



**PSGR
Krishnammal College for Women**



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

**CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)**

2025 – 2028 BATCH

PROGRAMME LEARNING OUTCOMES

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

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

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.

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)
CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2025 -2028 BATCH
SEMESTER- I

Semester	Part	Course Code	Title of the Course	Course Type	Instruction per week	Contact Hours	Tutorial Hours	Duration of the Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
I	I	TAM2501A/ HIN2501A/ FRE2501A	Tamil Paper I/ Hindi Paper I/ French Paper I	L	4	58	2	3	25	75	100	3
	II	ENG2501A	English Paper I	E	4	58	2	3	25	75	100	3
	III	IB25C01	Business Management and Organisational Behaviour	CC	5	73	2	3	25	75	100	3
	III	BB25C02	Financial Accounting	CC	5	73	2	3	25	75	100	3
	III	IB25C03	Global Trade	CC	5	73	2	3	25	75	100	3
	III	TH24A02	Mathematics for Management I	GE	5	73	2	3	25	75	100	4
	IV	NME25B1/ NME25A1	Basic Tamil I/ Advanced Tamil I	AEC	2	28	2	-	100	-	100	2
	IV	NME23WS	Women Studies	AEC	2	30	-	-	100	-	100	
I - II	VI	NM25GAW	General Awareness	AECC	SS	-	-	-	100	-	100	Gr
	VI	COM25SER	Community services 30 Hours	GC	-	-	-	-	-	-	-	-
I - V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L : Language

E : English

GE : Generic Elective

AECC - Ability Enhancement Compulsory Course

AEC : Ability Enhancement Courses

ACC: Additional Credit Course

ESE: End Semester Examination

CA: Continuous Assessment

CC : Core Courses

Gr: Grade

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Theory	73	2	-	3

Preamble

1. This course provides a foundational understanding of management principles, functions, and processes essential for effective organisational performance.
2. It covers classical and modern approaches to planning, organising, directing, and controlling, with a focus on real-world business applications.
3. Students will gain insights into organisational behaviour, decision-making, leadership, motivation, and change management in both traditional and contemporary contexts.
4. The course also introduces ethical leadership and values-based management through Vedic principles

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamental concepts, nature, scope, and evolution of management, and explain the strategic planning process.	K1
CLO2	Identify and analyse various organisational structures, decision-making models, and modern techniques including AI applications in management.	K2
CLO3	Examine the principles and importance of directing and controlling functions, and apply effective control techniques in business scenarios.	K3
CLO4	Evaluate organisational behaviour concepts such as personality, perception, leadership, and motivation, and assess the impact of organisational change, culture, stress management, and Vedic principles in management.	K4

Mapping with Programme Learning Outcomes

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

S- Strong, M- Medium, L – Low

UNIT – I

(14 Hours)

Introduction to Management: Definition - Nature - Scope - Importance - Characteristics of Management - ***Functions of Management - Managerial Hierarchy** - Managerial Roles & Skills. Evolution of Thought: Classical Approach to Management - Neo-Classical Approach - Behavioural Approach. Industry 4.) & 5.0- Meaning- Principles. Planning: Definition - Nature - Importance - Types - Strategic Planning Process.

UNIT – II

(15 Hours)

Organizing: Meaning - Definition - Types of Organisation - Organizational Structure. - Authority, Responsibility & Power. Decision-Making: Types of Decision-Making - AI in Decision-Making - Decision - Making Models and Techniques - ***Management by Objective and Key Results(OKRs)**, Management by Exception & Management by Wandering Around (MBWA).

UNIT – III

(15 Hours)

Directing: Definitions - Importance - ***Elements of Directing - Principles of Directing** - Characteristics of Directing. Controlling: Definitions - Need of Controlling - Characteristics of Control - Steps in the Controlling Process - Resistance to Control - Design of Effective Control System - Types of Control - Control Techniques.

UNIT – IV

(16 Hours)

Organisational Behaviour (OB): Nature – Importance - ***Approaches to Organisational Behaviour**, - OB Model. Personality: Characteristics – Theories - Factors Influencing Personality. Perception: Meaning- Perceptual Process- Factors- Perceptual Distortions. Leadership: Meaning – Nature – Styles - Emotional Intelligence - Leadership in AI Era. Motivation: Need and Importance - ***Theories of Motivation** (Maslow, Herzberg, McClelland). ***Vedic Principles in Management**: Meaning - Scope - Ethical Leadership through Dharma.

UNIT – V

(13 Hours)

Organizational culture and climate – Factors affecting organizational climate – Importance. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. ***Stress** – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational Development – Characteristics & objectives.

*** Highlighted text offered in blended mode. (Links Provided)**

Text Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Angelo Kinicki, Denise Breaux Soignet	Management: A Practical Introduction	Tata McGraw Hill	2024, 15th Edn
2.	Sonia Umair	Human Perspectives of Industry 4.0 Organizations	CRC Press	2024, 1st Edn
3.	Robert Konopaske, John Ivancevich, and Michael Matteson	Organizational Behavior and Management	Tata McGraw Hill	2023, 12th Edn
4.	Chandrani Singh and Aditi Khatri	Principles and Practices of Management and Organizational Behavior	Sage Publication	2023, 6th Edn

Reference Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	L.M Prasad	Principles and Practice of Management	Sultan Chand	2023 10th Edn
2.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2022, 7th Edn
3.	Dr Kannan Srinivasan	Insights Into Vedic Management	Independent Publish	2019 18th Edn

Blended Learning Links

S.No	Unit	Topic	Blended Link
1	I	Functions of Management	https://www.youtube.com/watch?app=desktop&v=qI16g9vjwI0
2	I	Managerial Hierarchy	https://www.youtube.com/watch?v=X_0LEIQbgwg
3	II	Management by Objective and Key Results (OKRs)	https://www.youtube.com/watch?v=v0GZoFpHCaE
4	III	Elements of Directing & Principles of Directing	https://www.youtube.com/watch?v=ByCNI3t_rTo
5	IV	Approaches to Organisational Behaviour	https://www.youtube.com/watch?v=QVEcL8nWyLc
6	IV	Theories of Motivation	https://www.youtube.com/watch?v=woa2Qa8i80U
7	IV	Vedic Principles in Management	https://www.youtube.com/watch?v=62_cc7exhao
8	V	Stress	https://www.youtube.com/watch?v=IXoSnaoLH7w

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

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BB25C02	FINANCIAL ACCOUNTING	Theory	73	2	-	3

Preamble

1. To understand the basic concepts, conventions and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To familiarize students with special systems like Hire Purchase and Bills of Exchange.
5. To effectively communicate financial results and position to stakeholders.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognize the fundamental concepts, principles, and significance of financial accounting.	K1
CLO2	Apply accounting tools and techniques to record, classify, and summarize financial transactions using the double-entry bookkeeping system.	K2
CLO3	Prepare and interpret financial statements by incorporating adjustments and adhering to accounting standards.	K3
CLO4	Analyze financial data, assess accounting operations, and evaluate financial reports for informed decision-making.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium, L- Low

UNIT – I

(15 Hours)

Nature of Accounting - ***GAAP*** - Generally Accepted Accounting Principles - Accounting Concepts and conventions – Accounting Cycle – Accounting Equations - AI in Accounting – IKS in Accounting (Arthashastra & Bahi-Khata System) - ***Kinds of Accounts*** - Journal - Ledger - Subsidiary Books: Purchase Book - Sales Book - Returns Book - Cash Book.

UNIT – II

(14 Hours)

Trial Balance-***objectives*** and methods of preparing Trial Balance - Rectification of Errors - ***types of errors*** - preparation of suspense account - effect of errors on profit - Reasons for difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement

UNIT – III

(14 Hours)

Depreciation – ***Introduction, Need*** - Methods: Straight line and Diminishing balance methods – Capital and Revenue expenditure - Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet - ***Treatment of adjustments***

UNIT – IV

(15 Hours)

Hire Purchase System – Default and Repossession - Hire Purchase Trading Account - Installment System - Bills of Exchange – entries in the books of drawer and acceptor.

UNIT - V

(15 Hours)

Final accounts of a company - Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis - comparative, common size statements and trend analysis –***Ethics in financial reporting*** - Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

* Highlighted text offered in blended mode. (Links Provided)

Text book

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1	T.S. Reddy and A. Murthy	Financial Accounting	Margham Publications.	2023 & 7th Edn
2	S.P. Jain , K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2023 & 9th Edn
3	M.P. Gupta and B.M. Agarwal	Financial Accounting	Sultan Chand Publications	2023 & 1st Edn

Reference books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House	2023 & 3rd Edn
3	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting	Sultan Chand Publications	2023 & 2nd Edn

Blended Learning Links

S.no	Topics	Blended Learning Links
1	Principles	https://archive.nptel.ac.in/courses/110/106/110106147/
2	Kinds of Accounts	https://archive.nptel.ac.in/courses/110/106/110106147/
3	Objectives, Types of error	https://www.youtube.com/watch?v=zCZoqINp5P0
4	Treatment of Adjustments	https://www.youtube.com/watch?v=LzVZuBIsusU
5	Depreciation – Meaning, Need for depreciation	https://www.youtube.com/watch?v=fINKBABbqZU
6	Ethics in financial reporting.	https://onlinecourses.nptel.ac.in/noc25_mg24/preview

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

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C03	GLOBAL TRADE	Theory	73	2	-	3

Preamble

1. This course helps students understand how businesses operate across countries and why international business is important in today's world.
2. It covers different ways companies expand globally, the role of multinational companies, and how they impact business and the economy.
3. Students will learn about global trade policies, India's foreign trade policy, and the importance of doing business ethically.
4. The course also explains the role of various trade organisations and regional groups that support international business.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Remember and understand the basic concepts, stages, theories, policies, and institutional frameworks of international business and trade.	K1
CLO2	Examine international business environments, globalization impacts, foreign trade policies, trade theories, FDI theories, and regional economic groupings.	K2
CLO3	Apply international trade concepts, investment theories, trade promotion mechanisms, and ethical trade practices to real-world scenarios.	K3
CLO4	Critically evaluate contemporary issues in globalization, foreign investment patterns, international institutions, and ethical frameworks for international trade.	K4

Mapping with Programme Learning Outcomes

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

S-Strong, M- Medium, L - Low

UNIT – I

(15 Hours)

International Business: Overview - Stages of Internationalisation- Approaches - Operating Modes - Country Evaluation and Selection. **International Trade:** Features - Advantages. **Globalisation:** Overview - Driving Forces - Criticisms - Relationship between Globalisation & International Business

UNIT – II

(15 Hours)

International Business Environment: Political, Economic, Cultural, Technological, Legal, Geographical. International Trade - Factor mobility theories: Classical Theories, Modern Theories: Overview.

UNIT – III

(15 Hours)

India's Foreign Trade: Overview; Policy (2023-2028). Trading policies: Free Trade Vs Protection - Advantages & Disadvantages. Dharma based Trade Ethics. **Foreign Direct Investment:** Nature - Need - Problems- Theories: Market Imperfections- Eclectic Theory - Market Power - Factors- Extent of FDI - India's Share

UNIT – IV

(14 Hours)

Trade Promotion Institutions: FIEO - **Export Promotion Councils** - Department of Commerce - Commodity Boards (Tea, Coffee, Rubber, Spices, Tobacco) - APEDA - MPEDA - MeitY - Export Inspection Council, STC, Export houses - **Special Economic Zones**. Export Credit Agencies: ECGC - EXIM Bank.

UNIT – V

(14 Hours)

Institutional Support for Trade: **World Bank** - WTO – IMF - Free Trade Area - Customs Union - Common Market - Economic Union - Political union. Regional Economic Groupings: European Union - NAFTA - SAARC - ASEAN - APEC.

* **Highlighted text offered in blended mode. (Links Provided)**

Text Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Charles W L Hill	Global Business Today	Tata McGraw Hill	2024, 14th Edn
2.	John J. Wild	International Business: The Challenges of Globalization	Pearson	2023, 10th Edn

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Rajiv Sikri	Strategic Conundrums: Reshaping India's Foreign Policy	Penguin India	2024, 1st Edn
2.	Dr. V.K. Pande	Foreign Trade Policy of India And World Economy	India Press	2024, 1st Edn
3.	Amita Batra	India's Trade Policy in the 21st Century	Routledge	2022, 7th Edn

Blended Learning Links

S.No	Unit	Topics	Blended Learning Links
1	I	International Business	https://edurev.in/v/112948/Introduction-to-Internationalization--Internationala?
2	I	Globalisation	https://study.com/academy/lesson/video/the-controversy-over-business-globalization.html?
3	II	International Business Environment	https://enine.digimat.in/nptel/courses/video/110107145/L16.html?
4	III	Foreign Direct Investment:	https://www.youtube.com/watch?v=s9-zP8lAhqA
5	IV	Export Promotion Councils	https://www.youtube.com/watch?v=EiEGKh71pbk
6	IV	Special Economic Zones.	https://www.youtube.com/watch?v=zzd9c8zP070
7	V	World Bank	https://www.youtube.com/watch?v=gKpTL8KVy1Q

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



BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

**CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2025 -2028 BATCH SEMESTER- II**

Sem	Part	Course Code	Title of the Course	Course Type	Instruction Hours/Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
II	I	TAM2502A/ HIN2502A/ FRE2502A	Tamil Paper II/ Hindi Paper II/ French Paper II	L	4	58	2	3	25	75	100	3
	II	ENG2502A	English Paper II	E	4	58	2	3	25	75	100	3
	III	IB25C04	EXIM Procedures and Documentation	CC	5	73	2	3	25	75	100	3
	III	IB25C05	Strategic Corporate Communication	CC	5	73	2	3	25	75	100	3
	III	IB25C06	International Human Resource Management	CC	5	73	2	3	25	75	100	3
	III	TH24A10	Mathematics for Management II	GE	5	73	2	3	25	75	100	4
	IV	NM25UHR	Universal Human Values and Human Rights	AEC	2	30	-	-	100	-	100	2
	IV	*NME25B2/ NME25A2	Basic Tamil II/ Advanced Tamil II	AEC	-	-	-	-	100	-	100	Gr
I – II	VI	NM25GAW	General Awareness	AECC	SS	-	-	-	100	-	100	Gr
	VI	COM25SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I - V	VI	24BONL1 24BONL2 24BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L – Language

CA - Continuous Assessment

CC – Core Courses

AEC - Ability Enhancement Course

GC - General Course

* - After Class Hours

E - English

ESE - End Semester Examination

GE - Generic Elective

AECC - Ability Enhancement Compulsory Courses

ACC - Additional Credit Course

Gr - Grade

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C04	EXIM PROCEDURES AND DOCUMENTATION	THEORY	73	2	-	3

Preamble

- To provide basic understanding of export-import operations and their role in global trade
- To familiarize students with export and import procedures, documentation and compliance
- To develop knowledge of financing, government support and digital tools in EXIM trade
- To create awareness of emerging trends such as sustainability, digitalization and customs facilitation

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the concepts of export and import, international trade importance, products and markets, labelling, pricing strategies, customs role, export finance and trade documentation.	K1
CLO2	Explain the registration formalities, customs clearance, government schemes, export finance options and shipping procedures in EXIM trade.	K2
CLO3	Illustrate the process of selecting overseas buyers and suppliers, export procedures, excise clearance, quality inspection, the role of RBI and ECGC in export finance and exchange control provisions for imports	K3
CLO4	Analyse the steps in the selection of export markets and products, methods of payment in international trade, digital documentation, sustainability practices and export promotion measures in India.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium, L- Low

EXIM PROCEDURES AND DOCUMENTATION – IB25C04- 73 HRS

Unit I

(15 Hrs)

Introduction to EXIM: Definition of Export and Import- Meaning- importance- Policy Framework in India- DGFT role - Key authorities: Customs, RBI, EPCs, etc. The role of exporters and importers in global trade - Emerging Trends in EXIM: Green Trade, Carbon Border Adjustments and Sustainability in Global Trade. Make in India & Atmanirbhar Bharat Policy.

Unit- II

(15 Hrs)

Export Procedures: Steps in Exporting Goods- IEC, Export license, Export order, Payment terms - Role of Customs in Export: Export customs clearance- Export permits and licenses. The Role of e- Commerce Platforms and Digital tools in expanding Export markets. 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. Inspection, quality control, packaging, labeling.

Unit- III

(15 Hrs)

Import Procedures: Steps in Importing Goods - Import licensing, Policy categorization - Bill of Entry, clearance, regulatory approvals (BIS, FSSAI etc.) - Duty & Taxes - Valuation: Customs clearance for imported goods - Import Finance: Meaning - Benefits-Types. Exchange control provisions for imports - Digital Platforms for Import Payments and Trade Settlement.

Unit- IV

(14 Hrs)

EXIM Documentations: Meaning – Importance – Commercial documents (Invoice, PL, B/L, AWB), Certificate of Origin (Preferential / Non-Preferential), Insurance, Consular docs, statutory forms (Appendix-4H, LUT/Bond). Principal Export Documents- Auxiliary Documents- Regulatory Documents. Customs inspection and documentation. Incoterms.

Unit- V

(14 Hrs)

Automation & Trade Facilitation: EDI (Electronic Data Interchange)- ICEGATE portal, Remote EDI System (RES) - SWIFT - Single Window Interface for Facilitating Trade- e-SANCHIT - e-CoO, digital signatures (DSC/Aadhaar eSign), blockchain for traceability, trade data dashboards, contactless customs. Faceless Assessment under Turant Customs programme.

Text Book

S.No	Authors	Title	Publishers	Year and Edition
1.	Ram Singh	Export and Import Management: Text and Cases	Wiley India	2023 and 2 nd Edn.
2.	Centax Editorial Board (R.K. Jain)	Foreign Trade Policy 2023	Centax/Taxmann	2025 and 29 th Edn.
3.	Thomas E. Johnson, Donna L. Jodrey	Export-Import Procedures and Documentation	Global Marketing Associates	2020 and 6 th Edn.

Books for Reference

S.No	Authors	Title	Publishers	Year and Edition
1.	M.M. Surya	Foreign Trade of India and Foreign Trade Policy, 2023	New Century Publications	2023 and 1 st Edn.
2.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2021 and 8 th Edn.
3.	Ram Singh	Export and Import Management	Sage Productions	2020 and 1 st Edn.

Reference Links

S.No.	Unit	Topics	Links
1	I	Importance of International Trade	https://www.youtube.com/watch?v=yaEtd3hZOE
2	II	Pre-shipment finance	https://www.youtube.com/watch?v=XTgT-g2x_fc
3	III	Customs clearance for imported good	https://www.youtube.com/watch?v=K6uhd9mP3pU
4	IV	Incoterms	https://in.coursera.org/lecture/international-business-operations/global-insurance-and-incoterms-q0ZlQ
5	V	The role of customs in protecting national interests	https://www.youtube.com/watch?v=2UDZwNlVqNg

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C05	STRATEGIC CORPORATE COMMUNICATION	THEORY	73	2	-	3

Preamble

- To understand the role of effective communication strategies in fostering successful business operations.
- To learn the corporate communication theories, digital communication techniques and cross-cultural communication challenges.
- To develop and implement strategic communication plans for multinational corporations.
- To integrate AI tools in organizations for their communication process.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Demonstrate an understanding of the foundational theories and models of corporate communication within the context of international business.	K1
CLO2	Apply effective internal and external communication strategies to enhance corporate identity and reputation in a global business setting.	K2
CLO3	Analyze and utilize digital communication tools and social media management techniques to optimize corporate branding and engagement.	K3
CLO4	Create and implement strategic corporate communication plans and assess the effectiveness of these plans in achieving corporate communication objectives.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L- Low

STRATEGIC CORPORATE COMMUNICATION- IB25C05- 73 HRS

Unit – I (14 Hrs)

Introduction to Strategic Corporate Communication - The role of corporate communication in organizational success - Developing an effective communication Strategies for International Business - Effective Communication Models in a Global Context - Evaluating the Effectiveness of Corporate Communication Initiatives. The Role of Augmented Reality in Corporate Strategic Communication.

Unit – II (15 Hrs)

Theoretical Frameworks in Strategic Corporate Communication - Building and Maintaining Corporate Identity and Reputation - Brand positioning and messaging - Artificial Intelligence and Corporate Communication - Identification of the key dimensions for Dialogic Communication. Role of Epics (Ramayana, Mahabharata) in Knowledge Dissemination.

Unit – III (15 Hrs)

Utilizing Digital Platforms for Global Corporate Communication - Creating Effective Social Media Campaigns for Global Audiences - Ethical Considerations in Digital Communication Strategies - Internal and External Communication Strategies - Social Media Management for International Brand Building – Impact of social media on corporate messaging
- Incorporation of Virtual Reality in social media.

Unit – IV (15 Hrs)

Management Levels of Strategic Communication – Micro, Meso and Macro level sectors on strategic Communication - Understanding Cultural Diversity and Communication Challenges- Development of Intercultural Communication Strategies for Global Operations - Effective Communication Across Different Cultural Contexts – Implementation of Industry 4.0 in Communication Strategies.

Unit – V (14 Hrs)

Online Reputation Management - Corporate Transparency and Ethics in Online Reputation Management - Crisis Communication and Response Strategies in international business - Identifying and prioritizing stakeholders - Stakeholder Engagement and External Communication Practices- Developing Comprehensive Corporate Communication Plans - Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites.

Text Book

S.No.	Authors	Title of the Book	Publisher	Year and Edition
1	Derina Holtzhausen, Jami Fullerton, Bobbi Kay Lewis	Principles of Strategic Communication	Taylor & Francis	2025 and 2 nd Edn
2	Mark Anthony Camilleri	Strategic Corporate Communication in the Digital Age	Emerald Publishing Limited	2021 and 1 st Edn
3	Ross Brinkert, Lisa V. Chewning	Strategic Corporate Communication: Core Concepts for Managing Your Career and Your Clients' Brands	Cognella Inc	2020 and 1 st Edn

Books for Reference

S.No.	Authors	Title of the Book	Publisher	Year and Edition
1	Sara LaBelle, Jennifer H. Waldeck	Strategic Communication for Organizations	University Of California Press	2020 and 1 st Edn
2	Joep Cornelissen	Corporate Communication A Guide to Theory and Practice	SAGE Publications	2017 and 5 th Edn

Reference Links

S.No.	Unit	Topic	Links
1	I	Developing an effective communication Strategies for International Business	https://www.youtube.com/watch?v=D-KXr_lvED4&t=19s
2	I	Role of Epics (Ramayana, Mahabharata) in Knowledge Dissemination	https://www.youtube.com/watch?v=0uD Pj9y_z43c
3	II	Identification of the key dimensions for Dialogic Communication	https://www.youtube.com/watch?v=kqN6n_G2A7K8
4	III	Internal and External Communication Strategies	https://www.youtube.com/watch?v=VDLEW3fLegY
5	IV	Developing Intercultural Communication Strategies for Global Operations	https://www.youtube.com/watch?v=R Xwx_g-6dUbE
6	V	Stakeholder Engagement and External Communication Practices	https://www.youtube.com/watch?v=uvN oN_2uuXbY

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C06	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	THEORY	73	2	-	3

Preamble

1. To provide a clear understanding of the scope and distinctive features of International Human Resource Management (IHRM).
2. To familiarize students with global recruitment, staffing and talent management practices.
3. To develop knowledge of international performance management, compensation strategies and the application of emerging technologies.
4. To impart insights into international labor relations and the use of HRIS with emphasis on data security.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the basics of International Human Resource Management (IHRM) and recognizing the organizational context and barriers impacting global HRM effectiveness.	K1
CLO2	Acquire knowledge in international recruitment, covering sources, functions and contemporary trends, such as Robotic Process Automation.	K2
CLO3	Develop a comprehensive understanding of international performance management and Gain insights into international labor relations, including key players, approaches and the impact of global bodies.	K3
CLO4	Comprehend the concept, structure and mechanisms of Human Resource Information Systems (HRIS) and their role in planning and control.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium, L- Low

INTERNATIONAL HUMAN RESOURCE MANAGEMENT- IB25C06-73 HRS

Unit – I

(14 Hrs)

Introduction to International Human Resource Management (IHRM): Definition - Reasons for Emergence – Approaches- Determinant - Difference Between IHRM And Domestic HRM - Impact of Cross- Culture on IHRM Policies and Practices - Barriers - HR 5.0 Model - HR Analytics in global HR management- Concept of Vasudhaiva Kutumbakam (The World is One Family) in Cross-Cultural Context.

Unit – II

(15 Hrs)

International Recruitment: Meaning – Objectives – Importance of International Recruitment – Factors Influencing Global Staffing – Recruitment Sources for International Positions – Role of Third-Party Agencies and Global Talent Platforms- Robotic Process Automation in Recruitment - Use of Technology and AI in Global Recruitment – Challenges in International Recruitment (Cost, Culture, Legal Issues) – Ethical and Diversity Considerations –Legal & Regulatory Frameworks- Immigration laws and work permits- Employment contracts & labor laws by country-Data protection and privacy (GDPR, other regulations).

Unit – III

(15 Hrs)

International Performance Management: Meaning – Objectives – Importance of Performance Management in International Context – Key Components of International Performance Management System – Performance Criteria and Standards for Global Roles – Cultural and Regional Differences in Performance Appraisal – Methods of Performance Appraisal for Expatriates and HCNs – Role of HQ and Subsidiaries in Performance Evaluation. - Augmented Reality to Improve Employee Performance- Linking Performance to Compensation and Career Development – Challenges in Global Performance Management (Bias, Communication Barriers, Standardization vs. Localization) – Technology-Enabled Performance Tracking.

Unit – IV

(14 Hrs)

International Labour Relations: Meaning – Scope – Importance of International Labour Relations – Evolution of Labour Relations in a Global Context – Role of International Labour Organization (ILO) – Key Labour Standards and Conventions – Collective Bargaining in International Context – Trade Unions and Employee Representation in MNCs – Employer Associations and Global Works Councils – Conflict Resolution and Dispute Settlement Mechanisms – Cross-Cultural Challenges in Labour Relations – Impact of Globalization and Liberalization on Labour Relations.

Unit – V

(15 Hrs)

HRIS Applications: Concept, Structure, & Mechanisms of HRIS - Programming Dimensions & HR Manager - Data Management for HRIS - Design of HRIS - HRIS: An Investment – Recent Trends: Gig Economy - Remote Work and Hybrid Work Models – Diversity, Equity and Inclusion (DEI) in Global Workforce – Employee Experience and Wellbeing Programs – Cross-Cultural Leadership Development – Digital Learning and Virtual Training Platforms.

Text Book

S.No	Authors	Title	Publisher	Year and Edition
1	Ashwathappa, Sadhna Dash	International Human Resource Management	McGraw Hill	2024 and 4 th Edn
2	Miguel Martínez Lucio	International Human Resource Management: The Transformation of Work in a Global Context	Sage Publications Ltd	2022 and 1 st Edn
3	Ashly H. Pinnington,	International Human Resource Management	South Asia Edition	2024 and 4 th Edn

Books for Reference

S.No.	Authors	Title	Publisher	Year and Edition
1	Reiche, B. S., Stahl, G. K., Mendenhall, M. E., & Oddou, G. R.	Readings and Cases in International Human Resource Management	Taylor and Francis.	2023 and 7 th Edn
2	Jane, B., & Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2019 and 3 rd Edn
3	Brewster, C., Houldsworth, E., Sparrow, P. & Vernon, G	International Human Resource Management	Kogan Page	2024 and 6 th Edn
4	Dickmann, M., Parry, E. & Brewster, C.	Exploring International Human Resource Management	Routledge	2025 and 2 nd Edn

Reference Links

S.No.	Unit	Topic	Links
1	I	Difference Between IHRM And Domestic HRM	https://alison.com/course/international-and-strategic-human-resource-management-revised https://www.youtube.com/watch?v=7G7uhRTTyUA
2	I	HR 5.0 Model	https://www.youtube.com/watch?v=DA2elgI0DD8
3	II	Robotic Process Automation in Recruitment	https://www.youtube.com/watch?v=L-7WzZWU_dA
4	III	Augmented Reality to Improve Employee Performance	https://www.youtube.com/watch?v=BSYWmBoAPFU
5	III	International Compensation	https://www.youtube.com/watch?v=khhu1dhjFoo
6	IV	Global Bodies that Affect IIR	https://www.youtube.com/watch?v=6tEnoGJ5sqU
7	V	Programming Dimensions & HR Manager	https://www.youtube.com/watch?v=3sQBqEjLLgM

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
NM25UHR	UNIVERSAL HUMAN VALUES AND HUMAN RIGHTS	THEORY	30	-	-	2

This course is designed to inculcate a deep understanding of Universal Human Values, Rights and Ethics in a holistic means, while also addressing essential aspects that support resilience during challenges and contribute to overall personality development.

Objectives

This course focuses on exploring the meaning, purpose, and significance of Universal Human Values and Ethics. It aims to guide learners in consciously adopting and practicing these principles to foster personal growth, become compassionate and ethical individuals, and expose their full potential.

Unit I : Introduction to value Education

Education system in India, value erosion at various levels-personal, family, society, national and international, Values-concept and need, Types of values- personal, family, society and Universal, importance of value education, Incorporating Universal Human Values in Higher Education: Universal values-love, truth, non-violence, peace and righteousness.

Unit II: Promoting Universal Human Values

Harmony in the Human Being: Understanding the Human Being as Co-existence of Self ('I') and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of 'I', Understand Harmony in the Self ('I'), Harmony of the Self ('I') with the Body. Harmony in the Family and Society: Harmony in the Family - the Basic Unit of Human Interaction, Values in Human-to-Human Relationships, 'Trust' – the Foundational Value in Relationships, 'Respect' – as the Right Evaluation, Understand Harmony in the Society. Harmony in the Nature (Existence): Understand Harmony in the Nature, Interconnectedness, Self-regulation and Mutual fulfilment among the Four Orders of Nature, realizing 'Existence is Co-existence' at All Levels, The Holistic Perception of Harmony in Existence.

Unit III: Holistic Well-Being

Influence of universal human values on holistic wellbeing – Definition of well-being (state of being comfortable, healthy, happy and equanimity) - Types of Wellbeing: Hedonic (Subjective) and Eudaimonic (Psychological) - 8 Pillars of Holistic Wellness- (Physical, Emotional, Social, Spiritual, Intellectual, Occupational, Financial, Environment) – Resilience: Meaning and definition of Resilience - Learning from setbacks, well-being and resilience.

Unit IV: Professional Ethics

Professional Ethics: Introduction, Importance, Understanding Ethical Principles in various Disciplines (Arts & Science stream), Ethical decision-making frameworks, Core values: integrity, objectivity, professional competence, confidentiality, and professional behaviour; Ethics in the Digital Age: Ethical challenges in the use of technology and data, Privacy, confidentiality, and information security, Ethical considerations in social media and online professional conduct.

Unit V: Indian Constitutional Values

Human Rights: Meaning, characteristics of Human Rights, Human Rights and UNO, UDHR- Universal Declaration of Human Rights, Indian Constitution- Preamble, Fundamental Rights, fundamental duties; Right to Information Act (RTI), National Human Rights Commission (NHRC), State Human Rights Commission, Tamil Nadu; Role of Higher Educational Institutions in promoting Constitutional Values among students.



**BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)
CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOMES- BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2025 -2029 BATCH
SEMESTER- III**

Sem	Part	Course Code	Title of the Course	Course Type	Instruction Hours / week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
III	I	TAM2303A/ HIN2303A/ FRE2303A	Tamil Paper III Hindi Paper III French Paper III	L	4	58	2	3	25	75	100	3
	II	ENG2303A	English Paper III	E	4	58	2	3	25	75	100	3
	III	BB25C07	Production and Material Management	CC	7	103	2	3	25	75	100	5
	III	IB25C08	*International Marketing Management	CC	5	73	2	3	25	75	100	4
	III	IB25A01 / RM25A01	International Economics/ Business Economics	GE	5	73	2	3	25	75	100	4
	IV	BB25SBP1	Digital Skills for Managers	SEC	3	41	4	-	100	-	100	3
	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
III	IV	NM25HAW	Health and Wellness	VAC	SS	-	-	-	100	-	100	1
I- V	VI	24BONL 1 24BONL 2 24BONL 3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L : Language

AEC : Ability Enhancement Course

CA : Continuous Assessment

E : English

ACC : Additional Credit Course

ESE: End Semester Examination

CC: Core Courses

SEC : Skill Enhancement Course

GC : General Courses

GE: Generic Elective

VAC – Value Added Course

* - Internal evaluation through COURSERA for CA only, COURSERA conducted for 100 & converted to 25, ESE evaluation for 75 marks.

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
BB25C07	PRODUCTION AND MATERIAL MANAGEMENT	Theory	103	2	-	5

Preamble

- To make the students understand the roles/functions of production management in the context of business enterprise.
- To introduce the basic concept of Production Planning and Control, Quality and Materials Management and familiarize its applications in production.
- To understand the quality principles, frameworks, tools, and techniques for effective real-life applications in manufacturing.
- To acquaint with TQM, JIT, Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management.

Prerequisite

Basic understanding of management principles, particularly in operations and business processes, along with fundamental knowledge of production activities and quantitative aptitude.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand about Production, PPC, Quality Control, Materials Management, Supply Chain Management, AI, AR and VR.	K1
CLO2	Recognize how Plant location, Master Production Schedules, Material Requirements Plan, Inspection and Material Handling Equipment's are used in production.	K2
CLO3	Apply advanced production techniques like KANBAN, JIT, Lean, World Class Manufacturing, Six Sigma and Robotic Process Automation	K3
CLO4	Analyze how Plant Layout, Work Study, TQM, ERP, Vendor Rating and Evaluation can be used towards value creation of products.	K4

Mapping with Program Learning Outcomes

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

S-Strong; M-Medium; L-Low

PRODUCTION AND MATERIAL MANAGEMENT – BB25C07 (103 Hours)

UNIT– I (21 Hrs)

Production Management: Meaning - Nature, Importance and Scope – Basic Functions of Production Management– Productivity, Efficiency and Effectiveness – Plant Location- Importance – Problems, Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. Plant Layout – Principles - Types and Hybrid layouts – Pros and Cons. Circular Economy in Production

UNIT– II (21 Hrs)

Production Planning and Control – Functions - Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Bill of Materials – Maintenance: Meaning, Objectives and Types of maintenance – Work study: Method study - Time study - Importance – Procedure – Types.

UNIT– III (20 Hrs)

Quality Control: Definition, Concepts, Objectives - Importance and Advantages of Quality Control System, Inspection: Meaning and Kinds of Inspection, - Control Charts - Types. Total Quality Management: Core Concepts & Elements of TQM - Steps in implementing TQM.

UNIT – IV (21 Hrs)

Materials Management: Meaning, Objectives, and Importance, Integrated Materials Management. Purchasing principles – Purchase. Vendor Rating and Vendor Evaluation, Inventory Control – Types of inventories – EOQ- Safety Stock - Re-order Point – KANBAN – JIT– Outsourcing. Material Planning, Material Handling: Meaning – Principles - Categories of Material Handling Equipment.

UNIT– V (20 Hrs)

Recent Trends: An Introduction to ERP–Total Productive Maintenance (TPM) - Six Sigma – concept, benefits, usage – Types and Roles of Six Sigma Belts, ISO 9000 Systems – Industry 5.0 - Lean, World Class Manufacturing, Smart Manufacturing & IIoT (Industrial Internet of Things) - Robotic Process Automation. AI, Virtual and Augmented Reality Applications in Production, Introduction to Cyber- Physical Production Systems (CPPS).

Text Books

S. No.	Author(s)	Title	Publisher	Year & Edition
1.	Dr. F.C. Sharma	Production & Materials Management	Mahavir Publication	2024 & 1 st Edn
2.	Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood	Introduction to Materials Management	Pearson	2022 & 9th Edn
3.	K. Aswathappa	Essentials of Production Management	Himalaya Publishing House	2021 & Revised 3rd Edn

Books for Reference

S. No.	Author(s)	Title	Publisher	Year & Edition
1.	Dr.K. Vidyakala, Dr.N. Kathiravan, Dr.K. Nithya Kala	Production and Materials Management	Bonfring Publishers	2018 & 1 st Edn
2.	Chunawalla & Patel	Production and Operations Management	Himalaya Publishing House.	2022 & 9 th Edn
3.	Marc Helmold & Brain Terry	Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices	Springer Cham	2021 & 1 st Edn
4.	Ankita Agrawal	Production and Materials Management	Horizon Press	2022 & 1 st Edn

Reference Links

S. No	Topic	Links
1.	Basic Concept, Functions of Production Management, Productivity, Efficiency and Effectiveness	NPTEL Video : https://youtu.be/gJDYV2SmFeY Other YouTube Links: https://www.youtube.com/watch?v=EM6OyE1GI2E https://www.youtube.com/watch?v=Brkcj6ie7ic
2.	Plant Layout	NPTEL Video's https://www.youtube.com/watch?v=IhGBUcMM-rE Other YouTube Links: https://www.youtube.com/watch?v=YR5jjleIoTg
3.	Types and Hybrid layouts	NPTEL Video's https://www.youtube.com/watch?v=swk6Fo-BoSA
4.	Master Production Schedule (MPS) – Material Requirement Planning (MRP)	NPTEL Video MPS: https://www.youtube.com/watch?v=VjSgga4E6VYMR P: https://www.youtube.com/watch?v=1kU8HG5Y9Kc

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB25C08	INTERNATIONAL MARKETING MANAGEMENT	Theory	73	2	-	4

Preamble

1. To provide students with a fundamental understanding of the concepts, scope and significance of international marketing and its role in the global economy.
2. To develop knowledge of international market selection, consumer behavior, product strategies, pricing decisions and promotional metrics used in global markets.
3. To equip students with the ability to analyze international marketing environments and apply appropriate marketing mix strategies for global business operations.
4. To familiarize students with international distribution systems, regulatory frameworks and ethical considerations involved in marketing across countries.

Course Learning Outcomes

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

CLO NUMBER	CLO Statement	Knowledge Level
CLO1	Define the fundamental concepts of marketing and international marketing, international market selection process, international pricing strategies and advertising metrics.	K1
CLO2	Describe international marketing functions including market segmentation, distribution channels, incremental sales and campaign effectiveness measurement.	K2
CLO3	Analyze the international marketing mix, determinants of international market selection, global marketing laws and regulations and promotional performance metrics such as GRP.	K3
CLO4	Develop appropriate international marketing strategies by applying knowledge of the marketing environment, product communication strategies, distribution structures and international promotion frameworks.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L- Low

INTERNATIONAL MARKETING MANAGEMENT - IB25C08

UNIT-I

(15 Hours)

Marketing & International Marketing: Meaning -Evolution Objectives - Scope - Importance - Fundamentals of Marketing - Types - Functions – Marketing Approaches - Marketing Environment - Controllable and uncontrollable Factors - Marketing Mix - Challenges - Significance - Sales Force Management - Role of International Marketing in the Global economy.

UNIT-II

(15 Hours)

International Market Selection Process - Determinants - Market profile - Consumer Behaviour in International Markets - Factors affecting Consumer Buying Behaviour - Consumer Buying Decision Process - Market Segmentation - Targeting and Positioning in Global market. International Product Classification System - Product Mix - International Product Life Cycle - New Product Development - Global Branding - Packaging and Labelling - Product Communication Strategies - Global Product Policy.

.UNIT-III

(14 Hours)

Margins, Profits and International Pricing Metrics: Pricing Objectives and Pricing Policies - Factors Influencing International Pricing Decisions - Unit Margin - Margin percentage - Price Per Statistical Unit - Price Sensitivity and Optimization - Setting Prices to Maximize Profits - Price Premium - Reservation Price - Transfer Pricing and Gray Markets - Optimal Price.

UNIT-IV

(15 Hours)

Advertising Metrics: Impressions - Gross Rating Points - Opportunities to See Cost per Thousand Impressions Rates - Frequency- Share of Voice Impressions - Measures of Advertising Coverage and Effectiveness - Models for consumer response advertising. Promotion Metrics: Temporary price promotions - Baseline Sales - Incremental Sales - Promotional Lift - Redemption Rates.

UNIT-V

(14 Hours)

International Distribution Channels: Structure - Types - Functions - Factors - Management of Physical Distribution - Channel Design - Channel Intermediaries - International Marketing Regulations: Laws and Regulations - Ethical Considerations in Global Marketing.

Text Books:

S..No.	Author(s)	Title	Publisher	Year & Edition
1.	Sak Onkvisit, Michael A. Merz & John J. Shaw	International Marketing: Strategy and Theory	Routledge (Taylor & Francis)	2025 & 6 th Edn
2.	Svend Hollensen & Ana Bogdanovic	Global Marketing	Pearson Education	2025 & 9 th Edn
3.	Philip R. Cateora, Bruce Money, Mary C. Gilly and John L. Graham	International Marketing	McGraw Hill Education	2024 & 19 th Edn

Books for Reference:

S.No.	Author(s)	Title	Publisher	Year & Edition
1.	Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth and G. Shainesh	Marketing Management	Pearson Education	2025 & 17 th Edn
2.	Warren J. Keegan and Mark C. Green	Global Marketing	Pearson Education	2025 & 11 th Edn
3.	Philip Kotler and Gary Armstrong	Principles of Marketing	Pearson Education	2022 & 19 th Global Edn

Coursera Links:

Unit I-V	Links
	https://www.coursera.org/learn/intro-international-marketing?utm_source
	https://www.coursera.org/specializations/international-marketing?utm
	https://www.coursera.org/learn/segmenting-the-market?utm_source
	https://www.coursera.org/learn/global-marketing-building-iconic-brands
	https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics
	https://www.coursera.org/learn/pricing-strategy
	https://www.coursera.org/learn/international-marketing-entry-execution
	https://www.coursera.org/learn/market-research
	https://www.coursera.org/learn/assess-for-success
	https://www.coursera.org/learn/customer-understanding-and-digital-marketing-channels
	https://www.coursera.org/learn/wharton-marketing

Pedagogy:

Chalk & Talk, Lecture, Seminar, PPT, Group Discussion, Activity and Case Study, Simulation Exercise.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB25A01	INTERNATIONAL ECONOMICS	Theory	73	2	-	4

Preamble

1. To understand the concepts of international trade patterns and trade policies and address contemporary issues in international economics.
2. To acquire analytical methods required to understand how and when to apply different economic models to events in the global economy
3. To explain the international patterns of trade and specialization and the reasons why similar economies often trade with each other.
4. To provide an understanding of the theoretical and practical problems arising from economic interactions between countries.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify major developments in the world trading system and recognize their effects on national economies and the global community.	K1
CLO2	Explain international economic theories and how economic reasoning is used to address real-world trade and policy issues.	K2
CLO3	Apply knowledge of trade policy instruments such as tariffs, quotas, export subsidies, anti-dumping duties, countervailing duties and preferential trading agreements to evaluate their economic effects.	K3
CLO4	Analyze the relationships among different international trade models and approaches using an appropriate analytical framework.	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium, L-Low

INTERNATIONAL ECONOMICS - IB25A01

UNIT - I

(14 Hours)

Introduction to International Economics - Nature - Scope - Influencing Factors - The Production Possibility Curve - Demand - Law of Demand - Elasticity of demand - Types of Demand - Supply - Law of Supply- Equilibrium - The Community Indifference Curve - The Offer Curve - Mill's Theory of Reciprocal Demand - Digital Global Trade and E-Commerce in International Economics – Green Trade in the Global Economy- Kautilya's Arthashastra on Economic Policies.

UNIT - II

(15 Hours)

Fundamentals of Cost in International Trade - 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)

Pricing and Pricing Decisions - Pricing and Output Decisions - Domestic Market Structure and Performance in Global Markets - Changes in the Global Market Structure - Methods of Pricing - Differential Pricing - International Price Discrimination and Dumping - Government Intervention and Pricing - Application of AR and VR in Global Pricing Strategies - Role of Indigenous Guilds (Shrenis) in Regulating Prices.

UNIT – IV

(15 Hours)

Imperfect Competition and Trade - Externalities and Protectionism - Welfare Comparisons Across Countries - FDI and Investment Decisions - Risk and Uncertainty in Managerial Decision Making. Economic Development Perspectives: Relationship between Trade - Economic Growth – Development - Inequality and Poverty.

UNIT - V

(14 Hours)

International Fiscal Policies and Monetary Policy : Meaning - Objectives - Instruments - Effectiveness of Monetary Policy - Monetary Policy and Fiscal Policy Mix to Control Inflation - Business Cycle Stages - Inflation and Deflation - Developments in the Pattern of Trade - Exchange Values and Currency Devaluation - Defining Balance of Trade and Balance of Payment - Equilibrium and Disequilibrium in BOP - Measures to Correct BOP Disequilibrium - BOP in India - Trade Blocs and Monetary Units - Anti Money Laundering.

Text Book:

S.No.	Author(s)	Title	Publisher	Year & Edition
1	Robert Carbaugh	International Economics	Cengage Learning	2025 & 19 th Edn
2	Paul R. Krugman & Maurice Obstfeld	International Economics: Theory and Policy	Pearson	2025 & 13 th Edn
3	Dominick Salvatore	International Economics	Wiley India	2025 & 14 th Edn

Books for Reference:

S.No.	Author(s)	Title	Publisher	Year & Edition
1	Robert J. Carbaugh	International Economics	Cengage Learning	2025 & 19 th Edn
2	B. Mahadevan, Vinayak Rajat Bhat and Nagendra Pavana R.N.	Introduction to Indian Knowledge System: Concepts and Applications	PHI Learning	2024 & Eastern Economy Edn
3	H.G. Mannur	International Economics	Vikas Publishing House	2023 & 4 th Edn

Reference Links:

S. No	Unit	Topic	Link
1	I	The production possibility curve	https://www.youtube.com/watch?v=3JLoi7K2_vY
2	II	Linder's theory of trade and Demand	https://www.youtube.com/watch?v=2OK3lDY6r9U
3	II	Kenon's theory of Human capital	https://www.khanacademy.org/economics-finance-domain/core-finance/investment-vehicles-tutorial/investment-consumption/v/human-capital
4	III	Methods of pricing	https://study.com/academy/lesson/video/pricing-strategy-in-marketing-definition-types-examples.html
5	III	Differential pricing	https://www.coursera.org/courses?query=pricing%20strategy
6	IV	Imperfect Competition and trade	https://onlinecourses.nptel.ac.in/noc21_hs46/preview
7	V	Exchange Values and Currency devaluation	https://www.khanacademy.org/economics-finance-domain/ap-macroeconomics/ap-open-economy-international-trade-and-finance/the-foreign-exchange-market/v/currency-exchange-introduction

Pedagogy:

Chalk & Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study.

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
RM25A01	BUSINESS ECONOMICS	Theory	73	2	-	4

Preamble

1. To provide fundamental principles of economics and their application in managerial decision-making within business organizations.
2. It provides an understanding of demand, supply, production, cost and revenue concepts that influence business operations and market behavior.
3. It helps to examine different market structures and pricing strategies to enable effective managerial decisions in competitive environments.
4. It explores factor pricing, income distribution, unemployment and macroeconomic indicators such as national income and inflation.
5. This highlights modern analytical approaches such as AI-driven forecasting, big data analytics and insights from traditional economic thought to understand contemporary economic issues.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the basic concepts of economics including nature, scope, objectives of firms, demand, determinants of demand and elasticity of demand.	K1
CLO2	Explain the principles of production, laws of returns, supply, elasticity of supply and analyze cost - revenue relationships in the short run and long run.	K2
CLO3	Apply different market structures and pricing strategies under perfect competition, monopoly, monopolistic competition, oligopoly and duopoly.	K3
CLO4	Analyze factor pricing theories including wages, rent, interest, profit, unemployment patterns and macroeconomic indicators such as national income, inflation, trade cycle and balance of payments.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L - Low

BUSINESS ECONOMICS - RM25A01 - 73 HRS

UNIT- I

(15 Hrs)

Meaning and Definition of Economics - Nature - Scope - Concepts of Economics - Firm- Industry- Objectives of Firm - Profit Maximization - Social Responsibilities of Firm - Relationship Between Micro, Macro and Managerial Economics - Demand - Meaning - Types - Law of Demand- Determinants of Demand - Elasticity of Demand - Measurement of Elasticity of Demand - Types and Methods - AI Driven Demand Forecasting.

UNIT - II

(15 Hrs)

Production - Importance - Factors - Functions - Least Cost Combination - Types of Utility - Law of Returns - Law of Variable Proportions- Returns to Scale - Economies of Scale - Law of Supply - Elasticity of Supply - Cost and Revenue - Concepts and Curves - Cost Output Relationship Short Run and Long Run.

UNIT - III

(16 Hrs)

Market - Meaning - Types - Equilibrium of the Firm - Industry - Fundamentals of Pricing - Pricing under Perfect Competitions- Monopoly - Price Discrimination - Pricing under Monopolistic Competition - Pricing under Oligopoly - Pricing under Duopoly - Dual Pricing - The Four Step Process - Price Ceilings and Price Floors - Application of AR and VR in Pricing Strategies.

UNIT - IV

(16 Hrs)

Distribution - Factor Pricing - Marginal Productivity Theory - Wages - Determination of wages -Causes for wage difference - Trade Union and wages - Rent - Ricardian Theory Rent - Quasi - Rent-Modern theory of rent - Interest - Profit - Theories of Profit -Unemployment - Compute Unemployment Rate - Patterns of Unemployment - Changes in Unemployment over the Short Run - Changes in Unemployment over the Long Run.

UNIT - V

(11 Hrs)

National Income - Concepts- Measurement - Problems- Uses - Leveraging Big Data Analytics and Machine Learning Techniques to measure National Income - Inflation- Types- Causes and Control - Tracking Inflation- Measuring Changes in the Cost of Living- Current Trends of Inflation in India- Trade Cycle - Stages of Trade Cycle - Balance of Payments- Ancient Indian Practices on governance, economics and trade (Kautilya's Arthashastra).

Text Books:

S.No.	Authors	Title	Publishers	Year & Edition
1.	N. Gregory Mankiw	Principles of Economics	Cengage Learning	2024, 10 th Edn
2.	S.R. Myneni	Managerial Economics (Business Economics)	New Era Law Publication	2024, 1 st Edn
3.	Sundharam KPM and Sundharam EN	Business Economics as per National Educational Policy 2020	Sultan Chand & Sons	2022, 5 th Edn

Books for Reference:

S.No	Authors	Title	Publishers	Year& Edition
1.	H.L Ahuja	Business Economics	Sultan Chand & Sons	2022, 15 th Edn
2.	Dr. S.Sankaran	Business Economics	Margham Publication	2022, 3 rd Edn
3.	Kaveri, SudhaNayak, Girija & Meenakashi	Business Economics	Sultan Chand & Sons	2020, 6 th Edn

Reference Links:

S. No	Unit	Topic	Links
1	I	Demand- Meaning- Types	https://onlinecourses.swayam2.ac.in/cec20_hs26/preview
2	II	Least cost combination- Types of utility-Law of Returns-	https://archive.nptel.ac.in/courses/110/101/110101149/
3		Law of Supply	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
4	III	Fundamentals of pricing- Pricing under perfect competitions	https://onlinecourses.swayam2.ac.in/imb22_mg04/preview
5		Pricing under Oligopoly - Pricing under Duopoly	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
6	IV	Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent	https://onlinecourses.nptel.ac.in/noc22_mg103/preview

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	Credit
BB25SBP1	DIGITAL SKILLS FOR MANAGERS	PRACTICAL	-	4	41	3

Preamble

1. Introduce advanced Excel tools for data analysis, including data cleaning, transformation, and modelling for better business decision-making.
2. Explore the use of data analytics tools and project management software to support decision-making and improve team collaboration.
3. Understand how automation and workflow optimisation tools enhance business process efficiency.
4. Implement cloud-based tools for data management, real-time collaboration, and backup/recovery strategies in business operations.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify key features and functionalities of Excel and analytics software to enhance business analysis skills.	K1
CLO2	Explore the application of project management tools and data analytics software in business decision-making and collaboration.	K2
CLO3	Analyze how automation tools can optimize business processes and workflow for efficiency.	K3
CLO4	Implement cloud-based tools for effective data management, collaboration, and recovery in real-world business environments.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L-Low

DIGITAL SKILLS FOR MANAGERS - BB25SBP1 - (41 Hours)

UNIT –I

(9 Hours)

Advanced Excel for Business Analysis and Reporting: Importing – Cleaning - Transforming Data from Multiple Sources (Databases, CSV, Web) – Data Models with Power Pivot – Advanced DAX (Data Analysis Expressions) – Sparklines – Slicers.

UNIT – II

(8 Hours)

Data Analytics Software for Decision Making - Google Analytics: Key Metrics and Reports - Analysing Website Traffic - User Engagement - Setting Up and Analysing Website Traffic Data. Website Creation.

UNIT –III

(8 Hours)

Project Management Software - Tools: Asana, Trello, and Monday.com - Reporting and integrating with Google Calendar, Slack tools - Gantt charts - Dependency Tracking.

UNIT – IV

(8 Hours)

Automation and Workflow Optimization - Zapier for Business Process Automation – Trello Power-up - Power Automate (Microsoft Flow) - Automating Repetitive Tasks.

UNIT – V

(8 Hours)

Data Management and Cloud Tools – Creating – Organizing - Sharing Cloud Folders - Real-Time Collaboration - File Versioning - Backup Strategies in Cloud data - Recovery in the Cloud.

Text Book:

S. No.	Author	Title	Publisher	Year & Edition
1.	Jordan Morrow	Be Data Literate: The Data Literacy Skills Everyone Needs to Succeed	Pearson	2024 & 1st Edn

Books for Reference:

S. No.	Author (s)	Title	Publisher	Year & Edition
1.	George Mount	Modern Data Analytics in Excel: Using Power Query, Power Pivot, and DAX	O'Reilly Media	2024 & 1st Edn
2.	Felix Zumstein	Python for Excel: A Modern Environment for Automation and Data Analysis	O'Reilly Media	2024 & 1st Edn

Pedagogy:

Practical Exercise

Course Designer

1. Dr.Devi Priya B
2. Dr.SathiyaPriya

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
NM23DTG	DESIGN THINKING	Theory	30	-	-	2

Preamble

- To expose the students to the concept of design thinking as a tool for innovation
- To facilitate them to analyze the design process in decision making
- To impart the design thinking skills

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO 1	Understand the concepts of Design thinking and its application in varied business settings	K1
CLO 2	Describe the principles, basis of design thinking and its stages	K2
CLO 3	Apply design thinking process in problem solving	K3
CLO 4	Analyze the best practices of design thinking and impart them in business and individual day to day operations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	S	M	M	S	S
CLO 2	M	S	S	M	M
CLO 3	S	S	S	M	S
CLO 4	S	S	S	S	S

S-Strong; M-Medium

DESIGN THINKING - NM23DTG (30 Hours)

UNIT – 1 (6 Hours)

Design Thinking Overview: Introduction to Design Thinking and Design Research Strategies -Design Thinking Skills.

UNIT – II (6 Hours)

Design Thinking Mindset: Principles of Design Thinking - Basis for design thinking - Design Thinking Hats - Design thinking team.

UNIT – III**(6 Hours)**

Empathize: Definition - Listen & Empathize with the Customers and / or Users - Tools and Techniques.

UNIT – IV**(6 Hours)**

Define : Definition - Defining the Problem - Tools and Techniques - Journey mapping and Ideate - definition - Ideation techniques.

UNIT–V**(6 Hours)**

Prototype: Definition - Prototype Alternate Solutions - Test the Solutions – Visualization -Story Telling - Cautions and Pitfalls - Best Practices.

Text Books:

S. No.	Author(s)	Title	Publisher	Year & Edition
1.	Christian Mueller-Roterberg	Handbook of Design Thinking Tips & Tools for how to design thinking	Amazon Kindle Version	2018 & 1st Edn
2.	Gavin Ambrose Paul Harris	Design Thinking	AVA Publishing Switzerland	2010
3.	Sambhrant Srivastava and Vijay Kumar	A Text Book of Design Thinking	Vayu Education of India	2022 & 1st Edn

Books for Reference:

S. No.	Author(s)	Title	Publisher	Year & Edition
1.	Maurício Vianna Ysmar Vianna Isabel K. Adler Brenda Lucena Beatriz Russo	Design Thinking - Business Innovation	MJV Press	2011
2.	Moritz Gekeler	A practical guide to design thinking	Friedrich- Ebert-Stiftung	2019
3.	J. Berengueres	The Brown Book of Design Thinking	UAE University College, Al Ain	2014