



PSGR Krishnammal College for Women



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

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

**BACHELOR OF BUSINESS ADMINISTRATION  
(INTERNATIONAL BUSINESS)  
2021 – 2024 BATCH**



## PROGRAMME LEARNING OUTCOMES

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

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

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

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

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

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

## PROGRAMME SPECIFIC OUTCOME

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

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

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

**PSO3:** Gather, analyse, and evaluate business data, information and transform empirical data into useful and actionable information.

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

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



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

**(Applicable to students admitted during the academic year 2021-22 onwards)**

**Semester- I - III**

Semester	Part	Subject Code	Title of the Paper		Instruction persem	Tutorial (Hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(Hrs)	Exam Marks			Credits
											CIA	ESE	TOT	
I	I	TAM2101/ HIN2101/ FRE2101	Tamil Paper I / Hindi Paper I / French Paper I	Lang uage	86	4	-	6	90	3	50	50	100	3
I	II	ENG2101	English Paper I	Engli sh	86	4	-	6	90	3	50	50	100	3
I	III	IB21C01	Business Management and Organisational Behaviour	CC	71	4	-	5	75	3	50	50	100	4
I	III	IB21C02	Introduction to Global Business	CC	71	4	-	5	75	3	50	50	100	4
I	III	TH21A02	Allied: Mathematics for Management- I	GE	86	4	-	6	90	3	50	50	100	5
I	IV	NME12WS/ AS/GS/ NME19A1/ B1	Women Studies/ Ambedkar Studies/ Gandhian Studies Advance Tamil/ Basic Tamil	AEC	26 28	4 2	- -	2 2	30 30	2 2	100 50	- 50	100 100	2
II	I	TAM2102/ HIN2102/ FRE2102	Tamil Paper II / Hindi Paper II / French Paper II	Lang uage	86	4	-	6	90	3	50	50	100	3
II	II	ENG2102 ENG21F2	English Paper II/ Functional English Paper II	Engli sh	86	4	-	6	90	3	50	50	100	3
II	III	IB21C03	International Business Environment	CC	71	4	-	5	75	3	50	50	100	4
II	III	IB21C04	Executive Communication	CC	71	4	-	5	75	3	50	50	100	4
II	III	TH21A24	Allied - 2 Mathematics for Management - II	GE	86	4	-	6	90	3	50	50	100	5

	V	21PECM1	Professional English (Science /Management/ Humanities/Commerce)/NCC Paper I – Social Service and Community Development	AEC	45	-	-	3	-	3	20	30	50	2
II	IV	NME19B2/ NME19A2/	*Basic Tamil/ Advanced Tamil		-	-	-	2	-	-	-	-	-	-
	IV		**Open Course: (Self study- Online Course)		-	-	-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness		-	-	-	Self study	-	Online test	100	-	100	Grade
III	III A	IB21C05	Core : Accounting and Finance for Managers	CC	101	4	-	7	105	3	50	50	100	5
III	III A	IB21C06	Core : India's Foreign Trade	CC	86	4	-	6	90	3	50	50	100	4
III	III A	IB21C07	Core : International Marketing Management	CC	86	4	-	6	90	3	50	50	100	4
III	III A	IB21A01 /RM21A01	Allied-III: Industrial Relations Law/ Principles of Economics	GE	86	4	-	6	90	3	50	50	100	5
III	III	IB21SB01/ IB21SBCE	Skill Based Subject I/II-Business Analytics Paper-Level I(Theory)/ Coursera- Big Data	SEC	43	2	-	3	45	2	25	75	100	3
III	III B	NM21EVS	Foundation Course: II- Environmental Studies- (Self Study)	AEC C	-	-	-	-	-	-	-	-	100	Grade
III	III B	NM21UHR	Foundation Course: III-Universal Human Values and Human Rights	AEC C	26	4	-	2	30	-	100	-	100	2

CC- Core Courses, GE- Generic Elective , AEC – Ability Enhancing Course, CA – Continuous Assessment & ESE - End Semester Examination.

**CIA Question Paper Pattern: 2 x 25 = 50 Marks**

One question from each unit with each question comprising of

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

**ESE Question Paper Pattern: 5 x 20 = 100 Marks**

One question from each unit with each question comprising of

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

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB21C01</b>	<b>BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR</b>	<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To provide students with the knowledge, skills and abilities to understand Industry 4.0 and its impact on society, business and people.

### **Course Learning Outcomes**

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1.	Understand various management concepts and the functions at various levels in the organization.	K1
CLO2.	Describe the importance and models of planning and organizing.	K2
CLO3.	To find how workplace perceptions, attitudes, and behaviours impact organizational performance	K3
CLO4.	To develop the ability to use theories of leadership and motivation in organisation.	K3
CLO5.	To analyse Industry 4.0 and its implementation in the field of management to facilitate the skills required for Industry 4.0.	K4

### **Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1.	Strong	Strong	Strong	Strong	Strong
CLO2.	Strong	Strong	Strong	Strong	Strong
CLO3.	Strong	Strong	Strong	Medium	Strong
CLO4.	Medium	Strong	Strong	Medium	Medium
CLO5.	Medium	Strong	Strong	Medium	Strong

### **SYLLABUS**

**UNIT – I (15 Hours)**

Management: Meaning & Definition - Nature - Scope -importance and characteristics - Management process–Managerial role and skills -Functions of management - Early contributors of Management - Social and Ethical issues in management.

**UNIT – II (15 Hours)**

Planning: Introduction to Planning – Importance - Types of Planning - Strategic Planning Process -Organizing: Importance - process –Controlling: Types of control- factors influencing control effectiveness. Centralization - Decentralization - Formalization - Authority & Responsibility. Decision making models- Techniques and processes, Management by objectives (MBO)- Management by wandering around (MBWA).

**UNIT – III (15 Hours)**

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

**UNIT – IV (13 Hours)**

Meaning and nature of Leader - Leadership styles – Approaches, Management by Exception - Motivation: Concepts and their application, Need, Content, Theories of Motivation - Organisational Structure - Organizational Behaviour Models – Organisational Climate and Culture - Organisational Change and Development.

**UNIT – V (13 Hours)**

Group Development - Stages of Group Development - Conflict Management Techniques.

**Industry 4.0** - Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0.

**Text Books :**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2020
2.	Stepten P. Robbins, Mary Coulter and NeharikaVohra	Management	Pearson Prentice Hall, New Delhi	2020
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2018
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2019

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2020
2.	David S. Bright, Anastasia H. Cortes	Organisational Behaviour	Open Stax, Rice University	2019
3.	Kaliraj.P and Devi. T	Higher Education for Industry 4.0 and Transformation to education 5.0	1. Introduction to Industry 4.0 and Industrial Internet of Things by Prof.SudipMishra,IITKhara gpur. 2. A Complete Guide to Industry 4.0-Udemy	2021

**Pedagogy:**

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



<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB21C02</b>	<b>INTRODUCTION TO GLOBAL BUSINESS</b>	<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

**Preamble:**

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

**Course Learning Outcomes**

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1.	To know the history, evolution, growth & development of International Business.	K1
CLO2.	To understand government policies & procedures applicable for International Business.	K2
CLO3.	To find the meaning and importance of Socio–Cultural, Political & Legal and Economic Implications of globalization.	K3
CLO4.	To apply the reasons for Existence of MNE s and their strategies.	K3
CLO5.	To analyse the ability to implement marketing research skills and International Marketing information system in current business scenario.	K4

**Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1.	Medium	High	High	High	High
CLO2.	Medium	High	High	High	High
CLO3.	High	High	High	High	High
CLO4.	High	High	High	Medium	High
CLO5.	High	High	Medium	Medium	Medium

## **SYLLABUS**

### **UNIT – I (14 Hours)**

International Business-Meaning-Concept- Evolution of International Business - Nature of International Business – Reasons – Types - Need & Importance of International Business – International stages and orientations-Drivers and restrainers of Globalisation–International Business decisions- Approaches to International Business.

### **UNIT – II (15 Hours)**

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

### **UNIT – III (15 Hours)**

Multi National Enterprise- Concept- Various types-Impact of MNEs on host economies, various techniques to measure MNEs internationalization, assess emerging MNEs from rapidly developing economies- International economic institutions under the UN System, World Bank Group, IMF, WIPO, UNIDO, NAFTA, SAFTA.

### **UNIT – IV (15 Hours)**

International Operations Management- Nature and scope - Make or Buy –Global Sourcing- Partnering/Relationship Marketing - Global Networking of Operations- Location Strategy-Social Responsibilities of Business- Responsibilities to different sections- Issues and Challenges.

### **UNIT – V (12 Hours)**

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

#### **Text Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Francis Cherunilam	International Business	Eastern Economy Edition.	2020
2.	Rakesh Mohan Joshi	International Business	Oxford University Press	2019

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	SumatiVarma	International Business	Pearson	2019
2.	Charles Hill	International Business: Text & Cases	Tata McGraw Hill	2018
3.	Warren J. Keegan	Global Marketing Management	Prentice Hall of India	2019
4.	Daniel and Radebaugh and Steven L Mcshare	International Business	Pearson Education	2019

**Pedagogy:**

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

<b>COURSE NUMBER- IB21C03</b>	<b>COURSE NAME – INTERNATIONAL BUSINESS ENVIRONMENT</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

**Preamble:**

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

**Course Learning Outcomes**

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1.	To recognize the role and impact of international businesses environment.	K1
CLO2.	To explain how the economic, political and cultural environments affect international business operations.	K2
CLO3.	To find the meaning and importance of Socio–Cultural, Political & Legal and Economic Implications of globalization.	K3
CLO4.	To apply the types and characteristics of risk in business environment.	K3
CLO5.	To analyse the skills in cultural context to create relationships with business colleagues and clients across multinational business environments	K4

**Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1.	Medium	Strong	Strong	Strong	Strong
CLO2.	Medium	Strong	Strong	Strong	Strong
CLO3.	Strong	Strong	Strong	Strong	Strong

CLO4.	Strong	Strong	Strong	Medium	Strong
CLO5.	Strong	Strong	Medium	Medium	Medium

## **SYLLABUS**

### **UNIT – I (13 Hours)**

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

### **UNIT – II (15 Hours)**

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

### **UNIT – III (15 Hours)**

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

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

### **UNIT – IV (15 Hours)**

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

### **UNIT – V (13 Hours)**

Technological Environment - IT Revolution and International Business - Role of Innovation - Technological Leadership and Fellowship - Technology and Competitive Advantage - Sources of Technological Dynamics - Time Lags in Technology Introduction/Absorption - Appropriate Technology and Technology Adaptation - Impact of Technology on Globalisation.

**Text Books :**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	Raj Kumar	International Business Environment – Text and Cases	Himalaya Publishing House	2017
2	Francis Cherunilam	International Business Environment	Himalaya Publishing House	2017

**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	Aswathappa K	International Business	Tata McGraw-Hill	2020
2	Charles W. L. Hill , G. Tomas M. Hult, Rohit Mehtani	International Business: Competing in the Global Marketplace	McGraw Hill Education	2018
3	Mansi Kapoor	Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution	Sage Publishing	2019

**Pedagogy:**

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

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB21C04</b>	<b>EXECUTIVE COMMUNICATION</b>	<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

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

### **Course Learning Outcomes :**

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1.	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CLO2.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CLO3.	To examine the nature of import and export, Different terms used in import and export correspondence.	K3
CLO4.	Demonstrate the critical thinking skills to produce successful letters or emails in any given context or situation.	K3
CLO5.	To analyse the concept of presentation skill, group discussion, personality effectiveness, Business Etiquette and demonstrate through role plays in any given context or situation.	K4

### **Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1.	High	High	High	High	High
CLO2.	High	High	High	High	Medium
CLO3.	High	High	High	High	High
CLO4.	High	High	Medium	High	High
CLO5.	High	High	High	High	High

## **SYLLABUS**

### **UNIT – I (15 Hours)**

Communication: Meaning – Importance - Objectives – Types - Levels– Media –Devices- Techniques - Barriers to communication – Principles of Effective Communication- Persuasive Communication- Importance– Process - Defamation-Invasion of Privacy-Fraud

### **UNIT – II (15 Hours)**

Inter departmental Communication – Memos – Office orders – Representations and request – Proposals – Notification – Agenda – Minutes. Public Relations and social media Communication- Need - Functions- Methods – Types – Public notices – Correspondence with public authorities and other agencies - Press Releases

### **UNIT – III (15 Hours)**

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

### **UNIT – IV (14 Hours)**

Import and Export Correspondence

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

### **UNIT – V (12 Hours)**

Electronic Communication –Business uses of Internet- Différent modes of online Communication- Language of E-mail – Routine email- Golden rules for effective emails – Online Etiquettes – Telecom Technology – Issues and challenges in e-communication- Security principles.

### **Text Book :**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Pooja Khanna	Business Communication	S. Chand And Company Ltd; First edition (26 October 2021)	2021
2.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2020
3.	Mary Ellen Guffey	Essentials of Business Communication	Cengage Learning; 11th edition	2018



**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Dr. V.K.Jain&Dr.Omprakash Biyani	Business Communication	S.Chand & Company ltd	2019
2.	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2019
3.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2018
4.	Kitty O. Locker & Stephen KyoKaczmarek	Business Communication-Building Critical Skills	McGraw-Hill Irwin	2018

**Pedagogy**

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

<b>COURSE NUMBER- IB21C05</b>	<b>COURSE NAME- ACCOUNTING AND FINANCE FOR MANAGERS</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Theory</b>	<b>101</b>	<b>4</b>	<b>-</b>	<b>5</b>

### Preamble

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

### Course Learning Outcomes

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Explain and apply accounting concepts, principles and conventions; record basic accounting transactions and prepare annual financial statements.	K1
CLO2	Have a greater appreciation and understanding of the importance of risk within the context of financial decision making.	K2
CLO3	Discuss the ability to organize, analyze and draw appropriate conclusions from financial information.	K3
CLO4	Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy.	K4

### Mapping with Programme Learning Outcomes

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1	S	S	M	S	S
CLO2	S	S	M	S	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	S

S- Strong, M - Medium

## **SYLLABUS**

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

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

### **UNIT-II (Theory Only) (19 Hours)**

Financial management – Nature, Characteristics, functions, scope & process - objectives of financial management – profit maximization - wealth maximization - \*Time value of money\* - Long term financing - shares, Debentures, Warrants, Term loans, Lease financing, Hybrid financing, \*Venture capital financing, Sources of short term financing\*.  
Concept of Working Capital, Types of Working Capital, Operating Cycle, Importance of Working Capital, Dangers of Inadequate and Excessive Working Capital, Accounts Receivables and Payable Management - Inventory management – Cash management – Types of cash management- Working capital finance: Trade credit, Bank finance and Commercial paper.

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

Introduction to the Concept of risk and return – single asset and of a portfolio – \*Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves\* – Weighted average cost of capital. \*Capital Budgeting: Principles and techniques – Nature of capital budgeting\* – Identifying relevant cash flows – Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, and Profitability Index.

### **UNIT-IV (Theory Only) (20 Hours)**

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

### **UNIT-V (Theory Only) (19 Hours)**

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

**Note: \*60% Theory and 40% Problems.**

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

**Text Books:**

<b>S. No.</b>	<b>Author</b>	<b>Book name</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	S P Jain and Narang	Financial Accounting	Kalyani Publications	2020
2.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2018

**Reference Books:**

<b>S. No.</b>	<b>Author</b>	<b>Book name</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	R.P. Rustagi	Financial Management	Taxmann Publishing	2022
2.	CA. Kamal Garg	Practical guide to Ind AS & IFRS	Bharat Law House Pvt. Ltd.	2019
3.	Khan and Jain	Financial Management: Text, Problems and Cases	Tata McGraw Hill Publishing	2018

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

<b>COURSE NUMBER- IB21C06</b>	<b>COURSE NAME- INDIA'S FOREIGN TRADE</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

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

### Course Learning Outcomes

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Recall the fundamentals of India's foreign trade policies.	K1
CLO2	Understand the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's foreign trade.	K2
CLO3	Compare various aspects relating to India's Foreign Trade practices.	K3
CLO4	Analyse the trade performance of India by examining the determinants of India's exports and imports procedures.	K4

### Mapping with Programme Learning Outcomes

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1	S	S	S	S	S
CLO2	S	S	M	S	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	S

S- Strong; M-Medium

## **SYLLABUS**

### **UNIT – I (17 Hours)**

Development of Foreign trade policy- \*Role of Foreign Trade\*-Features of Foreign trade-\*India's foreign trade since 1951\*- Foreign trade policy 2021- 2026 -Recent changes in Foreign Trade policy – Foreign Trade programme under five year plans.

### **UNIT – II (18 Hours)**

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

### **UNIT – III (18 Hours)**

Institutional infrastructure or Exports- Department of commerce- Consultative and Deliberative Bodies-Export Promotion councils- Directorate of export promotion -\*Commodity Boards\*- Export potential of important commodities - Ministry of Textiles.

### **UNIT – IV (18 Hours)**

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

### **UNIT – V (15 Hours)**

Trade prospects of India with other countries – Regional groupings –FIEO services- Export Inspection council- \*International Trade Promotion Organization - Role of WTO in India's Foreign Trade\*.

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

### **Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
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1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2022
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**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	R.K.Jain	Foreign Trade Policy & Handbook of Procedures	Centax Law Publications	2021
2.	M.Yadagiri, V. Rana Pratap and Rudra Saibaba	Foreign Trade	Kalyani Publishing House	2019
3.	Dr. H.S. Madhusudana	Foreign Trade and Export – Import Policy of India	New Century Publications	2020

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

<b>COURSE NUMBER- IB21C07</b>	<b>COURSE NAME INTERNATIONAL MARKETING MANAGEMENT</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Theory</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

**Preamble:**

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

**Course Learning Outcomes**

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Understand the basic knowledge, concepts and role of International Business Intelligence, Market Selection Process, Product Decisions, Marketing Research, Personal Selling.	K1
CLO2	Identify and describe the marketing functions, Market Segmentation, Product life cycle, International Distribution channel, International Promotion.	K2
CLO3	Describe the Factors influencing Marketing functions, determinants of market selection, New product development, Role of export promotion organisation.	K3
CLO4	Apply knowledge paradigms in international marketing to gain insights on similarities/differences across cross-cultural markets and their marketing implications.	K4

**Mapping with Programme Learning Outcomes**

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1	S	S	S	S	S
CLO2	S	M	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	M

S- Strong; M-Medium



## **SYLLABUS**

### **UNIT – I (16 Hours)**

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions -International Marketing – Nature and scope –Significance - Role of International Marketing in economic development -Role of Services in global economy - \*International Business Intelligence: Source of information – International marketing information system and market research\*.

### **UNIT – II (18 Hours)**

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

### **UNIT – III (17 Hours)**

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

### **UNIT – IV (18 Hours)**

International pricing and distribution – Exporters cost – \*Pricing objectives – Factors affecting pricing – Pricing methods\* – Transfer pricing – dumping – steps in pricing – Retrograde pricing – International channel system: Distribution channel strategy-International distribution channels, their roles and functions - Importance of Channel decision – Factors influencing the Channel decision- Marketing Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.

### **UNIT – V (17 Hours)**

International Promotion: Business environment and promotion strategies- major decisions in International Marketing Communication- Communication Mix-\*Role of export promotion organization- Trade fairs and exhibitions-Personal selling- Selection of media and agency\* - Management of Sales force- Problems in International Marketing Communication- Measuring advertising Effectiveness.

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

#### **Text book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
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1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2022
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**Reference Books:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2022
2.	Philip Kotler and Kevin Keller	Marketing Management	Prentice Hall of India	2020
3.	R.S.N. Pillai & Bagavathi	Modern Marketing	S. Chand & Company	2019

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

<b>COURSE NUMBER- IB21A01</b>	<b>COURSE NAME – INDUSTRIAL RELATIONS LAW</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>Allied</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>5</b>

### Preamble

1. To understand and trace the necessity and evolution of approaches to the study of industrial relation and system of industrial relation in India.
2. To identify the significance of Factories Act 1948.
3. To examine the current employment laws.

### Course Learning Outcomes

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Demonstrate the understanding of the history, evolution/approaches and theories of industrial relations in India.	K1
CLO2	Explore contemporary knowledge and gain a conceptual understanding of industrial relation.	K2
CLO3	Illustrate the salient features of welfare and wage Legislations also to integrate the knowledge of Labour Law in practice.	K3
CLO4	Enumerate the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.	K4

### Mapping with Programme Learning Outcomes

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	M	S	S	M
CLO4	S	S	M	S	S

S- Strong, M – Medium

## **SYLLABUS**

### **UNIT-I (17 Hours)**

Definition and Scope of Industrial Relations – Objectives and Essential Features of Industrial Relations – \*Participants and Dynamics of their participation in Industrial Relations\* – Industrial Relation Perspective and Approach- Role of State - International Labour Organization - Impact of ILO on Indian Labour Relations- \*Trends in Industrial Relations Management\* - Changing Characteristics of Industrial Workforce – Demand for Labour – The Challenges to IR.

### **UNIT-II (18 Hours)**

Trade Union - Trade Union Act 1926; Scope and Coverage, Objectives, Provisions – Politics and Trade Unions – Rights of Trade Unions – Roles, Functions and Objectives of Trade Unions – \*Classification of Trade Union – Trade Unions in India – Structure of Trade Unions in India\* – Political Affiliation of Trade Unions – \*Problems of Trade Unions in India\* – Recognition of Unions – Rights of Recognized Unions.

### **UNIT – III (18 Hours)**

Industrial Employment, standing order Act 1946, Industrial Dispute Act 1947 – Definitions- Objectives - \*Different forms of strike and lockout - Prohibitions for Strikes and Lockout – Illegal Strike and Lockouts – Layout\*, Retrenchment and Closure – Closure of Undertaking -Workman's Compensation Act, 1923 – Objectives, Provisions.

### **UNIT-IV (18 Hours)**

The Factories act, 1948 – objectives, coverage, applicability, structure, main provisions, \*Health and hygiene, Hazardous processes, welfare provisions, working hours\*- The contract labour (Regulation and abolition Act), 1970- objectives, duties and obligations of contractors and principal employer - \*Payment of Wage Act 1936\* - Payment of Bonus Act 1965- objectives – provisions.

### **UNIT-V (15 Hours)**

The EPF and M.P Act 1952, \*The ESIC Act, 1948\*, The Maternity Act, 1961, The Payment of Gratuity Act, 1972, Employee Compensation Act, 1923, The Employees Exchange (Compulsory Notification of Vacancies) Act, 1959 and the Unorganized workers' social security act, 2008 (Objectives, definition and main provisions only).

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

**Text Book:**

<b>Sl. No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	D P Sahoo	Employee Relations Management: Text and Cases	SAGE Publications Pvt. Ltd	2020

**Reference Books:**

<b>Sl.No.</b>	<b>Author(s)</b>	<b>Title of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	Venkata Ratnam	Industrial Relations	Oxford University Press.	2017
2.	P.R.N. Sinha, Sinha Indu Bala, Shekhar Seema Priyadarshini	Industrial Relations, Trade Unions and Labour Legislation	Pearson Education	2017
3.	Punam Agarwal	Industrial Relations	Kalyani Publishers	2021

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

<b>COURSE NUMBER- IB21SB01</b>	<b>COURSE NAME - BUSINESS ANALYTICS - LEVEL I</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
		<b>SBS</b>	<b>43</b>	<b>2</b>	<b>-</b>	<b>3</b>

### Preamble

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

### Course Learning Outcomes

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

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Recall and identify the importance of data science in business process.	K1
CLO2	Explain data integration and modelling techniques.	K2
CLO3	Apply business intelligence concepts for enterprise reporting.	K3
CLO4	Identify solutions to decision making problems.	K4

### Mapping with Programme Learning Outcome

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PLO5</b>
CLO1	S	S	S	S	S
CLO2	S	M	S	S	S
CLO3	S	S	M	S	S
CLO4	S	S	S	S	M

S- Strong; M-Medium

## **SYLLABUS**

### **UNIT – I (9 Hours)**

Introduction: Meaning - Definition of analytics, Evolution of analytics, Need of Analytics, Business analytics vs Business analysis - Business intelligence vs Data Science - Data Analyst vs. Business Analyst - Types of Analytics - Tools for Analytics - Career in Business Analytics, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility.

### **UNIT – II (9 Hours)**

Analytical decision making process, Characteristics of the analytical decision making process - Data: Data Collection - Data Management- Big Data Management- Organization/sources of data, Importance of data quality- Dealing with missing or incomplete data- Data Visualization- Data Classification.

### **UNIT - III (9 Hours)**

Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling - Evaluation and Interpretation – Deployment – Operations and Optimization.

### **UNIT – IV (9 Hours)**

R programming basics- Environment setup with R Studio - R Commands - Variables and Data Types - Control Structures - Program Structure in R - Array and Matrix – Vectors – Factors and Functions - R packages.

### **UNIT – V (9 Hours)**

Basics of R Syntax - Organize and modify data in R using data frames - Prepare data for analysis in R - Basics of joining tables together in R.

### **Text Book:**

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

### **Reference Books:**

<b>S.No.</b>	<b>Author</b>	<b>Book name</b>	<b>Publisher</b>	<b>Year of Publication</b>
1.	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	2019

2.	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	2018
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**Pedagogy:** Chalk & Talk, Lecture, Seminar, PPT, Group Discussion.