
4. To Develop analytical skills for investigating and analyzing quality management issues in the industry
5. To explain the process of planning for quality.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To Develop an understanding on quality management philosophies and frameworks.	K1
CO2.	Develop in-depth knowledge on various tools and techniques of quality management.	K2
CO3.	To enable students to obtain a basic understanding of quality principles and practices.	K2
CO4.	To Explain the system of documentation, implementation and assessment of quality.	K2
CO5.	To Learn the applications of quality tools and techniques in both manufacturing and service industry.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT - I (15 Hours)

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management- Meaning – Objectives and Importance of TQM in Business-Eight building blocks of TQM-The four P's of TQM.

UNIT - II (15 Hours)

TQM principles-customer satisfaction-need and importance-Employee involvement-Benefits-Supplier partnership and selection-Performance measuring-Strategies followed.

UNIT - III (14 Hours)

Statistical quality control-Total quality control-Benefits-Role of Senior management in maintaining quality-Quality statements-TQM implementation- Barriers.

UNIT - IV (15 Hours)

Statistical quality control-tools of quality control-process charts-types and benefits-flow diagram-control charts- objectives-types-advantages-six sigma concepts-Advantages.

UNIT - V (12 Hours)

Bench marking – Introduction-Definition-Reasons to bench marking-Process. Quality need for quality system – ISO 9000 quality standards- introduction –benefits-quality auditing-techniques and procedures Quality Auditing - QS 9000 - ISO 14000- Benefits- TQM Implementation in manufacturing and service sectors- Introduction to software quality.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dale H Basterfield	Total Quality Management	Pearson Education	2018

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subburaj Ramasamy	Total Quality Management	McGraw Hill Education	2017
2.	John S. Oakland, Robert J. Oakland, Michael A. Turner	Total Quality Management and Operational Excellence: Text with Cases	Routledge	2020
3.	Poornima M. Charantimath	Total Quality Management	Pearson Education	2017

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

COURSE NUMBER- IB20SB03	COURSE NAME - BUSINESS ANALYTICS - LEVEL III	Category	L	T	P	Credit
		SBS	43	2	-	3

Preamble

- To be exposed with the basic fundamentals of business intelligence system.
- To understand the modeling aspects behind Business Intelligence.
- To understand of the importing and exporting of data's.
- Be exposed with different data analysis techniques.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamentals of business intelligence.	K1
CLO2	Explain business intelligence methods to various situations.	K2
CLO3	Apply various modeling techniques.	K3
CLO4	Analyze the business analytics and to make better decisions in the workplace.	K4

Mapping with Programme Learning Outcome

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	S
CLO4	S	S	S	S	S

S- Strong; M-Medium

UNIT- I (9 hrs)

Introduction to Business Intelligence: Definition and concepts- Evolution of BI- Need for BI- Cycle of a business intelligence analysis – BI Value chain- component frame work- BI Users- BI Applications- BI Roles and Responsibilities – Ethics and business intelligence.

UNIT- II (9 hrs)

Project Definition and Scoping: Aspects- Projects phases- Project Approaches- (Waterfall, Agile, Iterative, Incremental) - The role of the BA across the project life cycle.

UNIT- III (9 hrs)

Csv File:

Reading and writing- Importing and exporting of data- Merging- Reading and converting file involving data.

UNIT- IV (9 hrs)

Multivariate statistical Technique: Discriminant analysis and Factor Analysis.

UNIT- V (9 hrs)

Formula notation and complex statistics:

ANOVA, Correlation and Simple linear Regression.

Text Book:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2019

Reference Books:

S.No.	Author	Book name	Publisher	Year of Publication
1.	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	2019
2.	Haydn Thomas – Demonoid	Business Analysis Fundamentals	Pearson	2018

Pedagogy: Lecture by chalk and talk, power point presentation.

Semester : V of UG programme / III of PG programme

Title : Information Security (Level I)*NM13IS1

Credits : 2

Lecture Hours: 26

Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

UNIT-I (5HRS)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNIT- II (6 HRS)

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles-Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification.

UNIT - III (5HRS)

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall- Design Principles of Firewall.

UNIT - IV (5HRS)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

UNIT - V (5HRS)

Case studies: DNS, IP SEC- Social media.

Applicable to* BA(all Branches), B. Sc Advanced Zoology & Biotechnology, B. Sc Plant Biology & Plant Biotechnology, B. Sc Chemistry, B. Com Aided & SF , BBA Aided & SF MA & M. Sc all branches except Mathematics & Physics

Text Books:

S.No	Author	Title of book	Publisher	Year of publication
1.	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2.	Atul Kahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3.	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 nd Edition 2009
4.	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009

Course material will be supplied

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19AC1	FINANCIAL SERVICES	ALC	-	-	-	5

Preamble

1. To enrich the students with the basics of Indian financial system.
2. To provide the students with adequate knowledge and understanding of banking and non banking functions.
3. To have understanding about negotiable instrument and credit rating agencies.
4. To develop an insight on SEBI guidelines on mutual funds operations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Acquire conceptual knowledge about the fundamentals of Financial services in India	K1
CO2.	Understanding the importance and functions of financial institutions in Indian financial market.	K2
CO3.	Recognize and familiarize the process of negotiable instruments	K2
CO4.	Explain the process and functions of various credit rating agencies in India.	K2
CO5.	Application of their knowledge in Project appraisal, credit appraisal, pre and post Issue management activities	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

SYLLABUS

UNIT - I

Financial system-introduction-components of the formal financial system-functions- financial system designs-nature and role of financial institutions (intermediaries) and financial markets-relationship with financial system & economic growth.

UNIT - II

Banking and non banking institutions: development of banking in India-categories of banks, reforms in banking sector-phase I and phase II-merger and acquisition in banking-risk management in Indian banks- nonperforming assets- Non banking financial companies-definition-types-growth-overview of regulation of NBFCs since 1997(brief)- financial services in India, types, and importance, online trading, dematerialization and re-materialization.

UNIT - III

Negotiable instrument-crossing-types-endowment –types-payment and collections of cheques-Principles of sound lending- Banker customer relationship-opening and closing A/c-special type of customer- types of deposit, secrecy of customers A/c- Introduction of mergers and acquisitions, benefits of mergers, the procedure and theories of mergers and the legal aspects governing mergers, acquisitions and takeovers in India.

UNIT - IV

Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity and Derivatives market, money and forex market, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Demat, Stock exchanges in India: BSE, NSE.

UNIT -V

Mutual Funds-introduction-definition-benefits-growth of mutual funds in India-types- net asset value-organization-SEBI regulations relating to mutual funds-association of mutual funds in India-pre-issue and post-issue management activities performed by merchant banks-depository system, the Depository Act of 1996 and depository participants-NSDL, CDSL and benefits of a depository system.

Text Books:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bharati V.Pathak	Indian financial system	Pearson Education	2018
2.	Lech Gasiorkiewicz	Innovation in financial services	Taylor & Francis	2020

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Justin, Suresh Padmalatha	Management of Banking and Financial Services	Taylor & Francis	2018
2.	Sundaram and Varsheney	Banking Law and Practices.	Margham Publishers	2016

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19AC2	EVENT MANAGEMENT	ALC	-	-	-	5

Preamble

1. The purpose of this course is to enable the students to acquire a general knowledge about the "event management"
2. To enable students to understand how to organize events.
3. To understand about sponsoring and marketing the events.
4. To gain knowledge regarding event delivery and evaluation.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire an understanding of the role and purpose(s) of special events in the organizations.	K1
CO2.	To acquire an understanding of the techniques and strategies required to plan successful special events.	K2
CO3.	To acquire the knowledge and competencies required to promote, implement and conduct special events.	K2
CO4.	To acquire the knowledge and competencies required to assess the quality and success of special events.	K3
CO5.	To apply the knowledge on how to market an event, publicize it, generate interest and attract participants.	K3

Mapping with programme outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT - I

INTRODUCTION: An overview of event marketing – types of events – 5 G’s of Events - Event Designing Understanding the structure of event industry, economy, culture and trends – Creating Opportunities for Better Deals with Different-Media - Diverse Marketing Needs.

UNIT - II

DESIGNING EVENT MARKETING : Application of Marketing mix to events – designing and developing – Adoption of events – Event life cycle analysis: Before, During and After an Event - Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events - Segmentation and Targeting of the Market for Events - Targeting Clients - Selecting Event Categories to Serve- Selecting and Contracting.

UNIT - III

PRICING STRATEGIES : Pricing methods for events – Payment gateway for events - Revenue Generating Customers – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Event Hierarchy - Profitability analysis – Skills Required for-Negotiating the Best Price.

UNIT - IV

EVENT PROMOTION: Pre-event Activities, During-event Activities, Post-event Activities - Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Principles of Media management -Role of regulatory authorities - Gaining-Competitive Advantages - Market Attractiveness - Business Strengths.

UNIT - V

EVENT DELIVERY AND EVALUATION: Dealing with agents, Promoters and event executors – Event Planning Implementation and evaluation from stake holders perspectives - Evaluation Process,-Establishing Tangible Objectives and Sensitivity in Evaluation - Measuring Performance - Concept Research - Formative Evaluation, Objective Evaluation-Summative Evaluation Correcting deviations, Critical Evaluation Points and report.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bhavana Chaudhari, Dr. Hoshi Bhiwandiwalla	Event Management	NiraliPrakasan	2019
2.	Charles Bladen, James Kennel, Emma Abson and Nick Wilde	Event management	Routledge publishers	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Logan Gaspar	Event management	Spna book house	2016
2.	Sita Ram singh	Event management	APH Publishing corporation	2017