



PSGR Krishnammal College for Women



UGC Certified College of Excellence • Autonomous • Affiliated to Bharathiar University • ISO 9001:2015 Certified • Reaccredited with 'A' Grade by NAAC • Ranked 22nd in NIRF 2019 by MHRD

DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM &
OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

2019 - 2022



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 business concepts and principles.
- PO2:** Evaluate different business problems using analytical, creative and integrative abilities with a global mindset
- PO3:** Equip students to 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 and information and transform empirical data into useful and actionable 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 team building and intercultural communication skills.



DEPARTMENT OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION
SYLLABUS & SCHEME OF EXAMINATION
2019-2020

Semester	Part	Subject Code	Title of the Paper	Instruction per semester	Tutorial (Hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam (Hrs)	Exam Marks			Credits
										CIA	ESE	Total	
I	I	TAM1901 / HIN1901/ FRE1901	Tamil Paper I / Hindi Paper I / French Paper I	86	4	-	6	90	3	40	60	100	3
I	II	ENG1701 / ENG17F1	English Paper I / Functional English Paper I	86	4	-	6	90	3	40	60	100	3
I	III	IB19C01	Core -1: Business Management and Organisational Behaviour	71	4	-	5	75	3	40	60	100	4
I	III	IB19C02	Core-2: Introduction to Global Business	71	4	-	5	75	3	40	60	100	4
I	III	TH17A0 2A/ TH17A0 2B	Allied 1: Mathematics for Management- Level II /Level I	86	4	-	6	90	3	40	60	100	5

I	IV	NME12WS/ AS/GS/ NME19A1/B1	Women Studies/ Ambedkar Studies/ Gandhian Studies Advance Tamil/ Basic Tamil	26 28	4 2	- -	2 2	30 30	2 2	10 0 50	- 50	100 100	2
II	I	TAM1902 / HIN1902/ FRE1902	Tamil Paper II / Hindi Paper II / French Paper II	86	4	-	6	90	3	40	60	100	3
II	II	ENG1702 ENG17F2	English Paper II/ Functional English Paper II	86	4	-	6	90	3	40	60	100	3
II	III	IB19C03	Core – 3: International Business Environment	71	4	-	5	75	3	40	60	100	4
II	III	IB17C04	Core – 4 : Executive and Exim Correspondence	71	4	-	5	75	3	40	60	100	4
II	III	TH17A24A/ TH17A24B	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	NME19B2/ NME19A2/	*Basic Tamil/ Advanced Tamil	-	-	-	2	-	-	-	-	-	-
	IV		**Open Course: (Self study-Online Course)	-	-	-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness	-	-	-	Self study	-	Online test	10 0	-	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 /BA19A03	Allied-1 Management of Innovation / Tourism Management/ Insurance for Business Process Services	86	4	-	6	90	3	40	60	100	5
III	III	SB19BA01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	-	-	-	
III	III	SB19BAP1	Basics in R-Programming (Practicals)**	15	-	-	1	15	2	-	-	-	
III	III	NM14EV S	Foundation Course: Environmental Studies	Self Study	-	-	-	-	-	-	-	-	-
IV	III	IB19C08	International Human Resource Management	101	4	-	7	105	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 / BA19A04	Allied-4 Corporate Governance/ Banking and Insurance Management/ Campus to Corporate Transition	86	4	-	6	90	3	40	60	100	5
IV	III	SB19BA01	Business Analytics Paper	29	1	-	2	30	2	25	75	100	4

			I(Theory)***										
IV	III	SB19BAP 1	Basics in R- Programming (Practicals)** *	13	2	-	1	15	2	40	60	100	2
IV	IV		NSS/ NCC / YRC	-	-	-	-	-	-	-	-	-	1

** - self study course

AOS: Application oriented subject

CIA: Continuous internal assessment

ESE: End semester examination

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment : 50 Marks

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 : 100 Marks

SECTION	WORD LIMIT	MARKS	TOTAL
A-12/15 X 2 Marks(Open Choice)	One or two sentences	24	100
B – 6/8 X 6 Marks(Open Choice)	300 words	36	
C - 4/6 X 10 Marks(Open Choice)	600-800 words	40	

SKILL BASED SUBJECT

Continuous Internal Assessment : 25 Marks

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

End Semester Examination : 50 Marks

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

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 : 75 Marks

	SECTION	MARKS	TOTAL
A	5/8X5 Marks	25	75
B	5/8X10 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

The students have the option to carry out their field training work at any organizations such as Government / private organizations of different domains (Manufacturing, Textiles, Retails, Insurance & Banking, etc.,) and R&D institutes. Students will start the training work after getting approval from the respective faculty guide and HoD. The students will undergo training for a period of two weeks (15days) at the end of semester IV during vacation. The students must maintain a work diary and prepare report of the training undergone and submit the report. The field training will be assessed based on the components attendance, work diary, report and viva-voce with internal examiners at the beginning of the semester V.

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

PROJECT

Individual Project and Viva Voce

Each student will be allotted with a faculty for project guidance. The topic/area of the project work and the organization will be finalized at the end of V semester and approved by the respective guide and HoD. The work will be carried out in the computer science lab as well as in the organization. Internal review will be conducted periodically to assess the progress of the project work. After completion of the work, a detailed project report will be prepared and

submitted at the end of the semester VI. External examiner appointed by the Controller of Examination) will conduct the viva voce examination along with respective guide.

Area of Work

Mobile app development, website development, IoT, Dataset preparation, Biological sequence analysis etc.,

Methodology

- Each project should contain the following details
- Brief introduction on the topic
- System Analysis
- System Design
- Testing and Implementation
- Conclusion
- Scope for Future Enhancement
- Bibliography

The above contents should not exceed 50 pages

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

Internal Assessment: 20 Marks

S.No	Model of Evaluation	Marks	Total
I	Synopsis, Organization profile, System Specification, Existing system, Proposed system	5 Marks	20
II	DFD,ERD, Table Design	10 Marks	
III	Input forms, Output forms and Preparation of rough draft	5 Marks	
	Total	20 Marks	

External Assessment: Marks

Mode of Evaluation	Marks	Total

Project Report		
Relevance of the topic	10	60
Technology	10	
Designing and development	20	
Report	20	
Viva Voce		
Presentation	10	20
Performance	10	

**WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF
CONTINUOUS INTERNAL ASSESSMENT**

Theory

	CI A I	CI A II	Mode l Exam	Assignmen t/ Class Notes	Semin ar	Qui z	Class Participati on	Librar y Usage	Attendan ce	Max. Mark s
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS	5	5	15	-	-	-	-	-	-	25
ALC		10	15	-	-	-	-	-	-	25
Informati on Security	40	40		10		10				100

Practical

	Model Exam	Lab Performance	Regularity in Record Submission	Attendance	Maximum Marks
SBS	12	20	5	3	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 amounts 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
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, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak.
Behavior	Student almost never displays disruptive behavior during class	Student rarely displays disruptive behavior during class	Student occasionally displays disruptive behavior during class	Student often displays disruptive behavior during class	Student almost always displays disruptive 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.

MAPPING OF POs WITH COs

COURSE	PROGRAMME OUTCOMES			
	PO1	PO2	PO3	PO4
COURSE 1 - IB19C01				
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M
COURSE 2- IB19C02				
CO1	M	H	H	H
CO2	M	H	H	H
CO3	H	H	H	H
CO4	H	H	H	M
CO5	H	H	M	M
COURSE 3- IB19C03				
CO1	M	H	H	H
CO2	M	H	H	H
CO3	H	H	H	H
CO4	H	H	H	M
CO5	H	H	M	M
COURSE 4- IB19C04				
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

H- High; M-Medium

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	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 Outcomes

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 Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	M

CO4.	M	H	H	M
CO5.	M	H	H	M

H- High; M-Medium

BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR (71 HRS)

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 - Vision, Mission, Objectives, Types of objectives, Hierarchy of objectives, Max E. Douglas model for writing effective objectives - Internal and External Analysis - SWOT, PESTEL. 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)

Nature and importance of Organisational Behaviour (OB) - Concept and relevance of OB in Modern Management - Understanding individual behaviour - Personality – MBTI - The Big Five Model - Personality types in different cultures – Perception - Perceptual Process - Perceptual Distortions – Stereotyping - Halo Effect - Contrast Effects - Self-fulfilling prophecy – Projection - Contrast Effects - Impression Management - Attribution Theory -Attributions across cultures, Professional and Ethical behaviour - 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 – Job Centred & Employee Centred - Management by Exception - Management by Walking around - Open Door Policy - Emotional Intelligence for Effective Leadership - Leadership across cultures - understanding individual behaviour - 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 Designers

1. K.Sathiya Priya
2. V.Akalya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19C02	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.	M	H	H	H
CO2.	M	H	H	H

CO3.	H	H	H	H
CO4.	H	H	H	M
CO5.	H	H	M	M

H- High; M-Medium

INTRODUCTION TO GLOBAL BUSINESS

(71 Hrs)

Syllabus

UNIT – I (13 Hours)

Evolution of International Business - Nature of International Business – Reasons – Types - Need & Importance of International Business - Stages of Internationalization - Approaches To International Business - Theories of International Business – Mercantilism - Absolute Advantage - Comparative Advantage - Product Life Cycle Theory - Factor Endowment, Strategic Trade Theory - Competitive Advantage.

UNIT – II (17 Hours)

Meaning- Definition and Features - Globalization - Factors driving Globalization - Essential conditions for Globalisation- Globalization Strategies- Advantages and Disadvantages - Globalization and India. GATT and WTO – Role, Functions and Working. Regional Trade Agreements: Meaning - Objectives - Types & Implications - European Union - SAFTA -NAFTA - ASEAN – APEC.

UNIT – III (15 Hours)

Definition - Distinction among Domestic Companies - International Company - MNC - Global Company and TNC - Merits and Demerits - MNC's and India. OECD Guidelines for Multinational Enterprises. a) Concepts and Principles b) General Policies c) Disclosure, d) Employment and Industrial Relations, e) Environment, f) Combating Bribery, g) Consumer Interests h) Science and Technology, i) Competition, j) Taxation.

UNIT – IV (15 Hours)

International Marketing Intelligence - Information required - Sources of information - International marketing information System - International marketing Research – Objectives – Utility – Scope - Types and limitations of marketing research - Research agencies - Difference between marketing intelligence and marketing research.

UNIT – V (11 Hours)

Nature and scope of International Operations Management - Make or Buy – Global Sourcing- Partnering/Relationship Marketing - Global Networking of Operations- Location Strategy- International Logistics-Globalisation of business- Internationalisation of stock markets. Tariff and non tariff and barriers.

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.	Sumati Varma	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 Designers:

1. K.Sathiya Priya
2. D.Mythili

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19C03	International Business Environment	Core	71	4	-	4

Preamble

1. To provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment.
2. To give knowledge on new information, communication technologies and types of business applications.
3. Analyze and understand the theories related to international trade and investment as well as the major indicators of global business activity.
4. Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations

Course Outcomes

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

Mapping with Programme Outcomes

CO Number	CO Statement	Knowledge Level
CO1.	To recognize the role and impact of international businesses on national economic development	K1
CO2.	To Explain how the economic, political/ demographic 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, significance and factors affecting international investment.	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.	M	H	H	H
CO2.	M	H	H	H
CO3.	H	H	H	H
CO4.	H	H	H	M
CO5.	H	H	M	M

H- High; M-Medium

International Business Environment

(71 Hrs)

Syllabus

UNIT – I (13 Hours)

International Business Environment - Meaning and Importance - Levels of Environment - Internal and External Environment of International Business - Business Environment and Strategic Decisions in International Business. Economic Environment - Nature of the Economy - International Economic Gap - Structure of the Economy - Economic Policies - Economic Conditions - Economic Environment and Business.

UNIT – II (17 Hours)

Political and Regulatory Environment - Economic Roles of Government, Economic Systems, International Legal Environment, International Regulations. Demographic Environment- Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects. Cultural Environment - Meaning, Organisation of Culture, Cultural Adaptation, Cultural Shock, Cultural Conformity, Cultural Lag, Cultural Traits.

UNIT – III (15 Hours)

Types of Foreign Investment - Significance of Foreign Investment - Factors Affecting International Investment - Growth And Dispersion of FDI - Cross Border M&A's - Foreign Investment in India - New Policy - FII Investments - Euro/ADR Issues - Mergers and Acquisitions - Foreign Investment by Indian Companies. World Bank – Purpose, Guiding Principles, Lending Programmes, International Development Association, World Bank Assistance to India, An Evaluation of IMF - World Bank - International Finance Corporation.

UNIT – IV (15 Hours)

Technology and Global Competitiveness - IT Revolution and Business Environment - Role of Innovation - Technological Leadership and Fellowship - Technology and Competitive Advantage - Sources of Technological Dynamics - Time Lags in Technology Introduction/Absorption - Appropriate Technology and Technology Adaptation - Impact of Technology on Globalisation - International Asset Protection – Coercion and Pressure, Bilateral and Multilateral Agreements - Insurance Cover - Protection of IPRS.

UNIT – V (11 Hours)

Global Trade in Merchandise: Growth of International Trade - Distribution of Global Trade - Composition of Global Trade - Foreign Market Entry Strategies - Policy Options.
Social Issues in International Business - Business Ethics - Social Responsibility of Business, Environmental Issues - Labour Issues.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business Environment	Himalaya Publishing House	2017
2.	Peng M W and Srivastava D K	Global Business	CENGAGE Learning Publications	2012

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Hill, Charles W.L. and Jain, Arun K	International Business	Tata McGraw-Hill	2013
2.	Czinkota M.R., Ronkanen, I.A. & Moffett M.H.	International Business	Pearson	2012
3.	Rakesh Mohan Joshi	International Business	Oxford University Press	2011
4.	Aswathappa K	International Business	Tata McGraw-Hill	2011

Pedagogy:

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

Course Designers:

1. **Dr. M.Theivanayaki**
2. **K.Sathiya Priya**

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB16CO4	EXECUTIVE AND EXIM CORREPENDENCE	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.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	H
CO4.	H	H	H	H
CO5.	H	H	H	H

H- High; M-Medium

EXECUTIVE AND EXIM CORREPENDENCE

(71 Hrs)

Syllabus

UNIT – I (15 Hours)

Communication: Meaning – Importance - Objectives – Types – Media – Communication devices – Use of Internet and email - Barriers to communication – Principles of Effective 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 – Reports by individuals and committees.

UNIT – V (11 Hours)

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

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.	2008

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr. V.K.Jain & Dr.Omprakash Biyani	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 Designer:

1. Mrs. D.Mythili

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
IB19C05	ACCOUNTING AND FINANCE FOR MANAGERS	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

ACCOUNTING AND FINANCE FOR MANAGERS

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 Designer:

1. V.Akalya

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

Preamble

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

INDIA'S FOREIGN TRADE (86 Hours)

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.

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	Thakur Publishers	2014

Pedagogy:

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

Course Designers:

2. Dr.M. Theivanayaki
3. M. Ganeshwari

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

Preamble:

- To impart the students with the knowledge, concepts of the unique aspects involved in marketing internationally.
- To give students a basic understanding of international marketing management and various risks associated with it.
- To develop, extend and improve the ability to plan and act strategically in International marketing environment.
- 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

INTERNATIONAL MARKETING MANAGEMENT(86 Hours)

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.**

UNIT – V (17 Hours)

International Promotion: Business environment and promotion strategies- 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.	<u>Philip Kotler and Kevin Keller</u>	Marketing Management	Prentice Hall Of India	2009
3.	R.S.N. Pillai & Bagavathi	Modern Marketing	S.Chand & Company	2010

Reference Links

Sl. No.	Units	Topic	Links	No of Hours
1.	Unit I	Introduction to marketing	https://www.class-central.com/subject/marketing	10
2	Unit II,III,IV, V	Global Marketing management	https://onlinecourses.nptel.ac.in/noc19_mg10/preview	20
3.	Unit IV	Market research	Field study	10

Pedagogy:

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

Course Designers:

1. Dr.M.Theivanayaki
2. Dr.M.Ganeshwari

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

Preamble

- Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.
- Understand different approaches to managing of innovation.
- Identify drivers and barriers to technological innovation within an organization.
- 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

ALLIED- MANAGEMENT OF INNOVATION (86 Hours)

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.

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

Course Designers:

1. Ms.V. Akalya
2. Ms. M.Theivanayaki

SEMESTER III & IV

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
SB19BA01	Business Analytics- Level I		86	4		6

Preamble

- To achieve and establish vital understanding of big data application in business intelligence.
- To institute the concept of systematic transformation of process-oriented data into information of underlying business process.
- 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

Programme Outcomes

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

BUSINESS ANALYTICS- LEVEL I (86 Hours)

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) SB19BAP1

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

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

Reference Book

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, group discussion, assignment, quiz, peer learning, seminar.

Course Designer:

1. Dr.M.Theivanayaki

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

Preamble

- Understand issues, opportunities and challenges pertaining to international HRM;
- Develop competency in dealing with cross cultural situations;
- Understand the strategic and functional roles of HRM in various international contexts such as recruitment and selection, performance management, training and development, career development.
- 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
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INTERNATIONAL HUMAN RESOURCE MANAGEMENT (101 Hours)

Syllabus

Unit 1 (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 2 (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 3 (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 4 (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 5 (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 Publicatio
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				n
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	
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 Designers:

2. Dr.M. Theivanayaki
3. S.Deivamani

COURSE NUMBER- IB19C09	COURSE NAME	CATEGORY	L	T	P	CREDIT
	CROSS CULTURAL MANAGEMENT	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
CO6.	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
CO7.	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
CO8.	To acquire the necessary intercultural competencies to interact in a multinational environment successfully.	K2
CO9.	To develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organizations.	K2
CO10.	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

CROSS CULTURAL MANAGEMENT(86 HOURS)

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 Book

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.	Shobhana Madhavan	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.	Browaeyns, 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 Designers

1. Dr.M. Theivanayaki
2. S.Deivamani

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

Syllabus

UNIT- I (21Hours)

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 (21 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 (21 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 (21 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 (17 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 Designers:

1. Mrs. P.Saranya
2. Ms.V.Akalya

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

CORPORATE GOVERNANCE(86 Hours)

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 Designer

1. Dr. M.Theivanayaki
2. Ms.V.Akalya