

SYLLABUS

M.Com (IB)

DEPARTMENT OF INTERNATIONAL BUSINESS

**Sri Ramakrishna College of Arts and Science
(Autonomous)**

(Formerly SNR Sons College)

Approved by Govt of Tamilnadu, UGC & AICTE, New Delhi

& Re-Accredited with "A" Grade by NAAC

AN ISO 9001:2008 Certified Institution

Affiliated to Bharathiar University

Coimbatore – 06



BATCH 2017 – 2019

With effective from 2017 onwards

M.Com (IB) PROGRAMME STRUCTURE



Sri Ramakrishna College of Arts and Science (Autonomous) Formerly SNR Sons College



(Affiliated to Bharathiar University)

(Re-Accredited with 'A' Grade by NAAC)

(An ISO 9001:2008 Certified Institution)

S.N.R. College Road, Coimbatore-641 006, Tamil Nadu, India.

Phone: (0422) 2562788; 2560838 Fax: (0422) 2560387 Website: www.srcas.ac.in

SCHEME OF EXAMINATION (CBCS PATTERN)

PG COURSES (WITH PROJECT)

M.Com (International Business)

For the students admitted during the academic year 2017 -2019 Batch onwards

Study Components	Course Title	Exam			Credit
		CIA @	CE	Total	
Semester I					
Core I 17MIB101	GLOBAL BUSINESS ENVIRONMENT	40	60	100	4
Core II 17MIB102	INTERNATIONAL FINANCIAL ACCOUNTING	40	60	100	4
Core III 17MIB103	INTERNATIONAL ECONOMICS	40	60	100	4
Core IV 17MIB104	INTERNATIONAL TRADE PROCEDURES - I	40	60	100	4
Core V 17MIB105	COMPUTER PRACTICAL I (MS OFFICE)	50	-	50	3
Core VI 17MIB106	# GLOBAL COUNTRY ANALYSIS – SELF-STUDY	50	-	50	2
17MIB107	BUSINESS COMMUNICATION	50	-	50	2
Semester II					
Core VII 17MIB201	BUSINESS RESEARCH METHODS	40	60	100	4
Core VIII 17MIB202	INTERNATIONAL TRADE PROCEDURES - II	40	60	100	4
Core IX 17MIB203	INTERNATIONAL MARKETING MANAGEMENT	40	60	100	4
Core X 17MIB204	INTERNATIONAL FINANCIAL MANAGEMENT	40	60	100	4
Core XI 17MIB205	INTERGRATED LOGISTICS AND SUPPLY CHAIN MANAGEMENT	40	60	100	4
Core XII 17MIB206	COMPUTER PRACTICAL II (SPSS PACKAGE)	50	-	50	3

Semester III					
Core XIII					
17MIB301	SHIPPING AND PORT MANAGEMENT	40	60	100	4
Core XIV					
17MIB302	INTERNATIONAL STRATEGIC MANAGEMENT	40	60	100	4
Core XV					
17MIB303	CORPORATE ETIQUETTE AND BUSINESS ETHICS	40	60	100	4
Core XVI					
17MIB304	ENTREPRENEURSHIP DEVELOPMENT (OPEN ELECTIVE - IDC)	40	60	100	4
ELECTIVE I					
17MIB305	ELECTIVE I	40	60	100	3
Core XVII					
17MIB306	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	50	-	50	2
Core XVIII					
17MIB307	EXIM DOCUMENTATION PRACTICAL	50	-	50	3
Core XIX					
17MIB308	# INTERNSHIP TRAINING	50	-	50	3
17MIB309	#KNOWLEDGE MANAGEMENT ONLINE COURSE (OPEN ELECTIVE – M.COM IB)	50	-	50	2*
Semester IV					
Core XX					
17MIB401	INTERNATIONAL TRADE LAW	40	60	100	4
Core XXI					
17MIB402	FOREIGN EXCHANGE MANAGEMENT	40	60	100	4
ELECTIVE II					
17MIB403	ELECTIVE II	40	60	100	3
Core XXII					
17MIB404	BUSINESS CASE ANALYSIS – SELF-STUDY	50	-	50	2
Core XXIII					
17MIB405	PROJECT & VIVA VOCE	80*	20**	100	4
Total				2200	90

* Project work

**Viva Voce

OPEN ELECTIVE COURSE: Inter Departmental Course

Subject Code	Subject Name	CIA	CA	Total	Credit
	ENTREPRENEURSHIP DEVELOPMENT	40	60	100	3

OPEN ELECTIVE COURSE: M.Com IB (Extra Credit)

Subject Code	Subject Name	CIA	CA	Total	Credit
17MIB306	#KNOWLEDGE MANAGEMENT ONLINE COURSE (OPEN ELECTIVE – M.COM IB)	50	-	50	2*

GLOBAL COUNTRY ANALYSIS
BUSINESS CASE ANALYSIS
INTERNSHIP TRAINING

Self Study

List of Elective papers (Can choose any one of the paper as electives)	
Elective – I Marketing Area	A Sales and Distribution Management
	B Customer Relationship Management
	C Services Marketing
Elective – II Finance Area	A Security Analysis and Portfolio Management
	B Insurance and Risk Management
	C Banking

Summary of Credit Points:

Subject	Credits	Total Credits
Core – 16	4	64
Core – 4	3	12
Electives – 2	3	6
Core – 1	2	2
Core Self-study – 2	2	4
Non-Core -1	2	2

		90

Total Marks: 2200

Total Credits: 90

Extra Credits: 02

INTERNSHIP TRAINING

The practical training is essential to expose the students to the real life work situation and to strengthen the conceptual knowledge gained in the classroom. One month practical training is to be arranged during the summer vacation after the second semester. The training shall be in a banking, financial institution, and industrial enterprise or consultancy organizations engaged in Export – Import operations. Candidate should submit a report at the end of the study. 50 Internal Marks shall be provided for Internship.

Performance Evaluation from the supervisor is on the following basis:

1. Presentation – 10% of Grade
2. Log – 10% of Grade
3. Company or Organizational Analysis – 5% of Grade
4. Skill-based Resume – 5% of Grade
5. Report submission(log book) – 20% of Grade **TOTAL: 50 Marks**

PROJECT AND VIVA VOCE

A student should select a topic for project work in the third semester itself and submit the project report (dissertation) at the end of the fourth semester. Every student of M.Com IB will undergo for a market survey for any manufacturing, Logistics company, ports and CHA'S. During the course of market survey project in charge will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/Institute, which will become a part of fourth semester examination. However, the report must be submitted by the end of March during fourth semester. The report will be evaluated by Internal and External examiner. It will carry total of 100 marks divided into written report of 80 marks by the internal examiner and presentation of 20 marks in front of an External appointed by Principal of the college.

Evaluation of the Report

a. Ist, IInd and IIIrd review	-	15 Marks
b. Objectives, Methodology and Review of literature	-	25 Marks
c. Data Collection and Statistical tools used	-	20 Marks
d. Execution of the project	-	20 Marks
<hr/>		
Project work	-	80 Marks
Viva-Voce	-	20 Marks
<hr/>		
Total	-	<u>100 Marks</u>

EVALUATION OF LABORATORY WORKS

A laboratory paper shall have minimum of 8 to a maximum of 15 assignments/ experiments. Each assignment shall have equal percentage points. The faculty concerned shall evaluate each such assignments/ experiment based on quality of result, report and general understanding. On completion of each assignment/ experiment, the evaluation shall be done. The source of the student will be sent to the examination section. Minimum score for a pass in laboratory work shall be 50 percentage points. The concerned faculty shall maintain such records for a period of one year for surprise checks by the competent authority. It will carry a total of 50 marks by the Internal Examiner only.

BUSINESS CASE ANALYSIS (SELF-STUDY)

A Business Case document is a formal, written argument intended to convince a decision maker to approve some kind of action. A well-crafted business case explores all feasible approaches to a given problem and enables business owners to select the option that best serves the organization. This guide explains the format and content of a business case document and the processes involved in its creation. Only grading shall be provided for Internship.

TABLE OF CONTENTS

- ➡ The executive summary
- ➡ The problem statement
- ➡ Analysis of the situation
- ➡ Solution options
- ➡ Project description
- ➡ Cost-benefit analysis
- ➡ Recommendations

KNOWLEDGE MANAGEMENT ONLINE COURSE

Students have to complete both and, submit to the concerned Tutor at the end of the IIIrd Semester.

1. Research Paper, Case Study Presentation/ Publication in National / International Conference.
2. Completion of one Online Certification course offered by NPTEL, Course Era etc. (On completion of one of the above, students will be awarded full 50 Marks and 2 Extra Credits)

ASSESSMENT CRITERIA FOR 100 MARKS:**Note:** 100 % Theory Paper**Both Internal and External Assessment****CIA: 40 Marks Split up**

Internal Test I	Internal Test II	Quiz (LMS)	Seminar/Assignment/Case study Presentation/ Projects	Total
10	10	10	10	40 Marks

Minimum Pass mark: 20**CE: 60 Marks Split up (Same pattern for both Internal Test I and Internal Test II)****Hours of Examination: CIA: 3 Hours CE: 3 Hours**

Section A Descriptive Type 10 questions (No Choice)	10 questions carries 1 mark each. (Minimum 2 questions from each Unit)	10*1 = 10
Section B Descriptive Type 5 questions (Either or type)	5 questions carries 4 marks each. (2 Either or type questions from each unit)	5 * 4 = 20
Section C Descriptive Type 5 questions (Answer any 3)	3 questions carries 10 marks each. (Minimum 1 questions from each unit)	3* 10 = 30
	Total CE marks	60 Marks

Minimum Pass mark: 30**ASSESSMENT CRITERIA FOR 50 MARKS:****Note:** 100 % Theory Paper**Only Internal Assessment**

Internal Test I	Internal Test II	Quiz (LMS)	Seminar/Assignment/Case study Presentation/ Projects	Total
15	15	10	10	50 Marks

CIA: 50 Marks Split up**Minimum Pass mark: 25**

QUESTION PAPER PATTERN

Applicable for both CIA and CE

Section A (10*1=10)

Descriptive Type

10 Questions no choice

(Minimum 2 questions from each Unit)

Section B (5*4=20)

Answer the Following

5 Questions Either or Type

Minimum 2 either or type questions from each unit

Section B (3*10=30)

Answer the Following

5 questions (Answer any 3)

Minimum 1 questions from each unit

Note: **CIA** = Continuous Internal Assessment; **CE** = Comprehensive Examination.

Dr. V. Latha

Chairperson

Department of International Business

Sri Ramakrishna College of Arts and Science (Autonomous)

Coimbatore - 06

17MIB101 – GLOBAL BUSINESS ENVIRONMENT

Semester	I
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

To understand the current and future global business environment, from national to global perspectives and to recognize the new competencies required in the 21st century business environment and what it will take to master them.

UNIT I

Global Business: overview of 21st century – Indicators of Globalization – The globalization of business – Managing in a Global Environment – Multinational Corporations- Internationalization of SME's – Drivers of globalization- Global Business: An extra Challenge

UNIT II

Modes of Foreign entry: Franchising, Licensing, Joint ventures, Contract Manufacturing and Sourcing - Regional Trading Blocs - World Trading System- Asia-Pacific – Latin America- Africa and Middle East- Andean Pact – **(TPP)** Trans-Pacific Partnership -The international Business Environment: New Perspective- **PEST** (Political, Social, Economical & Cultural)

UNIT III

Global trade and Investment environment – International Trade Theory – Mercantilism – Absolute advantage – Comparative advantage – The New Trade theory – National competitive advantage – Porter's competitive advantage of nations.

UNIT IV

Reducing International Trade Barriers – The World Bank – International Monetary Fund (**IMF**) – International development association (**IDA**) – Bank for International settlement (**BIS**) – World Trade Organization (**WTO**) – the European Union (**EU**) – other regional grouping nations – European Free Trade Nations (**EFTS**) – European Economic Areas (**EEA**) – Association of South Asian Nations (**ASEAN**) – African Trade Agreement (**ATA**) – North American Free Trade Agreement (**NAFTA**) – Free Trade Agreement of America (**FTAA**) – Foreign Direct Investment (**FDI**) – horizontal and vertical FDI – **EFTA** (European free trade association)- **EEC** (European Economic Community) - **SAARC**

UNIT V

Emerging Economies - **BRICS** countries – **MIKT** (Mexico Indonesia South Korea and Turkey), **G20** - **G8** – First world Nations - **G15** – Advanced Nations – **OECD** (Organization for Economic Cooperation and Development)- **OPEC** - Common wealth Nations – **NATO** – Bilateral Trade – **AANZFTA** (Asian Australian New Zealand free trade area) –**ACFTA** (Asian china free trade association) –**CEFTA** (Central European Free Trade Agreement) - **MERCOSUR** (Common Market of the South)- **APEC** (Asia Pacific Economic Cooperation) - **UNCTAD** (United nations conference on trade and development).

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Identify the main features of the International Business Environment and its main institutions.*
- *Analyze the Political, Social, Economic, Technological and other configurations that support cross-border trade.*
- *Apply an understanding of the nature of the Multinational firm as an Institutional structure for the conduct of cross-border trade and investment.*
- *Analyze the key decisions that Multinational firms make in relation to the choice of Markets and entry strategies.*

TEXT BOOKS:

1. International Business Competing in the Market Place – Charles W. L. Hill 10th Edition

REFERENCE BOOKS:

1. International Business Environment & Operations – John D. Daniel, Lee H. RaoleBaugh, Daniel Sullivan Pearson, 2013
2. International Marketing – Philip R. Cateora 15th Edition
3. The Global Business Environment-Meeting the Challenges- Janet Morrison -3rd Edition, Palgrave Macmillan
4. The Global Business Environment - Monir H. Tayeb - Sage Publications, 1992

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr.V. Latha**

17MIB102 - INTERNATIONAL FINANCIAL ACCOUNTING

Semester	I
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

- *Acquire a reasonable knowledge in accounts.*
- *Analysis and evaluate financial statements.*
- *To give an overview of the main topics in international accounting and to introduce Students to the international dimensions of financial statement analysis.*
- *Learn about the international financial reporting standards (IFRS) movement and the implications of reading financial statements based on IFRS.*

UNIT I

Accounting and its global context – International Financial Statement Analysis – International Transparency and disclosure – International Accounting Standards and Global convergence – International Business combinations, Goodwill and Intangibles – Accounting issues related to foreign currency – Accounting for price changes international – International Financial Reporting Standards.

UNIT II

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and related concepts- Profit and Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting.

UNIT III

Significance of Computerized Accounting System- Codification and Grouping of Accounts- Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

UNIT IV

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard) and funds flow statement analysis.

UNIT V

Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs. Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing- Costing and the value chain- Target costing- Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.

Course outcome:

Upon successful completion of this course, students will be able to:

- *Possess a managerial outlook at accounts.*
- *Able to identify differences in financial measurement and reporting practices that exist internationally, the reasons for these differences, their resultant financial statement effects and methods that you can employ to cope with such differences.*

TEXT BOOKS:

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.

REFERENCE BOOKS:

1. Choi and Meek (CM), *International Accounting*, 7th ed. (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 2011).
2. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.
3. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.
4. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2010.
5. 4. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
6. 5. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009

Note: 20 % Theory and 80% Problem Paper



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

17MIB103 - INTERNATIONAL ECONOMICS

Semester	I
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

To acquaint the students with the economic theory and its use in business decision -making. To provide a framework for reasoning about the factors of production, and financial assets, trade policy and monetary policy in open economy.

UNIT I

International Trade - Principles of trading-fundamentals of international trade – Concepts -Internal & International trade - Theories of foreign trade – Comparative cost theory – Classical theory of international trade - Neo classical Theory – Comparative advantage model – Modern theory – Heckscher- Ohlin theory – Modern Concept of International trade & Factor price.

UNIT II

Balance of payment – Concept of BOP- Meaning – Importance – Determinants – BOP & BOT – BOP and causes of disequilibrium – Measures to correct equilibrium adjustment mechanism – Exchange rate determination – Exchange control – Means achieving external & internal equilibrium – Fiscal and monetary mix – Terms of trade and gains from trade – Dollar Marketing – optimum currency area theories – Foreign trade and national economies.

UNIT III

Trade problems in India Since independence – Direction and composition of trade – Trade reforms since 1990 –Foreign trade policy-Export promotion –Commercial policy and regional economic co-operation – Economic co-operation – Economic repercussion on national income, output and employment – Trade problems of developing countries.

UNIT IV

Multinational corporation : Introduction features- Classification –roll of MNC 's – Drawbacks of MNC's- International migration : Types – Brain drain – Effects of international migration –Transfer of technology: Methods and issues new international economic order (NIEO)- need –north-south dialogue and north – South and south –south co-operation

UNIT V

International monetary system –IMF – India and developing countries- short term capital movements – East Asian crisis – terms for developing countries – euro dollar regime – reforms and future of international monetary system.

Course outcome:

Upon successful completion of this course, students will be able to:

- *Acquire knowledge of various concepts for business problems in a globalized economic environment.*
- *Consistent reasoning about international flows of goods.*
- *Become familiar to both the microeconomic and macroeconomic issues relevant to the economic relations among countries.*

TEXT BOOK:

- 1) International Economics – Dr. S.S.M. Desai & Dr.NirmalaBharlerao, HPH Publication -1st Edition 2008.

REFERENCE BOOKS:

- 1) Adhikari, M., Managerial Economics, Khosla Publishing House, New Delhi, 1999.
- 2) Artis, M.J., Macro-Economics, Oxford University Press, 1985 Reprint.
- 3) Bayes Michael, R., Managerial Economics and Business Strategy, Irwin, Chicago, 1997.
- 4) Craig, P.H. and W. Cris Lewis, Managerial Economics, Prantice -Hall of India Ltd., New Delhi.
- 5) Dean, Joel, Managerial Economics, Prentice Hall of India Pvt. Ltd., New Delhi.
- 6) 13. Shapiro, Edward, Macro-Economic Analysis, Galgotia Publications, New Delhi, 1996 Repring.

Note: 100 % Theory Paper



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

17MIB104 - INTERNATIONAL TRADE PROCEDURE - I

Semester	I
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

The paper aims at acquainting the students with the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's Trade.

UNIT I

Foreign trade policy 2015 -2020 highlights – ITC for Export/import – Objectives – DGFT – Functions and Objectives - FIEO – IIFT - Export licensing procedure and formalities – Export price quotations – Deemed exports – Benefits – Categories of supply – Role of export promotion by Export Credit Guarantee Corporation (**ECGC**) - **FEMA**

UNIT II

Export Promotion Council (**EPC**) – Commodity Board (**CB**) – Types of commodity boards – APEDA – MPEDA – ICA – IDI – Other advisory bodies - Export promotion schemes – Survey from India Scheme - **EOU** scheme (Export oriented units) – Setting up of EOUs – Supplies by **DATA** (Domestic Tariff Area) units to EOUs

UNIT III

Special Economic Zones (**SEZs**) scheme – Eligibility- Approval – conditions – Fiscal incentives for developer of SEZ – New status Holder Categorization – One to five star export houses – Free trade and warehousing zones – Electronics Hardware technology Parks (**EHTPs**) – Software Technology Parks (**STPs**) – and Bio-technology Parks (**BTPs**)

UNIT IV

Import of capital goods under **EPCG** Scheme (Export Promotion Capital Goods) duty exemption / remission scheme – Duty Entitlement Pass Book Scheme (**DEPB**) – Schemes for gems and jewelry – Focus markets – focus products – Hi-tech product promotion scheme – **ASIDE** scheme - Special Focus Initiatives MAI & MDA – Star Export Houses – Town of Export Excellence – ITPO

UNIT V

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance - EXIM Bank – Objectives and Functions

Course outcome:

Upon successful completion of this course, students will be able to:

- *Identify the highlights of Foreign Trade Policy 2015-2020.*
- *To have an overall knowledge about the schemes provided by the promotion councils and boards.*
- *Identify sources of information on export/import products on various schemes.*
- *To understand the principles of pre – shipment and post - shipment finance.*

TEXT BOOKS:

1. Foreign Trade Policy Procedures and Documents - M. I. Mahajan
2. Export Import Finance : Parasram
3. International Finance : Maurice D. Levi

REFERENCE BOOKS:

1. Import – Do it yourself - M. I. Mahajan
2. Export management - Dr. Varma Ana Aggarwal
3. A Guide on Export Policy procedures and Documentation - M. I. Mahajan
4. 100% Export oriented Units –Special Economic Zones - S. M. Bhat Nagar
5. Import Management - M. I. Mahajan

Note: 100 % Theory Paper



Course prepared by **D. Nithilan**



Approved by **Dr.V. Latha**

17MIB105 – COMPUTER PRACTICAL I (MS OFFICE)

Semester	I
Credit	3
Max. Marks	CIA – 50 TOT = 50

Course Objective:

The paper aims at acquainting the students in creating the technical reports, spread sheets and presentations

A) WORD PROCESSING

1. Prepare a L/C in MS Word.
2. Prepare a Bill of Exchange.
3. Prepare a Quotation to various suppliers in order to purchase Raw materials: use mail merge.
4. Collect and prepare the certificate of origin.
5. Collect and prepare a pay slip.
6. Collect and prepare an invoice.
7. Collect and prepare a packing list.
8. Create a sample research reports (only on topics).
9. Draw a product lifecycle.
10. Draw an organizational chart in MS Word.
11. Prepare a minute for a meeting.
12. Draft a letter to various newspapers to display the press notes of the workshop conducted in your department: use mail merge.
13. Prepare a questionnaire for a survey

B) SPREAD SHEET

1. Create customs Exchange rate in Excel (buying rate and selling rate)
2. Take the sample data and draw a demand and supply curve and fix the price in Excel. 3. Draw a Break Even Chart with imaginary figures.
3. Draw an Indifference curve analysis.
4. Prepare a sales budget.
5. Prepare a market survey report for any product.
6. Estimate GDP and National income in Excel

C) PRESENTATION

1. Prepare an agenda for an inauguration function of a one day seminar.
2. Draw a diagram of different packing labels and symbols in MS Word and display it in the power point.
3. Create an advertisement using PowerPoint.
4. Create a slide show of various activities of your department during the academic year. 5. Present using Power point the procedures involved in exporting a product.
5. List down the countries in the European Union and also the currencies.

Course outcome:

Upon successful completion of this course, students will be able to gain practical knowledge in:

- *Microsoft Office applications and work with the Microsoft Office interface.*
- *Creating documents in Microsoft Word.*
- *Creating workbooks in Microsoft Excel.*
- *Creating presentations in Microsoft PowerPoint*

TEXT BOOKS:

1. MS Office Fundamentals, Laura Story & Dawna Walls, Publication : Cengage Learning, Edition : 2010

ASSESSMENT CRITERIA:

Note: 100 % Practical paper

CIA: 50 Marks Split up

Internal I	Internal II	Internal III	Observation & Lab Record	Total
10	10	20	10	50 Marks

Hour

s of Examination: 2 Hours

Internal I (Completion of Word Processing)	4 Experiments out of 5	$4 * 2.5 = 10$
Internal II (Completion of Spreadsheet)	4 Experiments out of 5	$4 * 2.5 = 10$
Internal III (Completion of the course)	4 Experiments from Group A,B,C (Minimum 1 experiment from each group)	$4 * 5 = 20$
	Observation and Lab Record	10 Marks
	Total CIA marks	50 Marks



Course prepared by **D. Nithilan**



Approved by **Dr.V. Latha**

17MIB106 – GLOBAL COUNTRY ANALYSIS – SELF STUDY

Semester	I
Credit	2
Max. Marks	CIA – 50 TOT - 50

Objective:

It is a deep dive into the contextual features and variables of global countries economic growth infrastructure and market potential by assessing to analyze across core individual and institutional variables that forms the Global Entrepreneurship and Development Index to produce comparative studies, historic trend analysis and accurate forecasting of individual countries and global regions.

UNIT – I

Doing business with Asians and Australians – Australia – China - India – Indonesia – Japan –Malaysia- Pakistan- Philippines – South Korea – Taiwan –Thailand and Vietnam.

UNIT – II

Doing business with North Americans- and Latin Americans – Pan American management Perspective- North America Canada- the United States of America – Mexico- Central American states- Brazil- south and Latin America

UNIT – III

Doing business with Europeans- European diversity and synergy- Western Europe- Great Britain- France- Spain- Central Europe – Germany-Poland – Northern Europe - -Italy- Greece- East Europe/ Eurasia – Russia – Turkey

UNIT – IV

Doing business with Middle Easterners- Middle east overview- Characteristics of Arab Culture-Cultural aspects of Egypt and Saudi Arabia- Middle East customs and Protocols

UNIT – V

Doing business with Africans- Insights into Africa – Cultural characteristics of Africans – North Africa – Morocco – East Africa- Kenya- West central Africa – Nigeria- Southern Africa.

Outcomes:

By the end of this course, the student will:

- *Analyze the business prospects in the world.*
- *Locate and define the major cultural regions of the world*
- *Describe and know the location and distribution of various economic systems.*

Text Book:

- 1) Managing Cultural Differences: Global Leadership Strategies for the 21st Century. Sixth Edition – Philip.R.Hari, Robert.T.Moran, Sarah.V. Moran

Reference Book:

- 1) Fundamentals of Financial Management - Eugene F. Brigham, Joel F. Houston, South-Western Cengage Learning, 12th Edition.
- 2) Multinational Corporations – Tolentino, Paz Estrella, Routledge Publishers.

ASSESSMENT:

Note: Internal assessment on Grading

Grades are based on a student's work in two key content areas. These content areas reflect the mission of the course, the course objectives, and the core communication skills that students are expected to learn. Each of these content areas represents a fixed percentage of the course's content. In two of these areas, there are a minimum number of specific assignments required for all sections of the course. Students should review the required assignments.

Two key content areas:

- **Assignments:** Reports/Projects/Case Analysis/Quiz
- **Presentation:** Individual PPT Presentation (Country Analysis)

Review I (Assignments)	Review II (Reports/Projects/Case Analysis)	Review III (Country Analysis PPT)	Total
30	30	40	100 Marks

- Review I** – Tentatively at the end of August
Review II – Tentatively at the end of September
Review III – Tentatively at the 2nd week of November

Grade Scale: 100 mark

#Exemplary	-	90 and above
#Very Good	-	Between 80 - 89
#Good	-	Between 70 - 79
#Average	-	Between 50 - 69
#Poor (R.A)	-	Below 50



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

17MIB107 – BUSINESS COMMUNICATION

Course Objective:

The main aim of this module is to introduce students to the practice of communication in a business context.

Semester	I
Credit	2
Max. Marks	CIA – 50 TOT - 50

S. No	Lectures	Modules
1	Lecture 1	Understanding Business Communication
2	Lecture 2	Working In Teams
3	Lecture 3	Interpersonal Communication
4	Lecture 4	Communicating in a World of Diversity
5	Lecture 5	Effective Listening
6	Lecture 6	Effective Meetings
7	Lecture 7	The Writing Process
8	Lecture 8	Writing Positive, Negative and Persuasive Messages
9	Lecture 9	Writing Positive, Negative and Persuasive Messages
10	Lecture 10	Communicating with Visuals
11	Lecture 11	Developing Oral Presentations
12	Lecture 12	Developing Oral Presentations
13	Lecture 13	Resume Writing and Interviews
14	Lecture 14	Resume Writing and Interviews
15	Lecture 15	Revision

Course outcome:

Upon successful completion of this course, students will be able to:

- *Understand the importance of good communication in the world of business.*
- *Adopt the techniques to improve various written and oral communications.*
- *Acquire interpersonal communication skills.*
- *Acquire the necessary skills, principles and techniques to plan, compose, revise and edit effective business messages.*

TEXT BOOKS:

1. Bovee, Courtland Lance and Thill, John V – Business Communication Today, 2010, 10th Edition, Pearson
2. Adler, Ronald B and Elmhorst, Jeanne M – Communicating at Work, 2008, 9th Edition, McGraw Hill.

ASSESSMENT:

Note: Only Internal Assessment

CIA: 50 Marks Split up

Internal Review I	Internal Review II	Internal Review II	Total
15	15	20	50Marks

Internal Review I (Completion of Lecture 9)

Written Communication:

Including a minimum of

- Two a 2-page long assignment (e.g., memos, emails, letters, summaries, email evaluation etc.).
- Resume Building

Internal Review II (Completion of Lecture 14)

Oral Communication

Including a minimum of

- Individual presentation on any 2 topics given below
1. The history of your hometown (Informative Speech).
 2. Description of life in another country (Informative Speech).
 3. The importance of higher education (Persuasive Speech).
 4. Would it be better if the voting age was lowered to fifteen? (Persuasive Speech).
 5. Organ donation should be mandatory. (Argumentative speech).
 6. Human beings are becoming slaves of modern technology. (Argumentative speech).
 7. How to look like a “Rock Star” (Funny Speech).
 8. Children’s Nursery Rhymes: The real meaning behind them (Funny Speech).

Internal Review III (Completion of the course)

Both Written Communication and Oral Communication:

- Report and Content writing.
- Role Play.
- Mock Interview.
- PowerPoint Presentation on any Products or Brands.

Internal Review I	– Tentatively at the end of August
Internal Review II	– Tentatively at the end of September
Internal Review III	– Tentatively at the 2 nd week of November



Course prepared by **D. Santhana Krishnan**



Approved by **Dr.V. Latha**

17MIB201 – BUSINESS RESEARCH METHODS

Semester	II
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

The course provides basic knowledge on research methods that equips one to make decisions based on actual business and market conditions. Students will be able to discuss different types of research strategies and methodologies, compose structured professional reports that reflects responding appropriately to a business situation and that which aids in decision making

UNIT I

An Overview of Research In Management: Definition of Research - Research Methods Vs Research Methodology - Significance - Scope of Research in Business Management - Characteristics of Good Research - Types of Research and their Application - Research Process - Defining Research Problems, Review of Literature and Hypothesis Testing.

UNIT II

Research Designs, Sampling Technique, Measurement and Scaling: Research Design: Types of Research Designs and their Application - Features of a Good Research Design - Sampling Design: Population and Sample, Types of Sampling Technique, Criteria for a Good Sampling Design. (No Problems)

UNIT III

Data Collection and Tabulation (No Problems) Measurement: Types of Measurement, Errors in Measurement and Tests for Sound Measurement Technique - Scaling Technique: Rating Scale, Ranking Scale, Arbitrary Scale, and Consensus Scaling, Item Analysis, Cumulative Scales, and Factor Scales and Advanced Scaling Techniques.

Types of Data Sources - Tools of Data Collection - Pilot Study – Classification of Data - Data Processing -Coding, Editing and Tabulation and Presentation Methods.

UNIT IV

Tests of Significance - Types of Tests - Parametric Tests: Chi -Square Test, t- Test – Z- Test and F - Test - One Way and Two Way ANOVA (Problems)

Multivariate Analysis: Factor Analysis, Cluster Analysis, Discriminant Analysis and Conjoint Analysis. (No problems)

UNIT V

Interpretation and Report Significance of Interpretation - Techniques of Interpretation - Precautions Importance of Report Writing - Types and Layout of Reports - Tables and Chart, Diagrams References, Bibliography - Appendices - Annexure - Ethics in Research Report Writing - SPSS package*.

Course outcome:

Upon successful completion of this course, students will be able to:

- *Write a literature review in a specific area.*
- *Develop a research design and method paper including the ethical implications of the research*
- *Develop a research proposal as the basis for a thesis*
- *Present and defend a research proposal*

TEXT BOOKS:

1. Kothari C. R, Research Methodology, Wishwa Prakasham: Bangalore, 2nd Ed. 2009.
2. Krishnasamy. O.R., Methodology of Research in Social Science, Himalaya Publishing House: Delhi, 5th Edition, 2009.
3. Gupta. S. K, Statistics for Management, Sultan Chand: Delhi, 2009.
4. Donald. R. Cooper and Pamela S. Schindler - Business Research Methods, Tata McGraw Hill: New Delhi, 11th Edition, 2011.
5. Uma Sekaran and Roger Bougie, Research Methods for Business – A Skill Building Approach, New Delhi: Wiley India 5/e; 2010

Note: The question paper shall consist of 80% Theory and 20% Problems.

* Hands on Experience and no practical questions.



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

17MIB202 - INTERNATIONAL TRADE PROCEDURE - II

Objective:

Examines motivations and procedures for the import and export of goods and services. Emphasizes the import/export regulations, documentation procedures, and tax regulations.

Semester	II
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

UNIT I

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit. - Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers

UNIT II

Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies - Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

UNIT III

Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realization of Exports Proceeds.

UNIT IV

Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents - Antidumping and Countervailing Duties - Antidumping and Countervailing Duty Proceedings

UNIT V

CST – Objectives – Central Sales Tax Rate – Provisions relating to interstate sales – sales or purchases in course of import & exports out of India – principles of determining levy of central sales tax – concept of sale or purchase in the course of central & state traders – registration of dealers – exemptions & determinations of turnover

Course outcome:

Upon successful completion of this course, students will be able to:

- *Identify factors that indicate strong potential export/import markets in order to define market selection models or drive market selection systems*
- *Select between common modes of export/import in order to fit the business needs of exporting organizations*
- *Identify sources of information on export/import restrictions and documentation associated with foreign shipping in order to facilitate export compliance for the exporting organization.*
- *To understand the principles of determining the levy of central sales tax*

TEXT BOOKS:

1. Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi
2. Export: What, Where and How, Paras Ram, Anupam Publishers, Delhi
3. Exports – Do it Yourself, Mahajan M.I., Snow White Publications, New Delhi
4. Central salestax act : Taxmann publications
5. Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi
6. Export Marketing, TAS Balagopal , Himalaya Publishing House
7. Export Documentation and Procedures, , Nabhi Publications, New Delhi
8. International Marketing Management, R.L. Varshney, Sultan Chand
9. International Marketing, Terpstra, Holt Saunders
10. International Business, Concept, Environment and Strategy, Sharan V., –
11. Export Management, D.C. Kapoor, Vikas Publishing House

Note: 100 % Theory Paper



Course prepared by **D. Nithilan**



Approved by **Dr.V. Latha**

17MIB203 – INTERNATIONAL MARKETING MANAGEMENT

Semester	II
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

The course will help participants to understand the major concepts and Principles of Marketing, and they will know how to use those concepts in Market Place and help participants- to know Strategic Marketing planning at different level of Organization, to know how to measure Marketing Productivity and to know Contemporary issues in Marketing.

UNIT I

International marketing – Basic concepts –Orientation – Importance – Problems – International VS Domestic Marketing – Global Marketing – Evolution of Global Marketing – Principles of Marketing – Driving and Restraining Forces - - Underlying forces of International Business

UNIT II

Developing Marketing Strategies and Plans – Marketing and Customer Value – Corporate and Division Strategic Planning – Business Unit Strategic Planning – Product Planning – The nature and contents of a Marketing plan

UNIT III

Identifying Market Segments – and Targets – Levels of Market Segmentation – Segmenting Market segments and Business Markets – Market Targeting

UNIT IV

Creating Brand Equity – Building Brand Equity – Devising a Brand Strategy – Setting the Product Strategy – Product Characteristics and Classification – Product Lifecycle – Product and Brand Relationship – The Product Mix – Product Line Decisions – Brand Decisions – Packaging and Labeling

UNIT V

Developing price strategies and programs – Setting the price – Adopting the price – Managing Advertising – Developing and Managing an Advertising Program – Deciding on Media for Sales Promotion – Direct Marketing

Course Outcomes:

Upon successful completion of this course, students will be able to:

- Provide an understanding of the scope and function of international marketing theory and practice.*
- Increase knowledge and skills to help in developing international market entry strategies.*
- Learn a great deal about international and global marketing and will be able to apply their knowledge in their personal, disciplinary, and professional endeavors.*

TEXT BOOK:

1. Marketing Management Philip Kotler, PHI Publication 14th Edition

REFERENCE BOOKS:

1. Global Marketing Management – Warren J. Keegam, Pearson Publication 8th edition.
2. Export Marketing – Jacob Cherian & B. Parab Himalaya Publishing 1998
3. Global Marketing Management – Masaakikotabe & Kristian Helsen II Edition
4. International Marketing – Philip Cateora, Tata MacgrawHill Publication 13th Edition.

Note: 100 % Theory Paper



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

17MIB204 – INTERNATIONAL FINANCIAL MANAGEMENT

Semester	II
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

International boundaries are blurring therefore MNCs can raise funds from international financial management. The purpose of this course is to equip the students with financial and investment decision of MNCs and as an outcome they know about how to overcome Risk and exposure faced in the international business.

UNIT I

An over view of International Financial System and International Financial Management - Foreign Exchange Market: Spot Market - Forward Market - Currency Futures and options market - Factors Governing Exchange Rate Behaviour - International Swap Market.

UNIT II

Purchasing Power Parity Theory - Interest Rate Parity Theory - International Fisher Effect - Arbitrage process (Problems in Arbitrage Process). International Monetary System: The gold standard - Bretton woods. International Financial Institutions: International Monetary Fund (IMF) - The World Bank.

UNIT III

Foreign Exchange Risk and Exposure - Types of Exposure - Translation Exposure - Transaction Exposure - Real Operating Exposure - Management of Exposure. International Capital Budgeting - Evaluating Foreign Projects - NPV Technique (Problems in NPV Technique).

UNIT IV

Financing Multinational companies - Long terms financing - Short Term Financing - Bank Financing - International Banking. International Working Capital Management - Objectives - International Cash Management - International Receivables Management.

UNIT V

Foreign Direct Investment - Determinants of Foreign Direct Investment - Foreign Portfolio Investment - Multinational Diversification - International Financial System.

Course outcome:

Upon successful completion of this course, students will be able to:

- Understand a complex body of knowledge relating to the international financial environment within which the hospitality industry must operate.*
- Possess a comprehensive knowledge of alternative sources of international finance and investment opportunities and their suitability in particular circumstances*
- Integrate both the practical and theoretical elements of international financial management.*

TEXT BOOKS:

1. V.K. Bhalla., International Financial Management- Text and Cases, Anmol Publications Pvt. Ltd., 10th Edition, 2011.
2. Mauri.D. Levi, International Finance, Mc Graw Hill Ind., 5th Edition, 2010.
3. Madhu Viji, International Financial Management, Excel Books, 3rd Edition, 2009.

Note: 100 % Theory Paper



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

**17MIB205 - INTEGRATED LOGISTICS AND
SUPPLYCHAIN MANAGEMENT**

Semester	II
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

The course is aiming to provide students with knowledge and help build skills broadly and defined the necessity to handle real-life problems in the area of logistics and supply chain.

UNIT I

Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory

UNIT II

Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century

UNIT III

Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications

UNIT IV

Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement-Systems and Values of Supply Chain - SCOR Model–Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships

UNIT V

E Logistics – Introduction - Forward E-logistics – Reverse E-logistics –E-logistics method of documentation - ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency Identification (RFID) Electronic procurement (e-procurement) Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

Course outcome:

Upon successful completion of this course, students will be able to:

- *Gain a working understanding of logistics principles and to expose students in the field of logistics*
- *Gain the key activities performed by the logistics function including distribution, transportation, global logistics and inventory control*
- *View logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage*
- *Develop an understanding of organization & technology related issues involved in implementing ideas, which would lead to supply chain improvement.*

TEXT BOOKS:

1. Logistics and Supply Chain Management, D.K. Agarwal, Publication : Macmillan Publication Edition : 2009
2. Supply Chain Management Text and Cases, Janatshah, Publication : Pearson, Edition : 2009
3. Logistics Management for International Business, S. Sudalaimuthu & S. Antony Raj, Publication: PHI Publication, Edition: 2009
4. Logistics and Supply Chain Management - Cases and Concepts. G Raghuram& N Rangaraj, Mac Millan.
5. Logistics & Supply Chain Management: Creating Value-Adding Networks: Martin Christopher, FT Press.

Note: 100 % Theory Paper



Course prepared by **D. Nithilan**



Approved by **Dr.V. Latha**

17MIB206 – COMPUTER PRACTICAL II (SPSS PACKAGE)

Semester	II
Credit	3
Max. Marks	CIA – 50 TOT = 50

Course Objective:

The paper aims at acquainting the students in data entry, analysis and interpretation using SPSS Package

- Perform and interpret Percentage Analysis of Input Data using SPSS.
- Perform and interpret Chi Square using SPSS.
- Perform and interpret Chi Square with Cross Tabulation using SPSS.
- Perform and interpret One-way Anova using SPSS.
- Perform and interpret Multiple Regression using SPSS.
- Perform and interpret Descriptive Statistics using SPSS.
- Perform and interpret T-test using SPSS.
- Perform and interpret Correlation using SPSS.
- Perform and interpret Factor Analysis using SPSS.
- Perform and interpret Mann-Whitney U test using SPSS.
- Perform and interpret Sign Test using SPSS.
- Perform and interpret Kruskal Wallis H Test using SPSS.
- Perform and interpret Linear Regression using SPSS.

Course Outcome:

Upon successful completion of this course, students will be able to gain practical knowledge in:

- *Generating decision-making information quickly using statistics that have rigor and power.*
- *Generate descriptive statistics, cross tabulation and Frequencies.*
- *Bivariate statistics – Means, t-test, ANOVA, Correlation and non-parametric test.*
- *Prediction for numerical outcomes: Linear Regression.*

ASSESSMENT CRITERIA:

Note: 100 % Practical paper

CIA: 50 Marks Split up

Review I	Review II	Review III	Observation & Lab Record	Total
10	10	20	10	50 Marks

Hours of Examination: 2 Hours

Review I (Completion of Word Processing)	4 Experiments out of 5	$4 * 2.5 = 10$
Review II (Completion of Spreadsheet)	4 Experiments out of 5	$4 * 2.5 = 10$
Review III (Completion of the course)	4 Experiments from Group A,B,C (Minimum 1 experiment from each group)	$4 * 5 = 20$
	Observation and Lab Record	10 Marks
	Total CIA marks	50 Marks



Course prepared by **I. Parvin Banu**



Approved by **Dr.V. Latha**

17MIB301 – SHIPPING AND PORT MANAGEMENT

Course Objective:

To understand the network of sea transport in the world and to analyze the impact of geographical features on shipping activities and the network of ports in the world. The students understand the pattern of world trade by focusing on developments in ocean transport.

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

UNIT I

12

Introduction to shipping – general structure of shipping industry – Liner and tramp operations – Types of chartering – International shipping routes – Technological development in Ocean transport – Problems in shipping industry – Government controlled cargo – organization and functions of Transchart – Hub and spoke concept

UNIT II

12

Role of shipping intermediaries – Shipping agents – Clearing and forwarding agents – Freight forwarders – CHAs – Stevedores liners – Opened and closed Conference system – Shipping freight rate structure and practices – Meaning of ICD - CFS – Containerization – Types of Containers.

UNIT III

12

Selecting ship unloaders for Indian ports – Transport chain – Ships – Berths - Evolution in Harbor design – Cargo handling technologies – Cargo terminals – loading and unloading ports – Modern cargo ships – Bulk carriers – Giant tankers – Special duty ships

UNIT IV

12

Port and Harbor – Classification of ports –Major and minor ports in India – World's important sea routes – World's important major ports and their codes – Port as an organization – Role and functions of ports – SAGARMALA – Regulatory framework in SAGARMALA – Shipping laws – Privatization of Indian Port sector – Container terminal – Port financing in India

UNIT V

12

India's maritime trade – Development of port sector in India – Emerging context of reforms – Economic liberalization and port sector – Ports and globalization – Information technology and Indian port sector – emerging role of IT in Port organization – Port infrastructure development in India – Maintenance dredging – Berths – land access infrastructure.

Total Periods: 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Understand the General Structure of the Shipping Industry in the global logistics supply chain*
- *Understand chartering of vessels and role shipping intermediaries in the context to Global Supply Chain.*
- *Select Vessels for Global trading and how the cargos are handled at Port Terminal.*
- *Identify the legal basis for the establishment of SAGARMALA Project and its benefits.*
- *Explain the role of ports in India's maritime logistics and modal shift.*

TEXT BOOK:

1. Maritime Logistics - A Complete Guide to Effective Shipping and Port Management - Dong-Wook Song and Photis M Panayides – The Chartered Institute of Logistics and Transport (UK) 2011.
2. Logistics Management and World Seaborne Trade, Krishnaveni Muthiah, Himalaya Publishing House, 2017

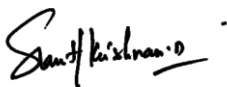
REFERENCE BOOKS:

1. Report on Indian Port – Government of India
2. Indian Port Report – I – Maritime consultancy
3. The state and Market in India's Shipping – Nayar
4. Port Management and port operations, Patrick Alderton, Third Edition Informa Publication 2008.

WEBSITE:

<http://sagarmala.gov.in/>

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

**17MIB302 – INTERNATIONAL STRATEGIC
MANAGEMENT**

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plans to understand the analysis and implementation of strategic management in strategic business units

UNIT I STRATEGY AND PROCESS

12

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility

UNIT II COMPETITIVE ADVANTAGE

12

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive CompetenciesResources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage

UNIT III STRATEGIES

12

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION

12

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control

UNIT V OTHER STRATEGIC ISSUES

12

Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy

Total Periods: 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives
- Will help in the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests
- Determine the information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

TEXT BOOK:

1. A A Thompson Jr., A J Strickland III, J E Gamble, Crafting & Executing Strategy – The Quest for Competitive Advantage, Tata McGraw Hill, 4th ed., 2013.
2. Ranjan Das, Crafting the Strategy: Concepts and Cases in Strategic Management, Tata McGraw Hill, 2015.

REFERENCE BOOKS:

1. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel (1998). Strategy Safari.
2. Free Press, New York. Gary, Hamel and Prahalad, C. K. (1999). Competing for the Future. HBS Press.Ed. C.A. Montgomery, M.E. Porter, Strategy – Seeking and Securing Competitive
3. Advantage, Harvard Business Review Publications, 1991. Peter F. Drucker, Managing in a Time of Great Change, Truman Talley Books / Plume Penguin Group, 1998.

Note: 100 % Theory Paper



Course prepared by **D. Nithilan**



Approved by **Dr. I. Parvin Banu**

**17MIB303 – CORPORATE ETIQUETTE AND
BUSINESS ETHICS**

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

To prepare students with character by sensitizing them to fundamental principles of Ethics in general and Business Ethics in particular in such a way that it makes permanent imprints in the minds of them so that 'Ethical Mindset' becomes a crucial filter for future decision making process as is necessary for a transparent and a fair Corporate Governance System.

UNIT I

12

Ethical approaches – Ethical and applications – Corporate and Personal Decision making – Corporate ethical leadership – Corporate culture and reputation management – Corporate social responsibility and social reporting

UNIT II

12

Ethics and business – Introduction – Issues – Moral development – and Moral reasoning – utilitarianism – Ethics in market place – Business ethics – Conceptual framework – Attitude of Indian managers towards business ethics – Foundation of ethics – Kantian approach – in the context of organization and management – Prima facie principle

UNIT III

12

Values and work – Managerial leadership values – Human values for TQM – Indian ethos for management – Work culture – Corporate culture – Whistle blowing – Corporate loyalty and ethics

UNIT IV

12

Culture and identity – Introduction – The self – Individualism and Collectivism - - Business applications – learning Cognitive orientation – Problem solving and reasoning – Rhetorical styles – the universe – Ambiguity, change and uncertainty – Avoidance – Time – Applications for intercultural communication – Challenges and solutions – Developing intercultural competence.

UNITV

12

Values – Timeless, Interpreting and time bound values – Western personalities and value systems – Six thinking Hats – Seven habits of Steven Covey – Value system in the Indian context – Ramayana and leadership qualities – Relevance of Thirukkural in today's context – value based management today – Personality development – Motivation – Work ethics – productivity – leadership conflict management – Importance of strong foundation.

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Project the Right First Impression*
- *Polish manners to behave appropriately in social and professional circles*
- *Enhance the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette*
- *Develop and maintain a positive attitude and being assertive*
- *Master Cross Cultural Etiquette*
- *Handle difficult situations with grace, style, and professionalism*

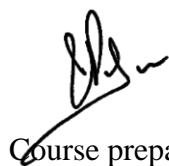
Text Books:

1. Perspective in Business Ethics – Laura P. Hartman, Abha Chatterjee 3rd Edition, McGrawHill Publication 2007
2. Business Ethics – Maule G. Velasques, 6th Edition, Prentice Hall of India 2006.
3. Intercultural Communication for Business – Elizabeth A. Tulij, India Edn – Cen gage Learning. 5th Edition 2012.

Reference Books:

1. Value Based Management – S. Srinivasan, Jaico Publishing House, 2005
2. Business Ethics – Dr. A. K. Gavai, Himalaya Publishing House, 2005

Note: 100 % Theory Paper



Course prepared by **I. Parvin Banu**



Approved by **Dr. I. Parvin Banu**

17MIB304 – ENTREPRENEURSHIP DEVELOPMENT

Course Objective:

- *Ability to recognize a business opportunity that fits the individual student*
- *Demonstrate the understanding of how to launch the individual's entrepreneurial career.*

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

UNIT I

12

Foundations of Entrepreneurship Development – Concept – Development - Definition of Entrepreneur – Entrepreneurship – Innovation – Invention – Creativity - Business Idea - Opportunities through change - Corporate Entrepreneur Entrepreneurship as a style of management – Maintaining competitive advantage.

UNIT II

12

Theories of Entrepreneurship – Introduction - Innovation Theory by Schumpeter & Imitating - Theory of High Achievement by McClelland - X-Efficiency Theory by Leibenstein - Theory of Profit by Knight - Theory of Social change by Everett Hagen.

UNIT III

12

Influences on Entrepreneurship Development - Entrepreneurial Traits - External Influences on Entrepreneurship Development - Socio-Cultural – Political – Economic - Personal - Entrepreneurial culture with special reference to Intrapreneurship - Corporate Entrepreneurship - Entrepreneurial Success and Failure - Reasons and Remedies.

UNIT IV

12

Women Entrepreneurs - Challenges to Woman Entrepreneurs - Achievements of Woman Entrepreneurs in India - Kiran Mazumdar Shaw (BOCON) - Shahnaz Husain (Shahnaz Herbals) - Rashmi Sinha (SlideShare) - Shradha Sharma (your Story) - Sabina Chopra (Yatra) - Role Models of Woman Entrepreneurs - Creating Entrepreneurial Venture - Entrepreneurship Development Cycle.

UNIT V

12

Business Planning Process - The business plan as an entrepreneurial tool Elements of Business Plan – Objectives - Market Analysis - Development of product idea – Marketing – Finance - Ownership - Critical risk contingencies of the proposal, Scheduling and milestones - Role of Central Government and State Government in promoting Entrepreneurship. DIC – SISI – EDII – NIESBUD – NEDB.

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- Understand the foundation of Entrepreneurship and maintaining Entrepreneurship Styles.*
- Understand different innovation and entrepreneurship theories and their implications.*
- Detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.*
- Understand the potential gender barriers in entrepreneurship.*
- Plan, organize, and execute a project or new venture with the goal of bringing new products and service to the market.*

TEXT BOOK:

1. Entrepreneurship Development, Sangeetha Sharma, PHI Publication 2017 Edition.
2. Entrepreneurship Development, Abhisek Nirjar, Word press 2017 Edition.

REFERENCE BOOKS:

1. Innovation and Entrepreneurship – Peter F. Drucker, Routledge Publication, 2017.
2. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, McGraw-Hill/Irwin, 2012.
3. Entrepreneurship as Strategy – G. Dale Meyer, Kurt A. Heppard, Sage Publication, 2016.

WEBSITE:

www.wfnen.org/

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

17MIB305 – CUSTOMER RELATIONSHIP MANAGEMENT (ELECTIVE - I)

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

To understand the concept and practice of CRM derived from research and applications across businesses. These concepts and applications from real life case studies will help identify opportunities, which can be successfully implemented for long term profitability.

UNIT I

12

Introduction: Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs. Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

UNIT II

12

Understanding Customers: Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.

UNIT III

12

CRM Structures: Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

UNIT IV

12

CRM Planning and Implementation: Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

UNIT V

12

Trends in CRM: e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Understand CRM concept and their role in value creation from the way companies manage their clients*
- *Identify the main elements of a CRM strategy and their impact on Marketing, Sales and Service initiatives.*
- *Understand the transformations needed to adopt CRM*
- *Understand and apply some of the more used approaches by organizations to adopt CRM in their business*

Text Books:

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Prespective, Macmillan 2011.
2. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2012.

Reference Books:

1. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.
2. Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2005.
3. Assel, Consumer Behavior, Cengage Learning, 6th Edition.
4. Francis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2004.

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

17MIB305 – SALES AND DISTRIBUTION MANAGEMENT

(ELECTIVE - I)

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

The purpose of this course is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

UNIT I **12**

The Sales Management - Introduction to sales management and sales organization, Sales function & policies, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

UNIT II **12**

Planning the Sales Effort - Sales planning and Budgeting - Estimating Market Potential and Sales forecasting - Setting the sales territory & quotas, Sales and cost Analysis.

UNIT III **12**

Organizing and directing the sales Force - Recurring and training sales personnel, Designing & compensating sales Personnel - Motivating and Leading the sales force - Evaluating sales force performance.

UNIT IV **12**

Distribution Management - Managing marketing logistics & channels - Channel Integration - VMS, HMS - Channel Management, and Marketing channel Policies & legal issue.

UNIT V **12**

Channel Institutions & control - Wholesaling &- Retailing - Channel Information systems - Managing - Evaluating Channel Performance Case - future trends in sales & distribution management.

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Identifies potential customers and segments, understands and anticipates customer expectations and needs.*
- *Has a solid understanding of marketing and sales in the hotel industry and can put skills to practical use.*
- *Understands the relevance of new electronic communication channels.*
- *Knows how to manage accommodation business distribution channels and branding.*

Text Books:

1. Sales and Distribution Management: Text and Cases; Krishna K. Havaladar, Vasant M. Cavale Tata Mc-Graw Hill Education. ISBN: 0070611904.
2. Sales and Distribution Management; Tapan K. Panda and Sunil Sahadev; Oxford University Press. ISBN: 9780198077046.

Reference Books:

1. Sales Management: Decision Strategy and Cases; Richard R. Still, Edward W. Cundiff and Norman A.P. Govani; Pearson Education. ISBN: 9788131710890.
2. Management of Sales Force; Rosann Spiro, William Stanton, Gregory Rich; Tata Mc - Graw Hill Education. ISBN: 978-0072398878.

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

17MIB305 – SERVICES MARKETING

(ELECTIVE - I)

Semester	III
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

- *To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Participants will be introduced to and have the opportunity to work with tools and strategies that address these challenges.*
- *To develop an understanding of the “state of the art” service management thinking.*
- *To promote a customer service-oriented mindset.*

UNIT I

12

Service Marketing Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT II

12

Service Marketing Opportunities - Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III

12

Service Design and Development - Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV

12

Service Delivery and Promotion - Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT V

12

Service Strategies - Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Understand the theory and concepts pertaining to Services marketing.*
- *Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.*
- *Understand how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers*
- *Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area*


Text Books:

1. Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

Reference Books:

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2 nd Edition, New Delhi, 2004.
2. Halen Woodroffe, Services Marketing, McMillan, 2003.
3. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
4. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
5. Gronroos, Service Management and Marketing –Wiley India.

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

**17MIB306 – INTERNATIONAL HUMAN RESOURCE
MANAGEMENT**

Semester	III
Credit	2
Max. Marks	CIA – 50 TOT = 50

Course Objective:

- *This course will enable the students to understand the complexities of managing human resources in a multinational context.*

UNIT I

8

International HRM - Definition, Differences between domestic and international HRM, Sustaining international business operations, Approaches to staffing, transferring staff for international business activities

UNIT II

8

Recruiting and Selecting Staff for International Assignments - Issues in staff selection, Factors moderating performance, Selection criteria

UNIT III

6

Training and Development - Role of expatriate training, Pre-departure training programmes, Developing staff through international assignments

UNIT IV

8

Performance Management - Components, Multinational performance management, Performance management of international employees, Performance appraisal of international employees

UNIT V

6

Key Issues in International Industrial Relations - Trade unions and international industrial relations, Response of trade unions to multinationals

Total Periods: 36

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Understand the theory and concepts pertaining to international human resource management.*
- *To describe the nature of international HRM, relate the HR issues applicable to different kinds of international companies and identify the principles of delivering and managing HR functions in MNCs*

Text Books:

1. Dowling, J. Peter, Marion Festing and Allen D. Engle, Sr. (2008). International Human Resource Management, 5/e; New Delhi: Cengage Learning

Reference Books:

1. Aswathappa, K. and Sadhana Dash (2008). International Human Resource Management, New Delhi: Tata McGraw Hill Publishing Co. Ltd.
2. Rao, P. L. (2008). International Human Resource Management Text and Cases, New Delhi: Excel Books

Note: 100 % Theory Paper



Course prepared by **K.S. Dharani**



Approved by **Dr. I. Parvin Banu**

17MIB307 – EXIM DOCUMENTATION PRACTICAL

Semester	III
Credit	2
Max.	CIA – 50
Marks	TOT = 50

Course Objective:

The students are required to expose themselves to various DGFT related documents for export procedure (forms and formats); and to understand the key terms and concepts (based on the forms and formats) involved in this unit.

1. Apply for an IEC Number
2. Profile of Exporter and Importer
3. Proforma Invoice
4. Commercial Invoice
5. Bill of Lading
6. Packing List
7. Shipping Bill
8. Bill of Entry
9. Fumigation Certificate
10. Prepare a Letter of Credit
11. Fill the GST registration form
12. Prepare LUT Registration

Total periods : 24

Course outcome:

Upon successful completion of this course, students will be able to gain practical knowledge in:

- *Understanding the EXIM Documentation Process.*
- *Identify the use of EXIM Documents used for Commercial Purpose.*
- *Easily apply the fundamentals of Documentation Process for clearing goods within and out of the country.*

TEXT BOOKS:

1. Handbook for Foreign Trade Policy 2015 – 2020.

ASSESSMENT CRITERIA:

Note: 100 % Practical paper

CIA: 50 Marks Split up

Internal I	Internal II	Internal III	Observation	Total
10	10	20	10	50 Marks

Hours of Examination: 2 Hours

Internal I (Completion of first 5 documents)	2 Documents out of 5	$2 * 5 = 10$
Internal II (Completion of second 5 documents)	2 Documents out of 5	$2 * 5 = 10$
Internal III (Completion of the course)	Any 2 documents to be done	$2 * 10 = 20$
	Observation	10 Marks
	Total CIA marks	50 Marks



Course prepared by **D. Nithilan**



Approved by **Dr. I. Parvin Banu**

17MIB308 – INTERNSHIP TRAINING

Course Objective:

This for-credit internship experience that provides hands-on learning in port sectors, International business administration, banking sectors dealing in foreign exchange and logistics operation. The student will integrate their knowledge from the courses into the job experience and at the end of the internship they will have a clear idea as to which career path interests them.

Semester	III
Credit	3
Max.	CIA - 50
Marks	Total - 50

Course Requirements: There are five requirements to complete an internship. These are: the final presentation, a daily log, an analysis of the company or organization worked for, a skill-based resume, and a performance evaluation from the supervisor

1. Presentation: 30 % of grade

Including content and professionalism. This report details internship experience in a professional 10 minute PowerPoint presentation, which is formatted correctly and is free from spelling errors.

Content areas to be covered:

I Scope of work preformed

II Relationship of work done to courses that have completed.

This could include both what you learned in your classes or things you think should have been covered in your classes that were not.

- What goals did you meet?
- What goals were unmet?
- What did you learn about the industry you worked in?
- What is the biggest challenge facing the company or organization you worked for?
- What did you learn about business in general?
- What did you learn about yourself?
- Any negative experiences
- Professionalism includes:
 - Speaking ability (no note reading)
 - Dressing appropriately (business casual)
 - Being on time
 - Acting courteous and being interested in other students' presentations
 - Being present for all the presentations scheduled within your timeframe
 - Staying within your allotted 10 minutes

2. Log: 12 % of your grade.

The daily or weekly log is simply a method to help you remember what you did during your internship and how it relates to what you have learned in your classes. Without details in your log it will be hard to produce a good presentation. You should begin your log with your goals. You should be specific about various events that occurred, and what you learned from them. You

should also detail situations in which you observed others. What do these situations indicate about the company? These could be positive or negative experiences.

3. Company or Organizational Analysis: 4 % of your grade.

This training report is a part of environmental scanning to access a firm's position in the marketplace. It consists of three parts to be completed in the bullet format. Do not use full paragraph style. The parts are:

- ❖ Begin with a brief history of the company.
- ❖ Using the SWOT method detail the strengths, weaknesses, opportunities and threats facing the business.
- ❖ Compile a list of the trends impacting the company and the industry it competes in. Your sources for the company analysis should include information from the various industry publications. The analysis must be referenced. If you use information from a SWOT done by other researchers, you must cite it appropriately and add your own ideas. A portion of the analysis may be useful in your presentation; however DO NOT include the entire SWOT in your presentation. You must include a reference page that correctly follows APA format.

4. Skill-based Resume: 4 % of your grade

You will create a resume which lists your skills and results based on your internship experience. Your resume must be free from all spelling and formatting mistakes. It should be the quality used for job hunting.

5. Performance Evaluation 10 % of your grade.

You will ask your supervisor to complete an evaluation of your performance on the job. Your supervisor can use the employer's standard evaluation form or a letter. The basic purpose is for the supervisor to grade your work.

Internship Program Basic Requirements

Checklist PRIOR TO INTERNSHIP

- Find an internship by contacting a firm you are interested in.
- Submit Internship Application form to the Department before beginning work. An application must also have the following:
 - Letter from work supervisor
 - Position Description
 - Goals Statement written in a one page summary

DURING INTERNSHIP

- Log of Activities (daily or weekly), neatly recorded in a notebook
 - What happened, or what was the event?
 - What did you learn?
 - How did it relate to your class work?

- Did you see a correlation between your classroom/academic experiences and this event? If not, what was different? What lessons did you learn?
- Did your supervisor or others react as you expected?
- What would you have done differently?
- General Information Gathering while Working
- Begin to list the various strengths, weakness, opportunities, threats you observe in the organization.
- Begin to think about your internship experience in relationship to what you want in a career.

TO COMPLETE THE INTERNSHIP

Schedule your Presentation: 50% of your Grade

A sign-up notification for presentations will be e-mailed to you towards the end of your internship. You must respond promptly and professionally. You will make a presentation to fellow interns, potential business majors, and faculty and an External. The presentation should be approximately 10 minutes in length – with a few minutes after for questions and answers. Your worksite supervisor or anyone else you wish to invite is encouraged to attend. You must adjust your schedule to fit into one of the 2 hour time slots.

- All other materials are due at your presentations time
- Your log
- Your company analysis
- Your resume
- Your supervisor's evaluation (International Internships may be evaluated by the faculty member leading the program)
- Your PowerPoint presentation should be e-mailed on the day you are scheduled to present. Bring a back- up copy on a flash drive.

ASSESSMENT:

Note: Internal assessment on Grading

Grades are based on a student's work in five key content areas. These content areas reflect the mission of the course, the course objectives, and the core communication skills that students are expected to learn. Each of these content areas represents a fixed percentage of the course's content. In five of these areas, there are reviews for all sections of the course. Students should review the observations to their respective guides.

Five key content areas:

- **Presentation**
- **Log**
- **Company or Organizational Analysis**
- **Skill-based Resume**
- **Performance Evaluation**

Review I	Review II	Review III	Total
15	15	20	50 Marks

- Review I** – Tentatively at the end of August
Review II – Tentatively at the end of September
Review III – Tentatively at the 2nd week of November



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

**17MIB309 – KNOWLEDGE MANAGEMENT ONLINE
COURSE**

Semester	IV
Extra Credit	2*
Max. Marks	CIA – 50 Total - 50

Course Objective:

- *The objective is to equip the student with the knowledge of Preparing, Presenting and Publishing an Article in Conferences and Journals.*
- *To make them to utilize a proper channel for doing online courses this gives them additional knowledge in respective disciplines.*

T

Course Requirements:

Students have to complete any both the following task and submit to the concerned Tutor.

- Research Paper presentation/ Publication in National / International Conference.
- Completion of one Online Certification course offered by NPTEL, Course Era etc.

Assessment:

- Remarks if **completed** the student will be given 2 Extra credits and full 50 marks.
- Remarks if **Not completed** the student will not be given any credit and has to complete within the course completion.

Note:

This Course can be finish by the student before IIIrd Semester.



Course prepared by **I. Parvin Banu**



Approved by **Dr. I. Parvin Banu**

17MIB401 – LEGAL ASPECTS OF BUSINESS

Semester	IV
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Objective:

To develop an awareness of the legal framework within which business operates in India and to give to the students the basic understanding of some of the important legal aspects of business.

UNIT 1

12

Law of contract –Introduction, Objectives, Definition of a Valid Contract, Offer and Acceptance, Capacity to Contract, Consent ,Consideration, Performance of Contracts, Discharge of Contracts, Breach of Contract and Void Agreements, Quasi Contracts, Freedom to Contract - Contracts of Guarantee and indemnity – Introduction, Contract of Indemnity, Contract of Guarantee, Kinds of Guarantee, Creditor, and Surety.

UNIT 2

12

Contracts of Bailment and Pledge – Introduction, Bailment and its Kinds, Definition of bailment ,Kinds of bailment, Bailor and Bailee, Termination of Bailment, Finder of Lost Goods, Pledge or Pawn, Pledge by Non-owners, Pledgor and Pledgee - Contract of Agency – Introduction, Agent and Agency, Kinds of Agencies, Classification of Agents, Duties and Rights of Agents, Principal's Duties to the Agent and his Liability to Third Parties, Personal Liability of Agent, Termination of Agency, Power of Attorney

UNIT 3

12

Law of Partnership: Introduction, Meaning and Nature of Partnerships, Registration of Firms, Partnership Deed, Relations of Partners to One Another, Relations of Partners to Third Parties, Changes in a Firm, Dissolution - Law of sales of Goods – Contract of sale, Goods and their classification, Meaning of price, Conditions and Warranties, Passing of property in goods, Transfer of title by non-owners, Performance of a contract of sale, Unpaid seller and his rights, Remedies for breach of contract

UNIT 4

12

Law of Negotiable Instruments – Negotiable instruments, Promissory notes, Bills of exchange, Cheques, Negotiation, Presentment, Dishonour, Crossing of cheques, Paying banker - Banking & Insurance Law- Introduction, Control and Regulation of Banking, Insurance in India, Regulation of Insurance Sector

UNIT 5

12

Consumer Protection Act-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers - Intellectual Property Laws- Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement.

Total Periods : 60

Course outcome:

Upon successful completion of this course, students will be able to:

- Gain an understanding on the basic principles and practices in doing a business
- Gain knowledge on the key activities performed in making business documents
- View business in a different perspective regarding the government laws and the rights of a business man
- Develop an understanding on dealing the contemporary issues in business legally.

TEXT BOOKS:

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2008.
2. P. K. Goel, Business Law for Managers, Bizentra Publishers, India, 2008.

REFERENCE BOOKS:

1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11th Edition, 2010.
2. Dr. Vinod, K. Singhanian, Direct Taxes Planning and Management, 2008.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2007.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2012.
5. V. S. Datey, Taxman Publication, 21st Edition, 2009.

Note: 100 % Theory Paper



Course prepared by **D. Nithilan**



Approved by **Dr. I. Parvin Banu**

17MIB402 – FOREX MANAGEMENT

Course Objective:

To study Forex market & Risk management in general as well as in forex market, To have a knowledge of different types of forex markets and various quotations in Forex markets, To study risk in the Forex market as well as volatility in Forex market, To have a knowledge of how people trade in forex market, To study the factors that force different types of people in different markets, To study various strategies of risk management.

Semester	IV
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

UNIT I 12

Foreign exchange markets overview - Introduction – Participants – Settlement of transactions – Functions of foreign exchange markets – Foreign currency accounts – VOSTRO – NOSTRO - LORO - Determination of exchange rates – Foreign Exchange Management Act – Administration of foreign exchange.

UNIT II 12

Foreign Exchange transactions – Spot - Forward - Swap transactions – Exchange quotations – Direct Quotations – Indirect Quotations - Foreign exchange rates – Bases – Types of rates – Buying Rate - Selling rates – Cross rates.

UNIT III 12

Forward Exchange Contract – Features of Forward Margin – Factors Determining Forward Margin – Calculations – Interbank Deals – Cover deals – Trading – Arbitrage operations – Futures Trading - Options Trading - Features & Benefits.

UNIT IV 12

Foreign exchange risk and exposure Overview – Introduction – Types of exchange risk & exposure – Transaction Risk – Economic Risk – Translation Risk – Contingent Risk – Other Risks - Internal techniques of exposure – Futures, Hedging & Options - External techniques of exposure – Forward Market.

UNIT V 12

Exchange rate arrangements in India – Fixed rate - Fluctuating – Exchange control – Direct Methods - Indirect methods – Merits and demerits of Direct Method – Merits and demerits of Indirect Method - Monetary Policy in India - Fiscal policies in India – FOREX regulations.

Total Periods: 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Analyze alternative currency translation methods for settlement of goods*
- *Examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market, and how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange*
- *To identify operational difficulties in financing, and settling in foreign currency, and currency forecasting*
- *Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment*

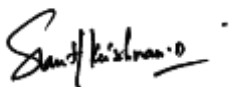
TEXT BOOK:

1. Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, 2017
2. Foreign Exchange Management - H.P. Bhardwaj, Wheeler Publishing Edition 2009
3. Credit Appraisal Risk Analysis and Decision Making By D.D.Mukherjee

REFERENCE BOOKS:

1. Foreign Exchange Management - H.P. Bhardwaj Wheeler Publishing Edition 2012
2. International Financial Management - P. G. Apte McGraw Hill Education (India) Private Limited; 6th edition (25 July 2011)
3. International Financial Management - V. K. Bhalla, Schand Publishing, 2017 Edition

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

17MIB403 – BANKING
(ELECTIVE II)

Semester	IV
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

To grasp how banks raise their sources and how they deploy it and manage the associated risks, to understand e-banking and the threats that go with it.

UNIT I

12

Overview of Indian Banking System, Functions of banks, key Acts governing the functioning of Indian banking system – RBI Act 1934, Negotiable Instruments Act 1881, Banking Regulations Act 1948 – Rights and obligations of a banker, Overview of Financial statement of banks – Balance sheet and Income Statement.

UNIT II

12

Capital adequacy, Deposits and non-deposit sources, Designing of deposit schemes and pricing of deposit services, application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

UNIT III

12

Need for credit monitoring, Signals of borrowers' financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, 48 operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

UNIT IV

12

Mergers and Diversification of banks into securities market, underwriting, Mutual funds and Insurance business, Risks associated therewith. Performance analysis of banks – background factors, ratio analysis and CAMELS.

UNIT V

12

Payment system in India – Paper based, e-payments – Electronic banking – advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in e-banking and RBI's initiatives.

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Formulate and implement an effective Banking to reduce the potential loss*
- *Analyze the role of employee benefits in the management of a business firm.*
- *Elucidate the liability and asset portfolio management "problem" of banks.*
- *Analyze and evaluate the unique features of the banking industry and regulations.*

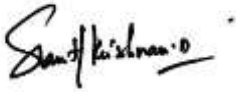
Text Book:

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Meera Sharma, “Management of Financial Institutions – with emphasis on Bank and Risk Management”, PHI Learning Pvt. Ltd., New Delhi 2010.

REFERENCE BOOKS:

1. Peter S. Rose and Sylvia C. and Hudgins, “Bank Management and Financial Services”, Tata McGraw Hill, New Delhi, 2012.

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

17MIB403 – INSURANCE AND RISK MANAGEMENT

(ELECTIVE II)

Semester	IV
Credit	4
Max. Marks	CIA – 40 CE - 60 TOT = 100

Course Objective:

To Calculate the risk and manages it , to understand the Property and Liability Risk Management techniques, to understand the risk management techniques of Life, Health and Income exposure, to understand the functioning of Insurance Industry in India.

UNIT I

13

Risk – Risk identification evaluation, Property and liability Loss exposures, Life, Health, and Loss of Income exposures and non-insurance risk management techniques. Selecting and Implementing Risk management techniques.

UNIT II

13

Property and liability risk Management- Risk Management of commercial property, Business liability and risk management insurance - Workers' compensation and alternative risk managing.

UNIT III

14

Risk Management of Auto owners - Insurance Claims – The need for insurance-personal automobile policy-personal automobile rating- Premium and death rates-cost containment advances in driver and auto safety. Risk management of home owners policy coverage-perils covered by the policy-flood Insurance-personal articles floater-personal risk management

UNIT IV

14

Loss of life – Types of life insurance - Tax incentives for life insurance - Life insurance contract provisions. Loss of Health- Health insurance providers- mechanics of cost sharing - Health expense insurance - Disability income insurance - Health insurance policy provisions - health care reforms. Annuities - Structures of annuities - Annuity characteristics - Annuity taxation. Employees benefits - Health and retirement benefits.

UNIT V

6

Life and General insurance industry in India – IRDA Act - Investment norms – Protection of policy holders Interest

Total Periods : 60

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- *Demonstrate the ability to communicate effectively both orally and in writing.*
- *Formulate and implement an effective risk management program to reduce the potential loss*
- *Analyze the role of life and health insurance, property-liability insurance, and employee benefits in the management of a business firm.*
- *Incorporate the use of life and health insurance, property-liability insurance, and employee benefits into financial planning process.*
- *Analyze and evaluate the unique features of the insurance industry and regulations.*

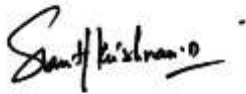
Text Book:

1. Scoh E Herrington Risk Management and Insurance Mc Graw Hill New Delhi 2015.
2. Dorfman Mark S Introduction to Risk Management and Insurance 8th Edition. Prentice Hill India New Delhi 2014.

REFERENCE BOOKS:

1. Harold D Stephen and W Jean Kwon Risk Management and Insurance Blackwell Publicing co., New York 2007.
2. Misra M.N. and Misra S.R Insurance Principles and Practice S .Chand and Co. New Delhi 2007.
3. Gupta P.K. Insurance and Risk Management Himalayan. Publishing House New Delhi 2008

Note: 100 % Theory Paper



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**

17MIB403 – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**(ELECTIVE II)****Course Objectives:**

To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors and Portfolio management practices in India. Also to familiarize the students with the fundamental and technical analysis of the diverse investment avenues

Semester	IV
Credit	4
Max.	CIA – 40
Marks	CE - 60
	TOT = 100

Unit I: Overview of Investment**12**

Concept of Investment; Various Investment Alternatives; Application of Investment Alternatives; a Case Study on Investment Alternatives Overview of Risk Management Concept of Risk Management; Analysis of Risk Management; a Case Study on Risk Management Equities in India

Unit II: Basic of Stocks**12**

Different Types of Stocks; National Stock Exchange; Trading of Equities Trading of Securities. Introduction to Markets and their Functions: Development of Securities Market in India; SEBI and its Role in Primary and Secondary Market; SEBI and its Functions; a Case Study on OTCBB Analysis and Valuation of Debt and Equity.

Unit III: Introduction to Bonds**12**

Embedded Options; Analysis of Bond, Relationship between Price and Yield; a Case Study on Mirage Resorts: Refunding a Bond Issue, Various Models of Stock Valuation, Concept of Credit Rating, Analysis of Credit Rating Framework, Rationales of Rating; Case Study: Aether Systems - Common Stock Valuation; the Variable Growth Model

Unit IV: Security Analysis and Valuation**12**

Fundamental and Technical Analysis Stock Prices Change; its Causes; Effect of Macroeconomics Variable on Stock Market; Difference between Technical and Fundamental Analysis; Company Analysis; Basics and usefulness of Technical Analysis; Case Study: Coca

Cola. Efficient Market Hypothesis Introduction; Concept of Market Efficiency; Tests of Efficient Market Hypothesis; Case Study: EBay- Stock market Efficiency.

Unit V: Portfolio Management

12

Introduction to Portfolio Management; Relation between Risk and Return; Optimal Portfolio; Capital Asset Pricing Model; its Valuation and Validity; Case Study: Nations Bank - Valuation: Stock Valuation: the Gordon Growth Model; Portfolio Evaluation; Case Study: Vanguard - Mutual Funds and Taxes.

Total Periods : 60

Course Outcomes: On the successful completion of this course the student will be able to:

1. Understand the various alternatives available for investment. Learn to measure risk and return.
2. Find the relationship between risk and return.
3. Value the equities and bonds.
4. Gain knowledge of the various strategies followed by investment practitioners.
5. Construct an Optimal portfolio, evaluate and revise it in frequent intervals.

BOOKS FOR REFERENCE:

1. Security Analysis and Portfolio Management by Donald E. Fischer Ronald J. Jordan, Publisher: Prentice-Hall of India
2. Security Analysis And Portfolio Management by V. Gangadhar, Publisher: Anmol Publications
3. Security Analysis And Portfolio Management 6th Edition, by Fischer Donald E and Jordan Ronald J, Publisher: Prentice hall of India
4. Security Analysis And Portfolio Management by S Kevin Publisher: Prentice hall of India



Course prepared by **Dr. I. Parvin Banu**



Approved by **Dr. I. Parvin Banu**

17MIB404 – BUSINESS CASE ANALYSIS –**SELF- STUDY****Course Objective:**

Semester	IV
Credit	3
Max. Marks	CIA – 50 TOT = 50

To provide a context in which students' knowledge of the spectrum of business and economics disciplines can be brought to bear on the various issues organisations face in pursuing their goals and objectives. This classroom interaction is enriched by ninety classmates from diverse industries, functions, countries, and experiences.

Syllabus**1. Rationale - (5%)****1.1 A lifecycle for business change (1)**

- Alignment
- Definition
- Design
- Implementation
- Realisation

1.2 The role of the Business Analyst within the lifecycle for business change (2)

- Strategy implementation
- Business case production
- Benefits realisation
- Specification of IT requirements

1.3 Other roles within the lifecycle for business change

- Project manager
- Developer
- Tester

1.4 The framework for business analysis activities

- Relationship of business analysis to strategic analysis and definition and to IT systems analysis (3)
- The holistic approach to business analysis (4)

2. Understanding the strategic context - (5%)**2.1 Internal environment analysis (1)****2.2 External environment analysis (2)****2.3 SWOT analysis (3)**

- Links to the internal business environment analysis (strengths and weaknesses)
- Links to the external business environment analysis (opportunities and threats)
- Using the SWOT analysis

2.4 Critical Success Factors and Key Performance Indicators and Performance Targets (4)

- Critical Success Factors (CSF) – statements of the areas in which the business considers vital to its success; these may be industry wide or organisation specific
- Key Performance Indicators (KPI) – areas to be monitored to measure whether each CSF is being achieved
- Performance Targets – targets set for each KPI

- 1.5 The Balanced Business Scorecard as a framework for identifying Critical Success Factors and Key Performance Indicators (5)

3. Project discipline for business analysis studies (5%)

- 3.1 Terms of Reference/Project Initiation (1)

- 3.2 Business and project objectives (2)

Business objectives – these define what the business wishes to achieve as a result of the project

Project objectives – these define what the project is required to deliver

4. Understanding the situation/issues (5%)

- 4.1 Stakeholder identification

Stakeholder wheel (1)

- 4.2 Overview of investigative techniques

Techniques to investigate the current business situation (2)

Interviews

Observation

Workshops

Document Analysis

Focus Groups

Questionnaires/Surveys

- 4.3 Representing a holistic view of the business situation

Techniques to document the current business situation (3)

Rich pictures

Mind maps

Fishbone diagrams

Rationale for taking a holistic view (4)

5. Analysing stakeholder perspectives (5%)

- 5.1 Stakeholder analysis and management (1)

Power/Interest Grid

Stakeholder management strategies

- 5.2 Identifying different perspectives

Stakeholder world views (2)

- 5.3 Defining perspectives

CATWOE (3)

Contrasting different perspectives (4)

6. Analysing and modelling business activities (5%)

- 6.1 Developing a conceptual business activity model (1)

Definition of conceptual model

Using a business perspective as the basis for a business activity

model 5 types of activity – definitions and application Dependency – definition and application

Process and notation for building the business activity

- model 6.2 Identifying business events

Types of business event (2)

External

Internal

Time-based

6.3 Analysing business rules

Types of business rule (3)

External constraints

Internal policies

Internal procedures

Levels of constraint resulting from business

rules 6.4 Building the consensus business activity model

Identifying differences between business activity

models Negotiating to resolve conflicts

Rational for the consensus business activity model

Approaches to developing the consensus business activity model

7. Identifying potential solutions

(5%)

7.1 Gap analysis – comparing the ideal and existing systems (1)

Process for gap analysis

Inputs to gap analysis

7.2 Identifying IS/IT requirements to support the new business model

Using the business activity model and business process models to identify requirements (3)

Names of models used to document and analyse requirements: (4)

Use case diagrams

Class models

Entity-relationship diagrams

8. Making the business case

(15%)

8.1 Structure of a business case (1)

8.2 Identifying and shortlisting options for business change (2)

Identifying a range of options, including the 'do nothing' option Assessing the feasibility of each option

8.3 Identifying and categorising costs and benefits

Tangible and intangible costs and benefits (3)

Investment appraisal techniques: (4) Payback

period or break even analysis Discounted Cash

Flow/Net Present Value analysis Internal Rate of

Return analysis

8.4 Identifying and categorising risks *and approaches to their management*

(5) Identifying risks

Assessing the impact of the risks

Assessing the probability of the risks

Risk management approaches:

Risk avoidance

Risk mitigation

Risk transference

Risk acceptance

8.5 Identifying impacts (6)

Impacts on the organisation's culture

Impacts on the organisation's behaviour

8.6 The lifecycle for the business case (7)

Course outcome:

Upon successful completion of the requirements for this course, students will be able to:

- Enhanced ability to critically analyse a business strategy
- Improved ability to integrate of ideas from the range of business and economics disciplines that are components of a business strategy
- Ability to development new strategies that lead to competitive advantage
- Appreciation of the need to provide strong justification and support for strategic choices
- Understanding of the team-based approach to problem identification and resolution



Course prepared by **I. Parvin Banu**



Approved by **Dr. I. Parvin Banu**

Course Objective:

The objective is to equip the student with the knowledge of actual functioning of the market, organization and problems faced by them for exploring feasible solutions and suggestions.

Semester	IV
Credit	4
Max. Marks	CIA – 80* CE – 20* TOT = 100

Guidelines:

1. At the end of third semester examination, every student of MIB will undergo for a market survey for any manufacturing, Logistics company, ports, CHA'S Import companies, Export Oriented units, SEZ and Banking sectors dealing in foreign Exchange.
2. During the course of market survey Faculty Guide will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/ Institute, which will become a part of fourth semester examination. However, the report must be submitted by the end of March during fourth semester.
 - An organizational research-oriented dissertation study.
 - To focus the whole organization emphasizing on a specific management problem of any specific department.
 - May also be a case study focusing on any specific issue.
 - Can be a search to evolve a new management theory.
 - Can be an Industry survey focusing on specific problem.
 - The expected outcome should provide practical solutions to the problem studied.

IN CASE OF:

- Experimental research=hypotheses testing is necessary
- Exploratory/ Formulative research = formulating a problem for more precise
- Investigation/discovery of ideas.
- Descriptive research = Studying the respondents using hypotheses. May also be a Fact finding approach generalizing a cross-sectional study.
- Ex-Post-Facto research: An empirical enquiry for situations already occurred by Testing hypotheses.

TIME SCHEDULE (Tentative)

- Commencement of Project = After completion of 3rd Semester exam
- Duration of Project work = December 2nd week to March end.
- 1st Project Evaluation Meeting = January first week.
- 2nd Project Evaluation Meeting = February first week.
- 3rd Project Evaluation Meeting = March 2nd week.
- Submission of final Review = April first week.

REPORT STRUCTURE

- Hard bound/ Soft Bound
- Dissertation size should be around 100 pages, may be more
- Font size = 12 (Tahoma) / 14 (Times New Roman)
- 1.5 line spacing
- A4 size executive bond paper

PROJECT FRAMEWORK

- Study of basic organizational details, structure and functions = 15 days
- Problem diagnosis and statement formulation, data collection, analysis and interpretation = 30days
- Preparation of draft report and checking with the company guide and collecting the project completion letter from them = 15 days

PROBLEM IDENTIFICATION AND SYNOPSIS PREPARATION:

The synopsis (about 2-3 pages) has to be submitted to the faculty guide and consultation Completed before the completion of 3rd Semester exam. At this stage, tentative title of the Project may be formulated to be finalized after starting the project work.

SYNOPSIS FORMAT:

Background of the study

Statement of the problem

Objectives of the study

Hypotheses to be tested

Study methodology

- Type of Study
- Date and its source
- Sample method and size
- Data collection tools
- Tools to be used for data analysis
- Limitations of the study
- Expectations from the study
- Chapter Scheme

HOW DO YOU GO AHEAD WITH YOUR PROJECT WORK?

- ❖ Discuss with the HR department / contact person and find out who should be your Organization guide
- ❖ Learn the working environment, culture, dynamics

- ❖ Study organization's literature, organogram, job functions and product /service details
- ❖ Assess organizational performance and the departmental functions
- ❖ Review the vision - mission - objectives and goals and finalize problem statement
- ❖ Complete SWOT analysis
- ❖ Confine to a management problem / finalize problem statement and go ahead with the research study.
- ❖ Prepare questionnaire, collect data and analyze and interpret
- ❖ Collect published details, analyze and arrive at a conclusion
- ❖ Draft Suggestions / Recommendations.

DOS AND DON'TS:

- Finalize each day's task at the end and make notes
- Take up the assignment/works given to you by the organization during the project Duration.
- Make an objective assessment of everything
- Never criticize anything/anybody and never indulge in saying anything wrong, also don't interfere in their process of work
- Never be too appreciative or too critical of the organization and don't involve in their politics; try to observe the reality and learn.

CONTENTS OF THE DISSERTATION:

- Title and Inner page = Same
- Page 2/3 : Certificates by Head of the Department and Guide
- Page 4 : Certificate by Company/ Organization
- Page 5 : Declaration
- Page 6 : Acknowledgement
- Page 7 : Contents (Chapterization)
- Page 8/9 : List of Tables and Graphs with page number
- Executive Summary

CHAPTERIZATION

Chapter I: Introduction

- Section A: About the subject - meaning, terms defined, importance, relevant aspects justifying the title of the study.
- Section B : Industry / Company Profile - History, growth and prospects of Industry
- Inception of the company, nature, operation, organization structure, management,
- Product/service profile, market, workforce, financial details, future prospects and growth.

Chapter II: Review of literature

This is a critical part of the research, focusing on past literature in the topic, provides a base for the present study, gives direction for future study, serves to narrow down the problem itself and techniques to be used and proves that the researcher is well - conversant with the topic.

Chapter III: Research Design

Title of the Study

- Statement of the Problem
- Objectives of the Study
- Scope of the Study
- Limitations of the Study
- Research Methodology
 - Type of Study
 - Data to be used and its source
 - Data collection tools
 - Sampling method and sample size
 - Statistical tools used for data analysis
 - Hypotheses to be tested (if any)

Chapter IV: Organizational Review

- Organizational structure
- Operational divisions and its review
- HR Policies and innovations
- Workforce structure
- Specific department / problem - focused study

Chapter V: Data Analysis and Interpretation

- Tabular Presentation of data
- Concept - Analysis - Interpretation
- Graphical Presentation
- Hypotheses testing

Chapter VI: SWOT Analysis

- Vision - Mission
- Objectives and goals
- SWOT Analysis

Chapter VII: Summary of Findings and Conclusions

- Objectives of the study
- Findings of the Study (Hypotheses - wise)
- Conclusions (so as to justifying the objectives)

Chapter VIII: Suggestions and Recommendations:

- Suggestions (Based on findings and conclusions)
- Recommendations (Give specific, practical and value-based recommendations)

APPENDIXES:

- Copy of the Schedule / Questionnaire
- Useful organizational details (if any)
- Bibliography

Example of Bibliography:

- Kotler, Philip, Marketing Management - Analysis, planning Implementation and Control, Prentice - Hall of India, New Delhi, 1996
- Drucker, P, The Coming of the New Organization, Harvard Business, reviews Vol. 10, No.2, January 2000, PP-1-5

FORMATS

A) TITLE / INNER PAGE

The Dissertation on
“..... (Topic).....”
Submitted to S.N.R SONS College in partial fulfillment of requirements for the award of the
degree of “Master of International Business”
By
"Name of the Student"

Reg. No.

Under the guidance of
“Name of Guide”

Institute Logo

Institute Name & Address

B) DECLARATION

I...(Name of Student), hereby declare that the contents of this dissertation entitled "..... (Topic)....." Are the outcome of my original research work. Further, this report has not been submitted to any Institution or University for award of any degree.

Place.....

(Signature)

Date.....

(Name)

C) CERTIFICATE BY THE GUIDE

This is to certify that the dissertation entitled "..... (Topic)....." "is an original research work undertaken by (Name of Student)..... in partial fulfillment of MIB Course requirement of S.N.R SONS College . Throughout the process of research study, the candidate has worked under my direct supervision and guidance.

Place.....

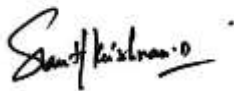
(Signature)

Date.....

(Name of Guide)

Evaluation of the Report

a. Ist, IInd and IIIRD review	-	15 Marks
b. Objectives, Methodology and Review of literature	-	25 Marks
c. Data Collection and Statistical tools used	-	20 Marks
d. Execution of the project	-	20 Marks
Continuous Internal Assessment (CIA)	-	80 Marks
External Assessment (CE)	-	20 Marks
Total	-	<u><u>100 Marks</u></u>



Course prepared by **D. Santhana Krishnan**



Approved by **Dr. I. Parvin Banu**